

PRODUCTION STILLS GUIDELINES

Taking the right stills during production is crucial to publicity and distribution efforts. Make sure your stills photographer gets a copy of this document.



Shooting the Crew:

- Director “directing” actors
- Director next to camera, “working”
- Camera Operator w/eye to lens
- Sound Mixer with good view of sound recorder or boom.
- Medium to wide shot with camera and operator, boom, actors and director watching.

Shooting the Action:

- Try to replicate what the camera “sees”.
- Shoot only rehearsals unless the shot is MOS.
- With permission, a shots are possible immediately before “action” or after “cut.”
- Catch dramatic/emotional moments of characters.
- Catch action moments, if applicable.
- Anticipate shots for film poster or video cover that tease the story, without giving away too much.
- Be sure to discuss priorities/preferences with director, producer, and EP.

What not to shoot (these are useless):

- Crew “mugging” for the camera.
- Crew doing anything but working.