

# DIY VIDEO & PHOTO RESOURCES

## BASIC SHOT LIST

Shoot “coverage” of these subjects, meaning wide, medium, and tight shots from multiple angles.

- Establishing shots (shots that tell us where everything is happening and give us the context. These are typically wide shots, or “zoomed out”, but can also be closeups of location signs, brand identifiers, etc.)
- “Before” shots of a workpiece or project setting
- “In progress” shots of a workpiece or project setting
- “After” shots of a workpiece or project setting
- Planning documents
- Tools used in the project
- Team members’ faces while they work
- The view from a workpiece, looking toward a team member, while he or she is working
- If you’ve interviewed a team member, get shots of them while they’re working (or if you’ve interviewed a client for a testimonial, get shots of them using the space you worked on)

*Pro-Tip: Always check your shot to make sure everything in it is consistent with safety protocol, code, and any other policies, regulations, or requirements.*

## VIDEO EDITING TOOLS

### Canva

- Free version available
- Available on mobile and in a computer's web browser

### Instagram Edits

- Free
- Available on mobile

### CapCut

- Free version available
- Use on mobile, in a web browser, or as a desktop app

### iMovie (for Mac or iOS)

### Clipchamp (for PC)

### Descript

- This tool transcribes your spoken content and lets you edit that transcript to edit the video
- Free version available
- Use on Mac or PC

### Adobe Premiere

- Professional software for computers, available by subscription
- iPhone app available for free

### DaVinci Resolve (pro software for computers, with robust free version available)

### Apple Final Cut Pro (pro software for Mac, available by subscription)