SHOOTING FOR EDITING

- Use multiple shots (if possible) to give different perspectives of what is being viewed.
  - Wide (master) shot to show presenter and room.
  - Medium shot to move closer to action.
  - Close-up shot to focus in on hands and emphasize the action (e.g. a scientific experiment or working out a problem).
- Shots can be combined in post-production editing.
- Shorter clips are easier to edit in post-production--if a mistake is made, it is easier to reshoot a short clip than a long one.
- Preview raw footage, noting any material that may need to be removed (e.g. excessive “um’s” and “ah’s” in sound, long segments where not much happens).
- Edit with a good mix of wide, medium, and close-up shots for a more interesting video.

Source: Best Practices for Web Video Production; http://www.knoodle.com