



**Head and shoulder shot/
Medium Close up**

Head and shoulder shots are also, like close ups, good for showing emotion. However they also show some of the background, and to the right you can see two characters in this type of shot.



**Close
up/ECU**

These are effective because they show the character's facial expression and emotions.

An Extreme Close Up (ECU) can zoom in on tiny detail, for example someone's eye.



Long Shot

In a long shot we can see the whole person and some of their surrounding environment.

Medium Shot

This is where we can see about half of a person or object.





Low Angle Shot

In a low angle shot the camera is low to the ground looking up.

High Angle Shot

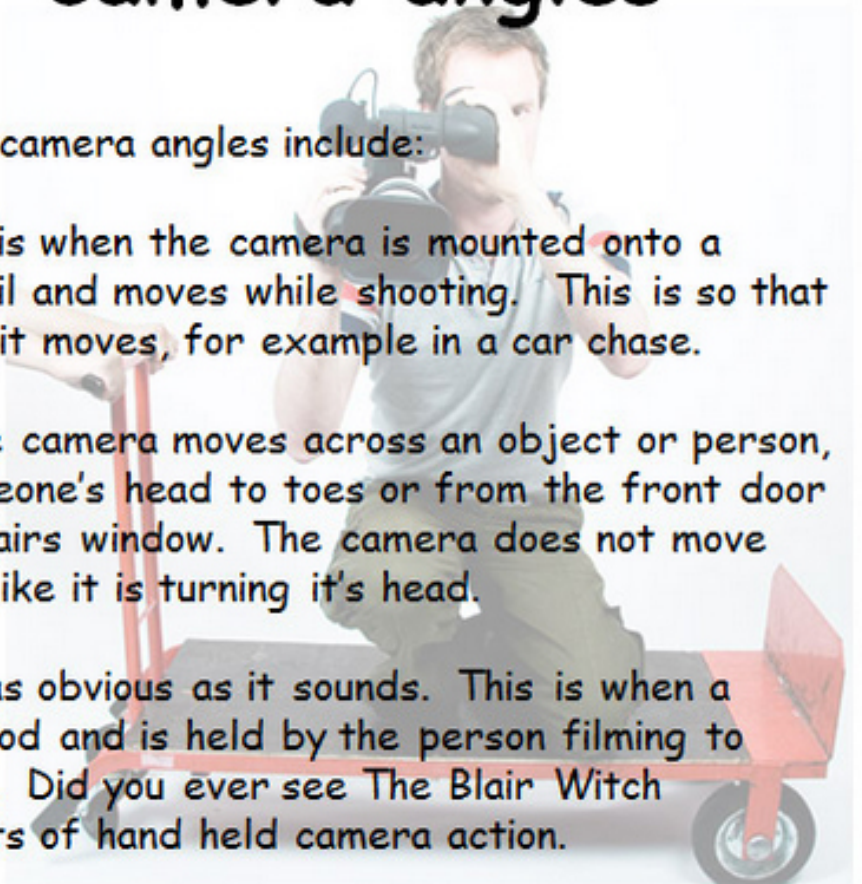
A high angle shot is when the camera is up high and looking down on what it is filming.



Other camera angles

Other, more complex, camera angles include:

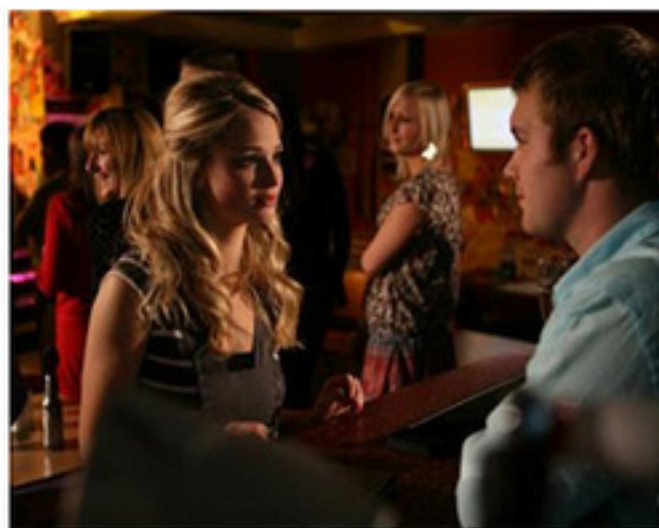
- Tracking shot:** this is when the camera is mounted onto a platform or type of rail and moves while shooting. This is so that it can follow action as it moves, for example in a car chase.
- Pan:** this is when the camera moves across an object or person, for example from someone's head to toes or from the front door of a house to the upstairs window. The camera does not move from its position- it's like it is turning it's head.
- Hand-held:** This is as obvious as it sounds. This is when a camera is not on a tripod and is held by the person filming to create a shaky effect. Did you ever see *The Blair Witch Project*? This used lots of hand held camera action.



Lighting

Like camera angles, lighting is also a really important thing to consider when creating an advert. Even subtle changes in lighting can create amazing effects.

Can you think of a time when you have seen effective lighting on TV, in a photograph or even in real life?



Dark Lighting

Dark lighting can be moody and sinister, or romantic and seductive. You can create shadows using artificial light or sunlight through windows.





Bright lighting

This can be created purely by filming outside on a sunny day, or through the use of artificial light. This, again, can create mood and set the scene.



Sound

Sound is very important in creating both mood and establishing setting. It is also crucial in creating authenticity. Next time you watch Eastenders, imagine it without the background sounds.

- **Diegetic Sound:** This is when you can see the source of the sound, for example the sound of the sea whilst the sea is in shot.
- **Non Diegetic Sound:** This is when you cannot see the source of the sound. It can be the music edited into a film or the sounds of the Underground station and the café in Eastenders.