



What You Need to Know to Frame
and Compose a Killer Shot

BOXCAST
a smarter way to stream

The Breakdown

| | |
|-------------------------------|--------|
| Intro | Page 1 |
| Types of Shots | Page 2 |
| The Rule of Thirds | Page 3 |
| Lead Room and Headroom | Page 4 |
| Wrap Up | Page 5 |
| About BoxCast | Page 6 |



INTRO

When it comes to live video streaming, creating valuable and meaningful content is the key to building an audience. Once you've refined your message, it then becomes your responsibility to make it look good.

Have you ever noticed a crooked painting on a wall? Even if the painting itself is a masterpiece, something probably felt wrong about what you saw.

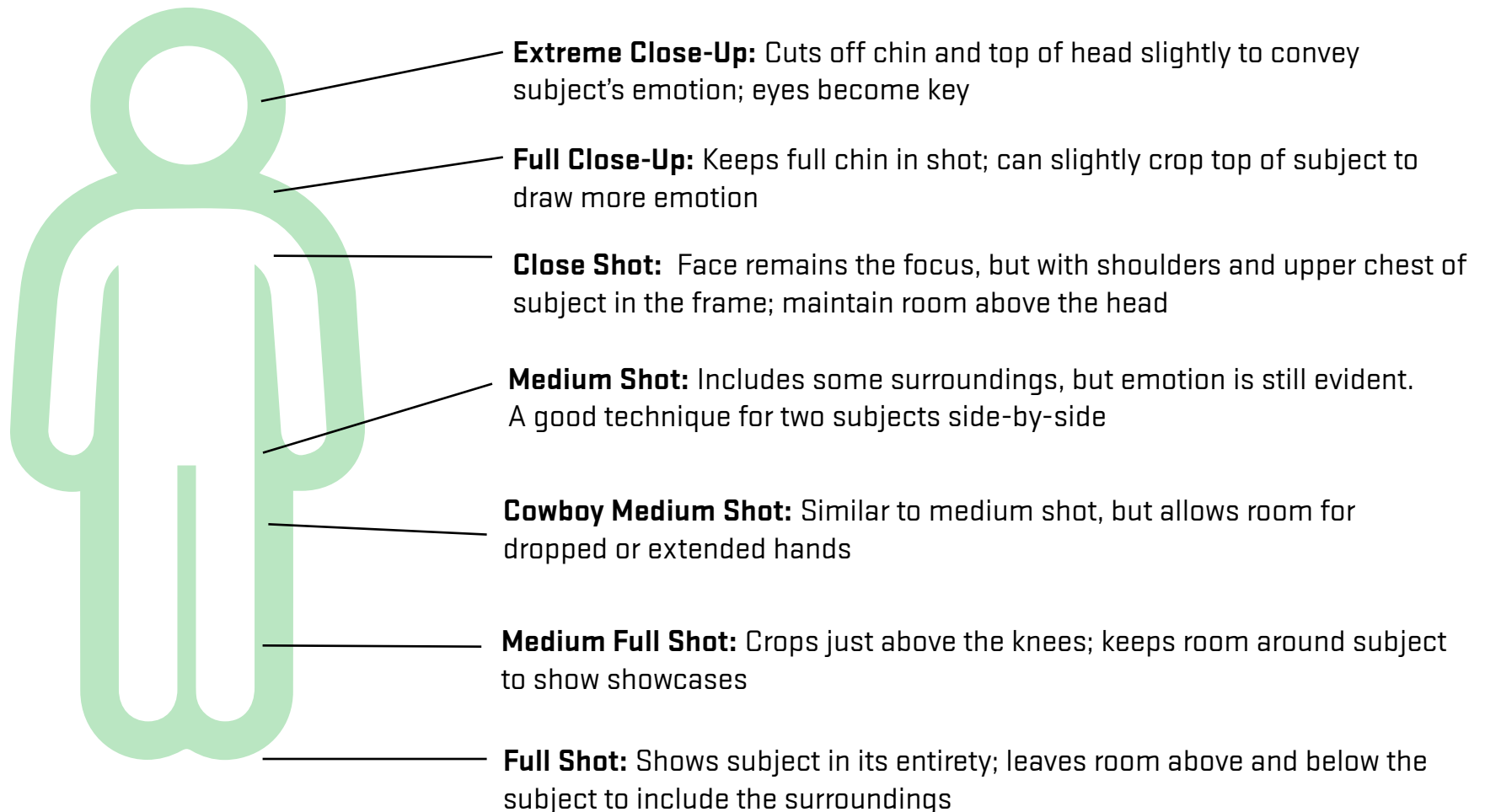
Framing and composition in video works the same way: your viewers will notice (consciously or subconsciously) if your shots are framed or composed poorly. With a few simple techniques, you can provide an excellent viewing experience for your viewers.

Types of Shots

As you compose your shot, consider the goal of that particular sequence. Are you trying to evoke emotion? Do you need to emphasize scenery? What's the theme of your content?

Below, we show various types of shots using the human body as a representation of your field view.

Remember, just like in reality, the closer you get to your subject, the more personal it feels.



The Rule of Thirds

The Rule of Thirds is composition technique that divides your frame into thirds, both vertically and horizontally, to help frame your subjects and the surrounding environment.

It's not isn't a hard rule; the imagined grid is simply to be used as a guide for positioning your camera.



Sample shots using the Rule of Thirds



The four intersection points of the grid are called 'points of interest'. These are great guides for where to place the subjects and objects on which you want to focus.



Don't perfectly center your subject in the frame. You'll improve the shot by positioning the it slightly to one side. Here, we've drawn attention to the subject by positioning her on a "point of interest."

Note: Centering an image is still a stylistic tool widely used in videography and cinematography. Should you decide to overrule the Rule of Thirds, just ensure that your picture is balanced on both sides.

Lead Room and Headroom

Lead room and Headroom are methods of spacing that consider the “empty” space around your subject.



Headroom

Headroom refers to the relative vertical position of the subject within the image frame, measuring the space between the top of the subject's head and the top of the frame.

It's important to consider headroom when framing your shots. Too little can be used for closeups and tight shots, but should generally be avoided with medium and full shots as it looks like the subject is accidentally cut off. On the other hand, too much headroom can make the speaker look less significant.



Lead Room

Lead room refers to space in front of your subject. You should compose your shot so that there is more space in the direction that your subject is facing. When panning or sliding your camera to follow movement, leave extra space in front of the moving subject or object. If not, you risk losing the subject outside the frame (this is especially necessary when streaming sporting events).



WRAP UP

Considering the way you frame and compose your shots will provide you with a clean and professional-looking stream, regardless of your budget. However, keep in mind that these techniques are solely meant to guide your shot, not dictate it entirely. You have a unique opportunity to capture and share your content; incorporate these tips as a surefire way to produce an engaging and dynamic broadcast. Good luck!

About BOXCAST

Launched in 2013, [BoxCast](http://www.boxcast.com) is inspired by the idea that live video can connect people around important moments, even when they can't be together in person. The company has developed a fully-automated, simple and reliable device that turns any camera into a video-streaming platform.

BoxCast's breakthrough technology makes it easy to deliver live, HD video to anyone, anywhere, on any device.

