

B - ROLL



Consider this:

- Instead of featuring only talking heads on video, you want to have other images you can cut away to that will add dimension to your story.

B-ROLL DEFINED

- The extra video shot to enrich the story you're telling and to have greater flexibility when editing.

B-ROLL DEFINED

- B-roll can include additional video footage, still photographs, animation, FSGs.

B-ROLL IS THE
GLUE THAT
HOLDS THE
PACKAGE
TOGETHER



It's pretty common when videographers first start out to get a little lazy when it comes to shooting b-roll -- especially if you capture it after you've finished shooting your primary footage...

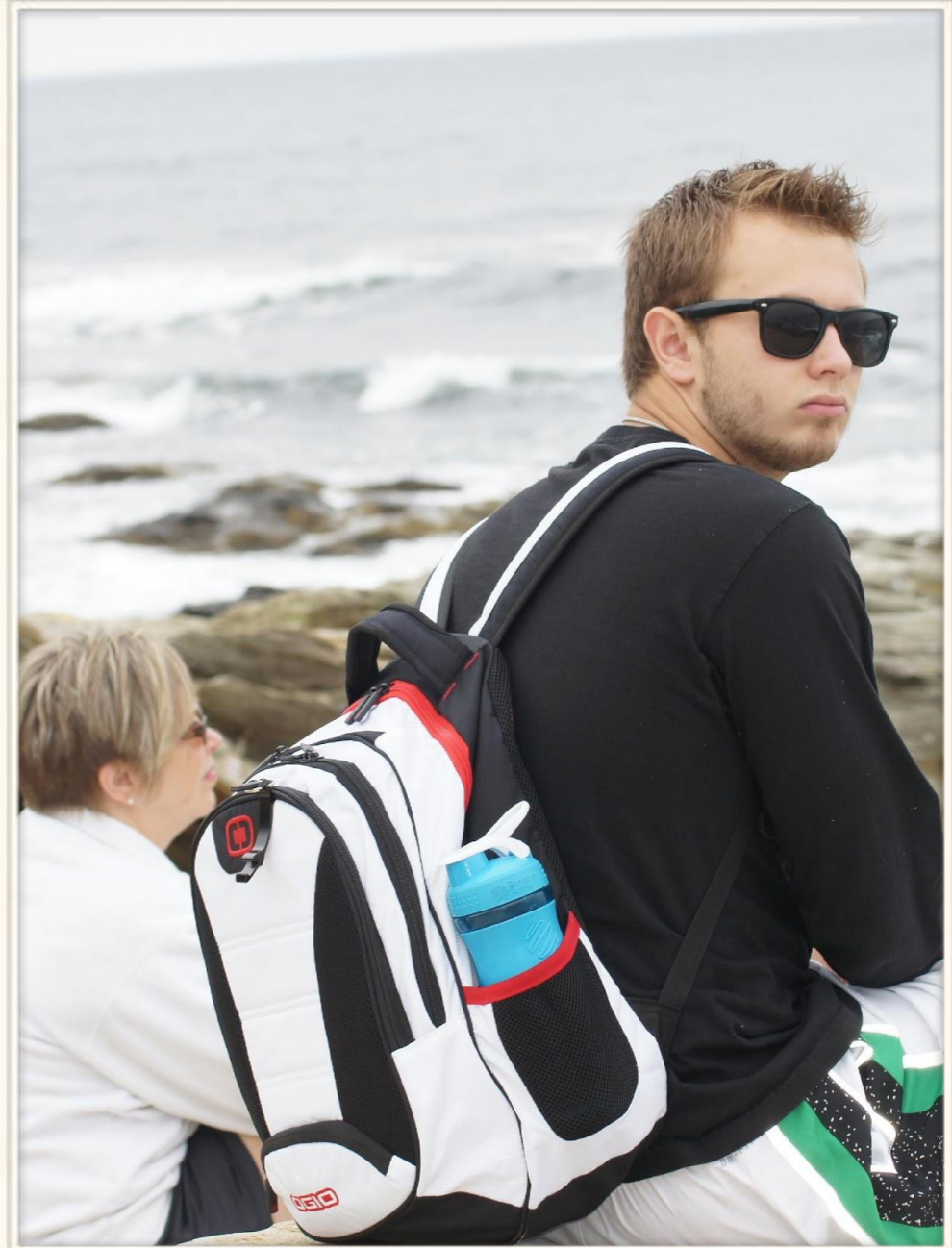
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...however, b-roll footage not only plays a huge role in the storytelling process, it actually takes up the lion's share of the screen time.

- Objects, places, actions, and people being talked about need to be seen in order to keep the story alive and interesting.



So, knowing how important b-roll is, it's essential to not only capture enough of it (seriously -- I can't stress that enough), but capture it well.



There is no such thing as

**TOO MUCH
B-ROLL**

KEEP
CALM
AND
SHOOT
MORE B-ROLL

