

# B-roll shot list, *ticked off.*

## BEFORE YOU FILM

- ☐ Product clean
- ☐ Labels facing out
- ☐ Same light as your A-roll
- ☐ Focus and exposure locked

| SHOT                                                 | HOW TO FILM IT                                   | TAKES                                                                                                                        |
|------------------------------------------------------|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> <b>Detail close-up</b>      | Tap to focus, hold still                         | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| <input type="checkbox"/> <b>Hands in use</b>         | Your point of view, product facing the lens      | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| <input type="checkbox"/> <b>Texture or pour</b>      | Side light from a window, slow and steady        | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| <input type="checkbox"/> <b>Before state</b>         | Film it first, same spot and light as the result | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| <input type="checkbox"/> <b>Result</b>               | Same angle and light, no filter or retouching    | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| <input type="checkbox"/> <b>Unboxing</b>             | Slowly, one item at a time                       | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| <input type="checkbox"/> <b>Real setting</b>         | Shelf, desk, bag, counter or gym floor           | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| <input type="checkbox"/> <b>Scale</b>                | Next to your hand or a familiar object           | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| <input type="checkbox"/> <b>Label or ingredients</b> | Fill the frame, away from the edges              | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| <input type="checkbox"/> <b>Process step</b>         | One short shot per step, same framing            | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| <input type="checkbox"/> <b>Reaction</b>             | Your first use, only if it's real                | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| <input type="checkbox"/> <b>Transition or reveal</b> | Cover the lens with your hand, then reveal       | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |

## FOR EVERY SHOT

- ☐ Two angles
- ☐ Still frame at the start and end
- ☐ Natural sound recorded

SKINCARE AND BEAUTY

☐ Swatch on your hand

☐ Close-up of the pump

☐ Applying it in the mirror

☐ Label and ingredients

FOOD AND DRINK

☐ The pour or drizzle

☐ One prep or cooking step

☐ First bite or sip

☐ Finished plate in its setting

CLOTHING, ACCESSORIES

☐ Fabric close-up

☐ Zips, stitching, clasps

☐ Stretch or movement test

☐ Fit in a mirror

HOME AND KITCHEN

☐ The before state

☐ Product doing its job

☐ Your hand for scale

☐ The finished surface

TECH AND GADGETS

☐ What's in the box

☐ Ports, buttons, screen

☐ Setting up or pairing

☐ In use where it lives

SUPPLEMENTS, WELLNESS

☐ Pack, approved claims only

☐ Scooping a serving

☐ Mixing and texture

☐ Your morning routine

PETS

☐ Pet noticing it

☐ Chewing, wearing, playing

☐ Size next to your pet

☐ Pet settled afterwards

FITNESS GEAR

☐ Gear mid-movement

☐ Grip, material or fold

☐ Setting it up

☐ Packing it into a bag