

# Shooting for News Reference

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DESIGN

NAME

DATE

eye-level • focus • headroom • medium close-up • white balance

Before every take, check: tripod stable • eye-level • white balance • focus.



## Eye-level

Camera height matches the subject's eyes, not above or below.



## Medium close-up

Subject fills most of the frame.



## Headroom

Just enough space above the head. Not too much, not too little.



## White balance

Set before rolling, not left on auto by default.