

Want to make films like Giulio Meliani?

Enjoy this short recap of his Create With Me video



1

Set the scene

Just as movement serves a particular purpose, so does its absence. It's difficult to begin a video in the heart of the action – in part because it creates a lack of context, and furthermore limits your ability to build. So, Giulio suggests beginning with a wide, static frame to establish a scene.

Giulio references war movies as a well-known example. It's a classic calm before the storm. Sure, it's tempting to grab a viewer's attention right off the bat, but you may be doing your film a disservice by overlooking this often-crucial foundation.

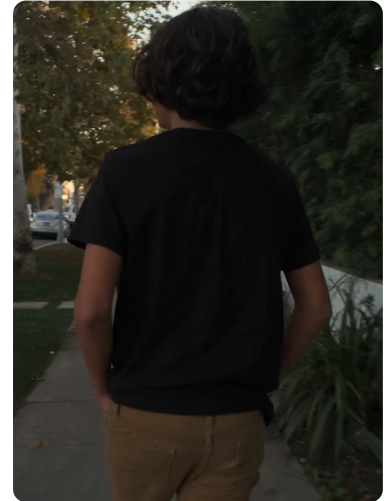


2

Build emotion

Now it's time to get moving! But remember to be intentional. This is exactly what filmmakers are talking about when they refer to visual language. In the same way verbal speech or actions communicate a clear message to viewers, the way we move the camera is imbued with meaning.

Giulio lists a handful of examples and outlines how they're achieved, to help you on your way. Use a push-in motion to express an important revelation, try an upwards tilt with an empowered character, or go handheld and watch your viewer feel the tension.



3

Follow the subject

Camera tracking is distinct from the individual camera movements listed above – primarily because it's often a far longer single sequence, but also because of the transportive impact it has on a viewer. When the camera follows a subject, we feel a sense of being right there with them.

What's more, the subject's environment is revealed to them at exactly the same time as us.

We lack the mystical foresight cinematography typically provides, so we're forced to strap in and go along for the character's ride. Anything could happen. Instead of cutting from one place to another, consider making that short journey an interesting part of your film.

Closing date for entries to Giulio's
Challenge: 11:59PM EST January 31, 2023

View Giulio's Challenge

