



SHOOT BRIEF

Point of View (POV)

Keyword Code: **POVFEB17**

Use your camera lens as the eyes of your protagonist, the subjective view of your main character. A POV shot implies that what the camera is capturing is what the character is seeing. The shot is usually captured at that person's eye height, whether they're sitting, sprawled on the ground, or standing up. More than ever, we've been seeing a high volume of requests for a wide variety of POV footage, for both unscripted and scripted productions.

Shot List Thought-Starters:

- Beginning of the day: Waking up, getting out of bed – feet on floor, making coffee
- Social scenes: Toasting drinks, serving food, etc.
- Performing tasks: Putting gas in a car, cooking, mowing the lawn, moving through a grocery store with shopping cart
- Sports themes: Mountain biking, surfing, skateboarding, skiing, horseback riding
- Animal POVs: Rig your pet with a go-pro and record the action

Suggested Keywords: Point of View, POV, Viewpoint, First-Person

Typical Users: Food and Beverage Commercials, Travel Companies, Retail Chains, Electronic Companies, Tech Companies, Entertainment

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Pro-Tip:

Make your camera moves as smooth as possible, unless you're engaged in an activity that requires erratic movement. It's natural to blend pans and tilts within your shot if your intent is to offer the viewer more insight into the character(s) and their surroundings. If you don't possess a camera stabilizer, we recommend finding an inexpensive handheld rig as a solution. If you have a few dollars to spare, we highly recommend [EVO](#).

Casting Considerations: Authenticity with talent and imagery. Accept the challenge to subtract artificiality from your setups. In other words, keep it REAL. These things will play an important role in the success of your shoot. Read more in our post on authenticity and why it matters.

Location Diversity: Urban, Suburban, and Rural

Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

Submission Checklist:

- Remember to tag your clips with the keyword code: **POVFEB17**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

Check Out These Additional Pond5 Shoot Briefs:



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[Milestones, Part 1 >](#)



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[Establishing Shots >](#)