



FRAME × FRAME ACADEMY

Camera Moves & What They Mean

Every move is a sentence. Say something.

SHOT SCALES (EMOTIONAL DISTANCE)

- Detail/Macro — tension, intimacy.
- Close-up — emotion, connection.
- Medium — conversation, neutral.
- Wide — context, isolation, 'let them breathe.'

MOVEMENTS

- Overhead — vulnerability, subject small in the world.
- Gimbal push-in — pull the viewer INTO the moment.
- Pan/tilt — reveal, follow energy.
- Static — let the subject carry it.



FIG 01 SHOT SCALES — same subject, four distances: macro tension, close-up emotion, medium neutral, wide isolation.

THE METHOD

- Before you film: what do I want them to FEEL?
- Then pick the move that says it. The move IS the emotion.

7 GO-TO MUSIC-VIDEO MOVES

- Overhead, orbit, push-in, whip-pan, low-angle hero, tracking follow, rack focus.



FIG 02 **MOVEMENT = MEANING** — every camera path (orbit, push-in, overhead) is a sentence. Pick the one that says the feeling.

► **Plan 3 shots by FEELING, not by gear, on your next shoot.**