

TABLETOP IN MOTION

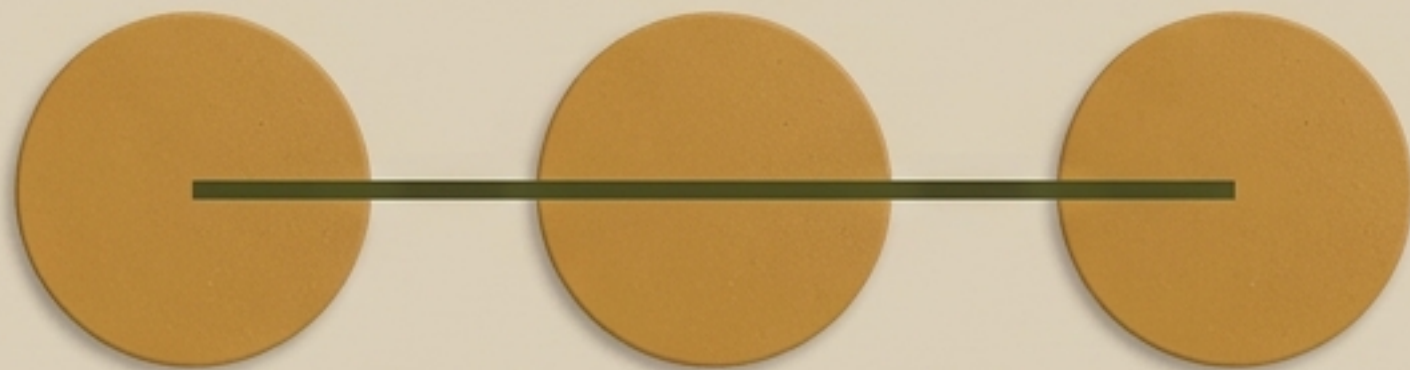
Building Sequences That Work.

[00:00:00]



A still photograph is a single statement.

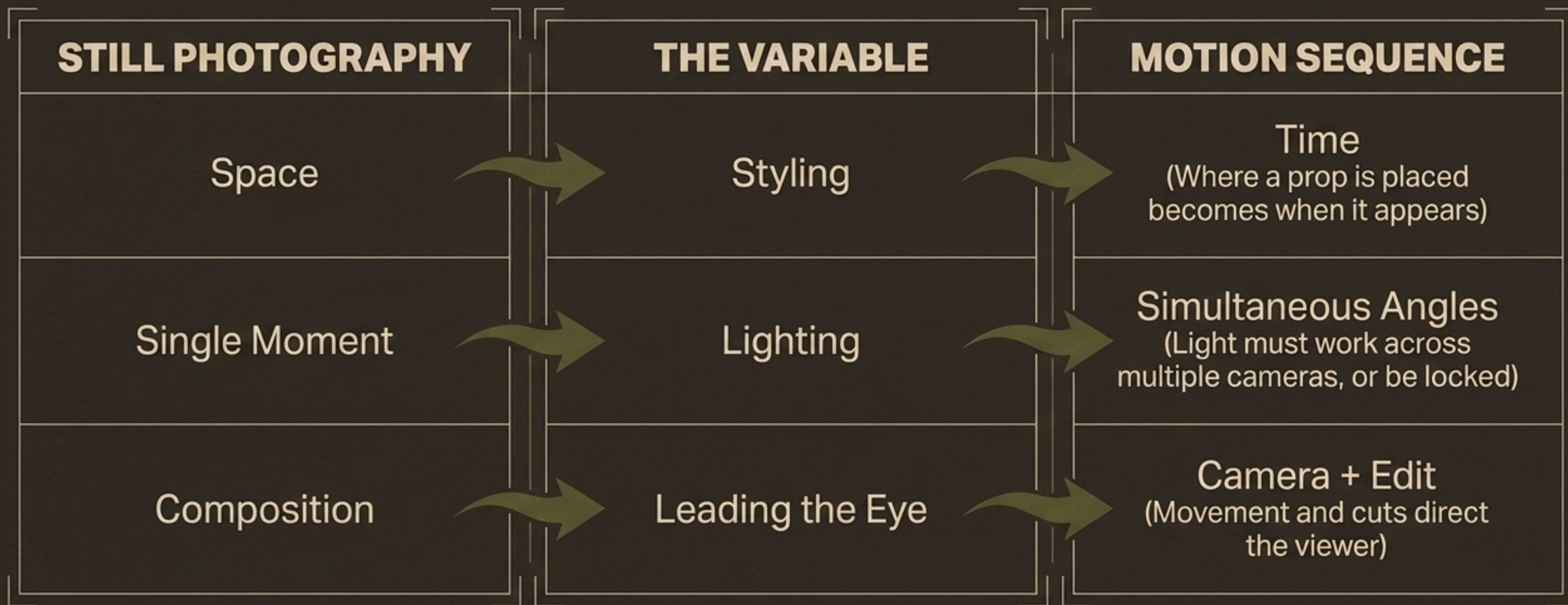
You solve the frame once.
Composition, light, and styling
are optimized for a singular
moment in time.



A motion sequence is a conversation.

You are solving for multiple moments.
The product must do something,
reveal something, or change to
justify the medium.

THE VARIABLES



EVEN TEN SECONDS REQUIRES A DIRECTION.

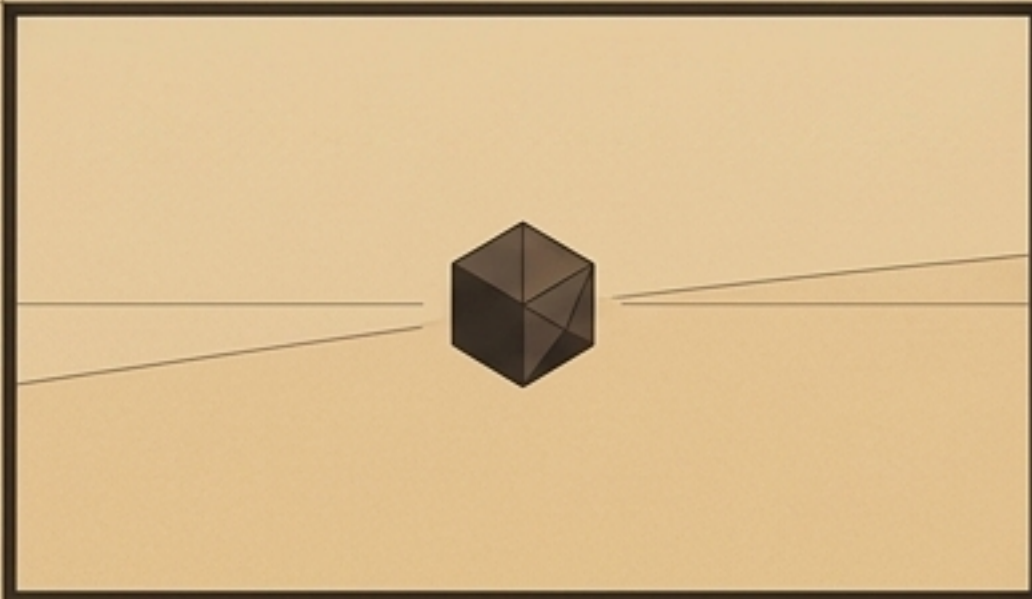


A sequence does not need a plot, but it demands an arc. The viewer must feel a distinct sense that something has changed or revealed between the first frame and the last. Beautiful frames that do not connect to the frames around them are useless footage.

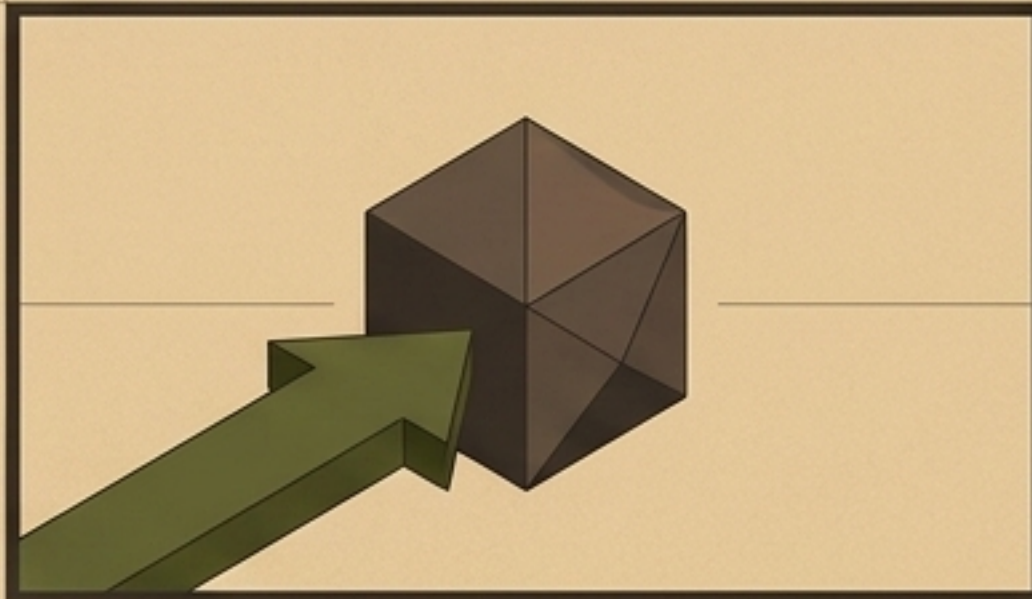
STRUCTURE 1: THE REVEAL

The viewer's relationship to the product changes from distant to intimate. Start wide or obscured, move toward or into the product, and end on the hero detail.

BEGINNING



MIDDLE



END



STRUCTURE 2: THE BUILD

Elements come into frame sequentially (one-after-another). Each new element adds context to the scene until the composition is complete.

BEGINNING



MIDDLE



END



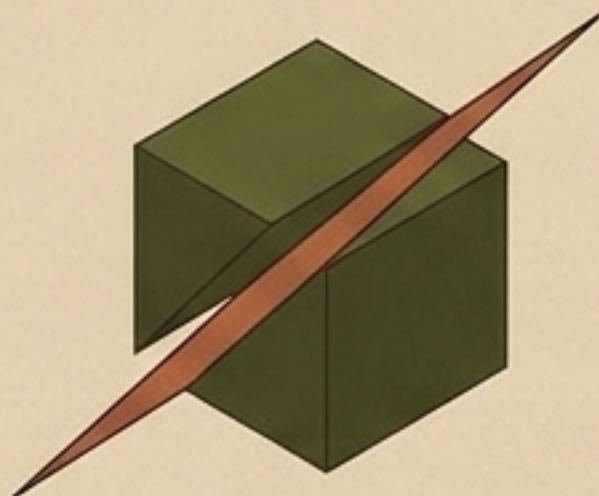
STRUCTURE 3: THE TRANSFORMATION

Something about the product or environment fundamentally changes. A before and after achieved within a single, unified sequence.

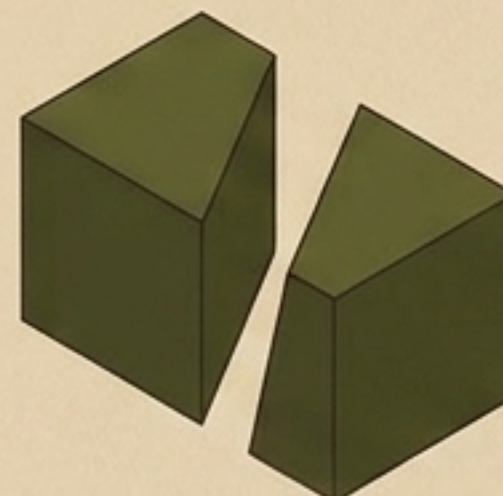
BEGINNING



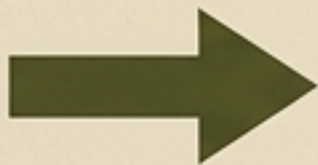
MIDDLE



END



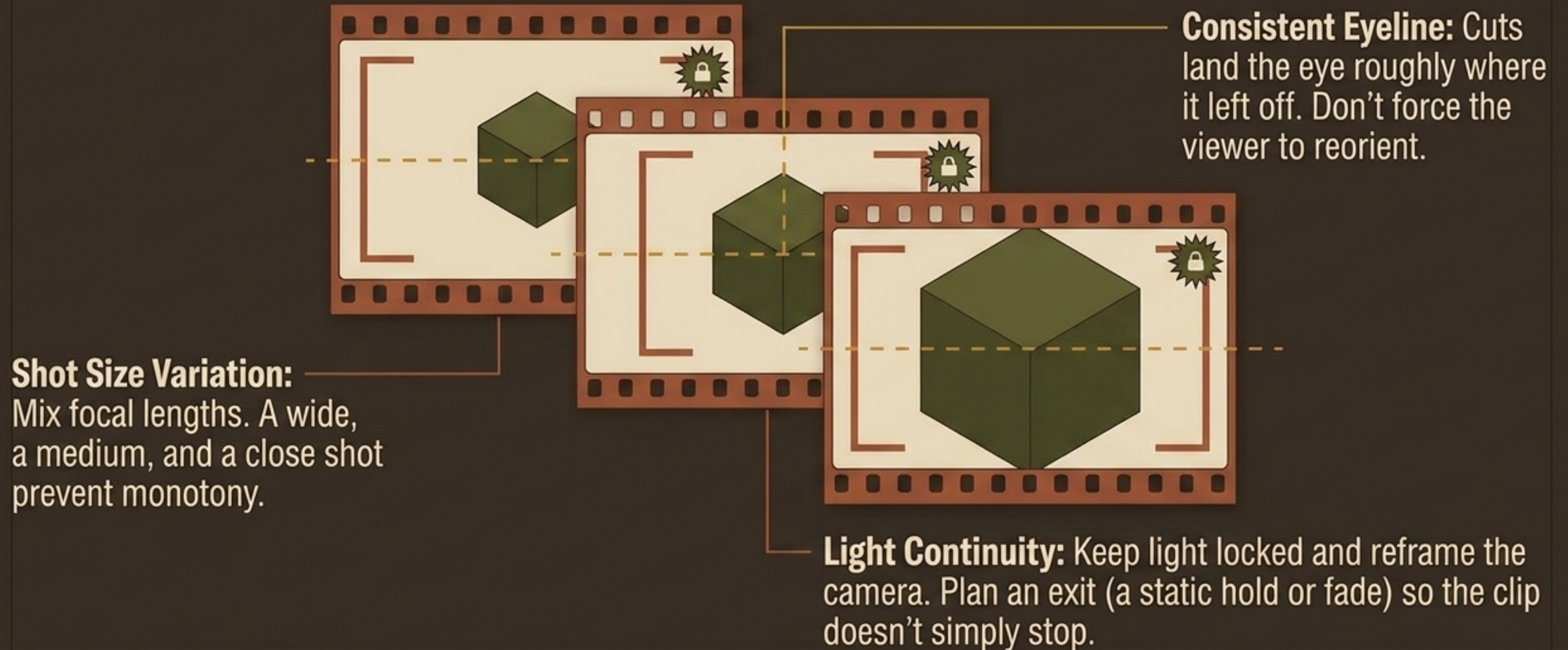
CINEMATIC TRANSLATORS (DO)

	High hero to 45-degree: Slow tilt/arc down shows context, then detail.
	Straight-on slow push: Product fills frame progressively.
	Low hero static: Camera stays locked, action happens above. Makes ordinary actions cinematic.

EDITORIAL BREAKERS (DON'T)

	Constantly changing angles: No underlying editorial logic.
	Simultaneous movement: Moving camera and product at once without a clear focal point.
	Inconsistent lighting: Cutting between angles that break light continuity.

THE ANATOMY OF A CLEAN CUT



DIRECTORS BRIEF: Tabletop Sequence

Category: Food, beverage, or lifestyle accessory.

Length: 8 to 15 seconds (edited).

The Constraints:

- ☐ Minimum 3 shots that cut together as a unified sequence.
- ☐ Include at least one overhead/high hero angle.
- ☐ Include at least one close detail shot.
- ☐ Light remains consistent across all angles (no resetting between shots).

DELIVERABLES

1. The edited sequence (single file).
2. **Updated shot list** (planned vs. actually shot).
3. **Edit Note:** 2-3 sentences explaining what was cut and why.

CRITIQUE FOCUS

- **Direction** (Is there a beginning, middle, and end?)
- **Clean Cuts** (Light, eyeline, and size variation).
- **Honesty** (The best edit notes describe what didn't work).

**[Three clean shots that cut together properly
beat six ambitious shots that fight each other.]**