

THE REVEAL

Distance → intimacy

SHOT 1

Wide / establishing

Product in environment. Context first. Viewer gets their bearings.

2–3 sec

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SHOT 2

Medium push in

Camera moves toward product. Viewer drawn forward.

2–3 sec

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SHOT 3

Hero detail / close

Land on the money shot. Label, texture, surface. Hold.

3–4 sec

Arc: The viewer's relationship to the product changes from distant observer to intimate. Works for anything where detail sells — texture, craft, label design, material quality.

THE BUILD

Incomplete → complete

SHOT 1

Scene empty or partial

Product absent or obscured. Anticipation before the reveal.

2 sec

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SHOT 2

Element enters frame

Product placed, poured, or revealed. The moment of arrival.

2–3 sec

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SHOT 3

Scene complete

Everything in place. Hold on the finished composition.

3–4 sec

Arc: Something is missing and then it arrives. Creates anticipation even in a 10-second clip. Works especially well for food and beverage where the product completing a scene is the point.

THE TRANSFORMATION

Before → during → after

SHOT 1

Before state

Product at rest. Static. Sealed, whole, waiting.

2 sec

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SHOT 2

Action / change

Pour, cut, unwrap, open. The thing that happens.

3–4 sec

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SHOT 3

After state

Changed. Poured, cut, open, consumed. New equilibrium.

3–4 sec

Arc: The product does something and the world changes. Before and after inside a single sequence. Works for any product where the action of use is the story — coffee poured, candle lit, sauce opened.

Plan the arc before you plan the shots. Know which structure you are using before you write a single shot description. The arc is the editorial logic. The shots are how you execute it.