

YOUR BUSINESS NAME / LOGO

SHOT LIST

Project Café brand film

Client Example Co.

Shoot date 14 Mar 2026

Location(s) Example Café, City

Director / shooter Your Name

Camera(s) A cam + phone for BTS

Call time 07:30

Wrap time 13:00

[illegible]

CHEAT SHEET — WHAT THE DROPDOWNS MEAN

SHOT TYPE	What it shows	Use it to...
EWS	Extreme wide shot: the subject is tiny in a big environment	Set the scene and show scale
WS	Wide shot: the full subject, head to toe, with surroundings	Show where we are and what's happening
MWS	Medium wide: roughly knees up	Show action and body language together
MS	Medium shot: waist up	Everyday coverage, conversations, presenters
MCU	Medium close-up: chest up	Interviews and talking to camera
CU	Close-up: the face, or one object filling the frame	Emotion, reactions, product detail
ECU	Extreme close-up: eyes, hands, texture	Detail, tension, premium product feel
OTS	Over the shoulder: framed past one person toward another	Conversations and interactions
POV	Point of view: what the subject sees	Put the viewer in the subject's shoes
Two-shot	Two people in one frame	Show a relationship or an exchange
Insert	A close detail shot of an action (hands, a screen, a pour)	Cut into a wider shot to show detail
Establishing	A wide opening shot of the location	Open a scene, e.g. the building exterior
Cutaway	A shot of something related, away from the main action	Hide edits and add context (B-roll)
ANGLE	What it shows	Use it to...
Eye level	Camera at the subject's eye height	Neutral, natural and relatable
High	Camera above, looking down	Make the subject look smaller or show a layout
Low	Camera below, looking up	Make the subject look powerful or heroic
Bird's eye	Straight down from high above	Show patterns and layouts, often drone
Worm's eye	From ground level, looking up	Dramatic scale
Dutch	Camera tilted on its axis	Unease, energy, disorientation
Overhead	Directly above a table or surface	Food, hands, flat-lay product shots
MOVEMENT	What it shows	Use it to...
Static	Camera doesn't move (tripod)	Calm, clean, lets the action move
Pan / Tilt	Camera turns side to side (pan) or up and down (tilt)	Follow action or reveal something
Push in / Pull out	Camera moves toward or away from the subject	Build focus (in) or reveal context (out)
Tracking	Camera moves alongside the subject	Follow walking, running, driving
Handheld	Camera held by hand, natural shake	Energy, realism, documentary feel
Gimbal / Slider	Smooth stabilised movement	Polished, cinematic motion