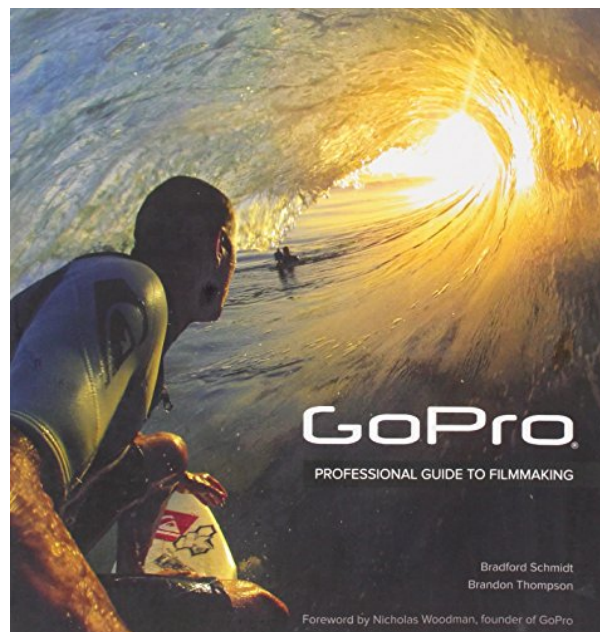
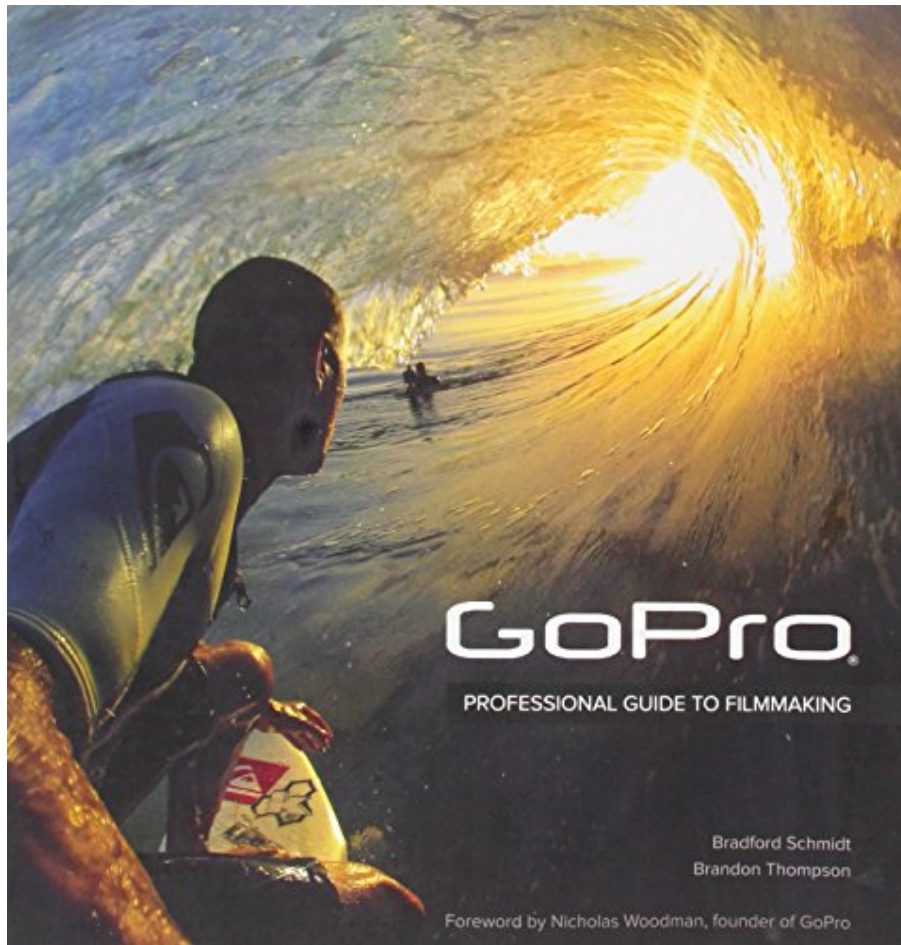


# **GOPRO: PROFESSIONAL GUIDE TO FILMMAKING [COVERS THE HERO4 AND ALL GOPRO CAMERAS] BY BRADFORD SCHMIDT, BRANDON THOMPSON**



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## About the Author

BRADFORD SCHMIDT AND BRANDON THOMPSON are founding members of GoPro's media department. Bradford first met GoPro founder Nicholas Woodman in 2002, on a wooden chicken ferry while on a surf trip in Sumatra. The two bonded through their love of surfing, travel, and photography. Over the next seven years, Bradford helped Nick develop what would become GoPro, testing prototype mounts and cameras and filming footage for sales, marketing, and trade shows. In 2009, Bradford moved to Half Moon Bay, California, to create GoPro's media department and start its YouTube channel. Soon after, Brandon joined him as the second member of the media department. Since then, the two have worked together to tell countless GoPro stories; in the process, helping GoPro become the content-driven brand it is today.

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WHERE INSPIRATION MEETS TECHNICAL CRAFT, this guide to professional filmmaking with a GoPro is packed with hundreds of beautiful photos and interactive links to videos created by professional athletes, filmmakers, and inspired GoPro users around the world.

As the only book to cover the art and technique of advanced filmmaking by the team at GoPro, you'll get a unique insider's look at GoPro's history, all the different camera modes and settings, standard and experimental mounts, shooting principles, and editing techniques. Compelling stories from users such as Kelly Slater, Shaun White, and Kevin Richardson offer a rare view into an incredible world of athleticism, artistic beauty, and storytelling.

Whether you're a professional filmmaker, top athlete or an aspiring enthusiast, you'll get all the inspiration and instruction you need to capture and create your own engaging edits to share with the world.

"This book is an invaluable window into Bradford and Brandon's creative thinking and summarizes their years of experience. Hopefully it serves as a spark for you just as the authors have done for GoPro."

From the foreword by Nicholas Woodman, founder of GoPro

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## Most helpful customer reviews

33 of 35 people found the following review helpful.

Value Packed Guide - A must have

By Alex D.

When I first saw that GoPro was coming out with a filmmaking guide book, I immediately wondered if it would be worth the \$20+ Amazon had it priced at. The answer to that question is yes, absolutely.

The book is organized into a few major sections:

### 1. Forward, Preface, and History of GoPro:

These sections are interesting if you want to hear some of the story and inspiration for GoPro cameras. I enjoyed this section, though some people might want to skip it and head straight into the meat of the book.

### 2.. GoPro Primer:

This section is where you learn about the basics of using the cameras. What resolution should you use? What mode should you use? How should you adjust the camera settings for the optimum picture/video quality? All these questions and more are answered in this section. I think this is one of the most useful sections in the entire book and one worth revisiting often.

### 3. Mounts:

This section covers some of the basic mounts that you will want or need for getting point of views. Most of the mounts covered in this section can easily be researched just by searching on Amazon or Youtube. However, the book does include a section on experimental mounts. The experimental mount section will definitely be more useful for those who are more experienced GoPro users. This section also covers "film-maker" toys like drones and gimbals. The information is by no means extensive but because of the general layout of the book, which includes links to videos, this section could prove to be very inspirational. Lastly, there is a section that covers Multi-Camera set ups like Dual and 3D as well as array and spherical.

### 4. Angles by Activity:

The function of this section is to provide a quick reference guide. If you plan to use your GoPro for a lot of different activities you will especially like this section since it guides you on what mounts and corresponding camera modes are best for capturing a specific activity.

### 5. Capturing a Story:

This section is simply awesome. The authors tell you how to prepare to tell a story with your video. This is one of the things that makes GoPro cameras unique. You have to plan out what you want to record and how you want to tell your story. This section provides an excellent guide on how to do that. It also has a list of "essentials" that the GoPro production staff always take with them when they go out to capture a story. This list is particularly useful as a guide to what you "go bag" should eventually have.

### 6. Art of Editing:

Editing is what makes GoPro videos particularly awesome. If you haven't figured out by now that you will have to do some video editing to produce epic videos, let this be your memo! Editing is a huge part of the creative process. During this section they cover everything from organizing to time manipulation (slow motion, fast motion, etc.)

### 7. Story Analysis:

This section is all about the story. They give you examples of how GoPro uses all the tools at its disposal to

tell a story. Its a theoretical section in the sense that it is breaking down videos into sections and how they contribute to the videos as a whole, what type of video it is, and examples of well made videos. It tells you how to tell a kind of story.

#### 8. Share your world:

This section is all about inspiration. It tells you how you can share your own content, how to get access to more content, how to export your content, forums, and epic people you should be following for more inspiration.

Overall, this book provides a wealth of information in terms of the scope of what is covered. It doesn't go into great depth on any particular section, though I think that if it did, it would take away from the book. This book is meant to give you a good idea of where to start, then you just gotta get out there and try stuff. Even professionals may find this book extremely useful, if for the inspiration alone. The book is loaded with amazing pictures. Almost every single page has a QR Code/link you can follow to view a youtube video of an example of whatever it is they are talking about in that page. Its packed with visual content. Also, every picture in the book has a description of what camera settings and mount were used to capture it. The only thing I don't like about the book is that some pages don't have a page number, which can be a little annoying as you're trying to find a particular section. That is really the only complaint I have.

I plan to come back and edit this review to include additional information as I read and become more familiar with the book. It is so much information it might take a while, but at least you now have an idea of what content the book has. Definitely get this book if you're a newbie looking for inspiration and more know-how. It will make the learning curve a lot faster.

2 of 2 people found the following review helpful.

Mixed review

By S. Stewart

This is a nice book that reads well, is written well and looks great. The book is not what I expected or wanted. It really is a high level book focused on the concepts and theories of GoPro film making. It is not a detailed instruction manual on GoPro software or hardware. A lot of it is a historical review of GoPro. Interesting and well done but I wanted the how to nitty gritty.

1 of 1 people found the following review helpful.

Liked This Book!

By Susan

This book was a gift for my son. He posts his outdoor activity videos on You Tube, (fishing, kayaking, snowboarding, mountain biking, etc.). He has been using a GoPro for quite some time. He really liked this book. It is dog-eared, and the cover is bent from use. I find it laying around the house in odd places, like he carries it around with him. When asked he said it is a good book. Coming from him is like someone else jumping up and down and screaming, **THIS IS A GREAT BOOK!** I notice his videos look a lot more complex and sophisticated now, and believe that tips he found in this book are the reason

So, I'd say that GoPro users would find a lot of useful information in this book, though I have not personally read it myself.

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