

DIRECTOR GUIDE

The Director's Job

Translate the heart of the service into clear, calm, intentional visuals. You are not reacting. You are guiding.

1. Before the Service (Set the Win)

Mentally map the service

- Worship flow: build, peak, release. Know what team members are leading which songs.
- Preaching moments: emphasis, pauses, gestures
- Transitions: intros, prayer, altar moments

Confirm with cameras

- Who owns wide, medium, tight
- Special moments to anticipate

Tone check

- Calm voice
- Clear language
- Confidence without urgency

2. During the Service (Direct with Intention)

Communication Standard

- “Camera 2 ready... take 2”
- “Hold.”
- “Stay wide.”
- “Slow push.”
- No commentary. No emotion. No panic.

Cut Motivation

Ask yourself *before every cut*:

- Does this add clarity?
- Does this increase connection?
- Does this serve the moment?

If the answer is no, don't cut.

3. Visual Rhythm

Praise (Up-Tempo, High Energy)

- Faster cuts that match the musical drive
- More frequent shot changes to build momentum

- Medium and tight shots to amplify movement and engagement
- Cut on musical accents, transitions, or lyric emphasis
- Avoid staying wide too long once energy is established

Goal: Match the room's energy and invite the viewer into the celebration.

Worship (Down-Tempo, Reflective)

- Slow the cut rate as the music slows
- Longer holds to let moments breathe
- Favor steady medium shots and intentional wides
- Avoid cutting on every chord or lyric
- Let emotion develop without interruption
- Crowd shots are okay, but make sure to get people worshipping, not distracted or unengaged

Goal: Create space, not stimulation.

Preaching

- Cut on meaning, not motion
- Anticipate gestures and emphasis
- Hold shots through key statements

- Minimal movement during scripture and prayer
- Avoid shots of Apostle drinking water, wiping his face, or anything else that could be distracting to the viewer

Goal: Clarity and connection, not visual noise.

Transitions (Between Moments)

- Use wides to reset visual context
- Slow the pace before the next segment begins
- Allow a visual “exhale” before building again

Goal: Help the viewer mentally shift with the room.

4. What to Avoid

- Cutting because you're bored
- Over-directing camera movement
- Talking through the entire service
- Chasing energy instead of leading it
- Using fade vs. cut transitions at the wrong times (upbeat/intense moments - cut; prayerful/worship moments - fade)

5. Success Looks Like

- Viewers forget the cameras exist
- Shots feel intentional, not frantic
- The story is clear even with no audio

Director mantra:

“One story. One voice. One moment at a time.”