

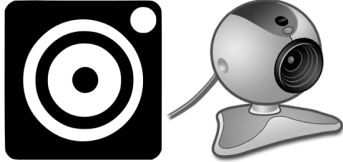
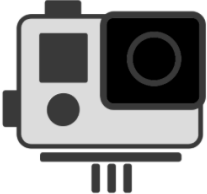




Cameras

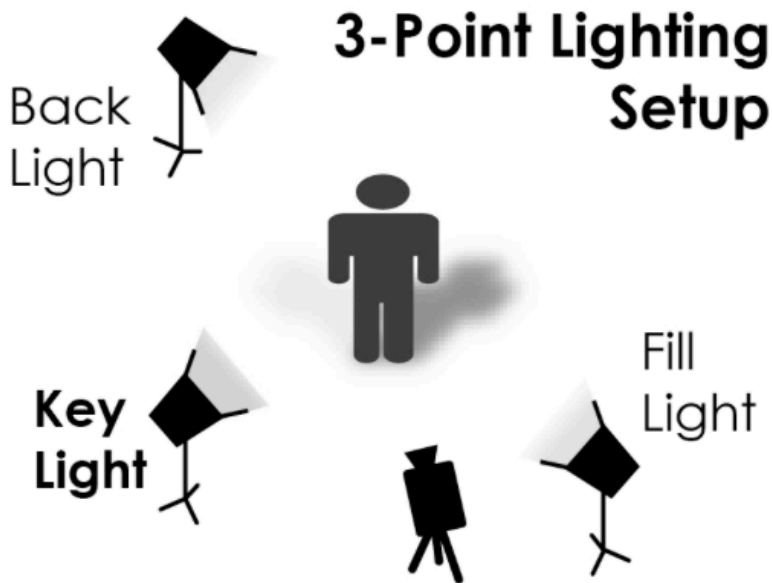
IMPORTANT: Check the battery charge + memory space

		
<p>DSLR (Digital Single Lens Reflex)</p>	<p>Mobile (Phone or Tablet)</p>	<p>Web Cam (Internal or external)</p>
		
<p>Action Cam</p>	<p>Handy Cam</p>	<p>Drone (Aerial)</p>

Mounts

		
<p>Tripod</p>	<p>Monopod</p>	<p>Mobile Stand</p>
		
<p>Flexi Pod</p>	<p>Selfie Stick</p>	<p>Mobile Mount + Tripod Plate</p>

Lighting



Source: <http://mediacommons.psu.edu/students/video-production-tips>

Key Light:

The key light is the brightest light in the scene and the one that creates the overall feel of the shot. Adjust its brightness to your liking. It is best to angle the key light about 30 degrees to the right or the left of the subject. You also should position the key light in a relatively high spot to reduce shadows on the face.

Fill Light:

The fill light should be on the opposite side of the key light, but still in front of the subject. Don't make the key and fill lights symmetrical - the fill should be at the subject's face level, and should get rid of any remaining shadows. The intensity of the fill light should be about half that of the key light.

Back Light:

The back light separates your subject from the background. It can be placed anywhere behind the subject, but make sure to keep it out of the shot! You'll want to angle it down from a high position to achieve a sharp outline on the edge of the subject.

Source: <https://vimeo.com/videoschool/lesson/190/an-introduction-to-three-point-lighting>

Shooting Video

Stability and focus:

Wherever possible use a tripod / mount to ensure your footage is not shaky, it is very hard to maintain a stable shot just with your hand.

Ensure you are shooting in focus a blurry video is generally not usable. Most cameras will have an auto focus setting that will do a pretty good job. If you are shooting in manual, the best way to focus is to set your camera up where you want it, zoom in as far as possible and adjust the focus. You can then zoom back out to the shot you want.

Background:

It is best to avoid bright light behind a subject as it will be distracting and blow out the exposure of your shot. A camera with auto exposure will compensate for the bright backlight and make your footage too dark.

Avoid backgrounds that will detract attention from your subject. You may need to move your subject, change the angle you are shooting or make your own background by hanging up a plain sheet.

Composition

Framing up your shot is very important before you start recording.

Rule of Thirds:

The “Rule of Thirds” is the basic composition principle to follow for balanced and interesting shots. The concept of the Rule of Thirds is to imagine breaking an image down into thirds horizontally and vertically. Frame your shot so that your elements are along the lines and preferably at one of the four points where the lines intersect to make your shot more interesting.



A nice shot of a tree



Now... apply the rule of thirds



A much more pleasing shot!

Source: <http://mediacommons.psu.edu/students/video-production-tips>

Head and Lead Room:

When a person is the main subject of a shot, say for an introduction video, head and shoulders is best. Align the camera to the subject's eye level. Make sure that there is a small amount of space above their head, you don't want too much and you don't want to cut off their head either. Frame up your shot to a distance as if you are having a conversation with them.



Source: <http://mediacommons.psu.edu/students/video-production-tips>

Types of shots:

- Wide
- Medium
- Close up
- High angle – above the subject looking down
- Low angle – below the subject looking up
- Dolly – moves along with the subject
- Pan – moves side to side (use a fluid head tripod)
- Tilt – moves up and down (use a fluid head tripod)

When filming try to use multiple cameras so you can easily shoot a range of shots concurrently and most importantly shoot some b-roll footage to use in the editing process.

B-roll footage is supplementary video footage that provides supporting details and context for your video and gives you greater flexibility in the editing process. Common examples include the footage used to cut away from an interview to show what the subject is talking about to help tell the story.

If you are using a phone or mobile device!

Do not hold it vertically in portrait mode. Always shoot horizontally in landscape mode so when you import your video into editing software it does not have black lines down the sides.

Video files Recommended *

Formats:

- .mp4 (MPEG4) – H.264 codec *
- .flv (Flash Video)
- .mov (QuickTime)
- .wmv (Windows Media Video)
- .avi (Audio Video Interleave)
- .mts AVCHD (Advanced Video Coding High Definition)

Resolutions:

- 3840 x 2160 (4K Ultra HD) 16:9
- 1920 x 1080p (2K HD) 16:9 *
- 1280 x 720 (HD) 16:9
- 640 x 480 (SD) 4:3

16:9 aspect ratio is the most common for widescreen TVs and monitors.

Frame rates:

- 24 fps
- 25 fps (PAL) *
- 29.97 (NTSC video)
- 30 fps
- 50 fps
- 60 fps

Codecs:

A video codec is software that compresses or decompresses digital video, converting raw (uncompressed) digital video to a compressed format or vice-versa.

H.264 is a video compression format that is currently one of the most commonly used formats for the recording, compression and distribution of video content.

File Size:

This will depend on the length of your video but when exporting try and keep all files below 5gb in size. This will keep export, import, upload and download times reasonable. Larger files also take up much more storage space on your devices.

Video Software

Editing:

- Echo360 (Windows and Mac)
- YouTube (Windows and Mac – Internet based)
- Windows Movie Maker (Windows Only)
- iMovie (Mac Only)
- Adobe Premiere (Windows and Mac)
- Audacity – Audio Only (Windows and Mac)

Media Players:

- Windows Media Player
- QuickTime Player
- VLC Media Player - Plays most codecs with no codec packs needed, runs on all platforms *

Hosting:

A place where you can upload and publish your videos. You can provide your viewers with a direct link to your videos or use an embed link to embed your videos into Blackboard or into a webpage so your video sits within your other content.

- Echo360
- YouTube
- Vimeo