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dSLR Video

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before we start

- This Presentation
- Sign Up Sheets (Mailing List, Intern)
- Q&A

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intentions

- Shock
- Inspire
- Encourage
- Motivate
- Empower
- Enlist

I am a professional photographer.

shock

- Chicago Tribune . . . Need I Say More?
- Headline:

One of the biggest news outlets in the country, The Chicago Sun-Times made a bold move yesterday, firing all of its 28 photographers in favor of freelance photographers and reporters using iPhones to capture photos for news stories. The move is reportedly being made to improve the company's standing with its "digitally savvy" readers.

shock

- Official Statement:

*“The Sun-Times business is changing rapidly and our audiences are consistently seeking more **video content** with their news. We have made great progress in meeting this demand and are **focused on bolstering our reporting capabilities with video** and other multimedia elements. The Chicago Sun-Times continues to evolve with our digitally savvy customers, and as a result, we have had to restructure the way we manage multimedia, including photography, across the network.”*

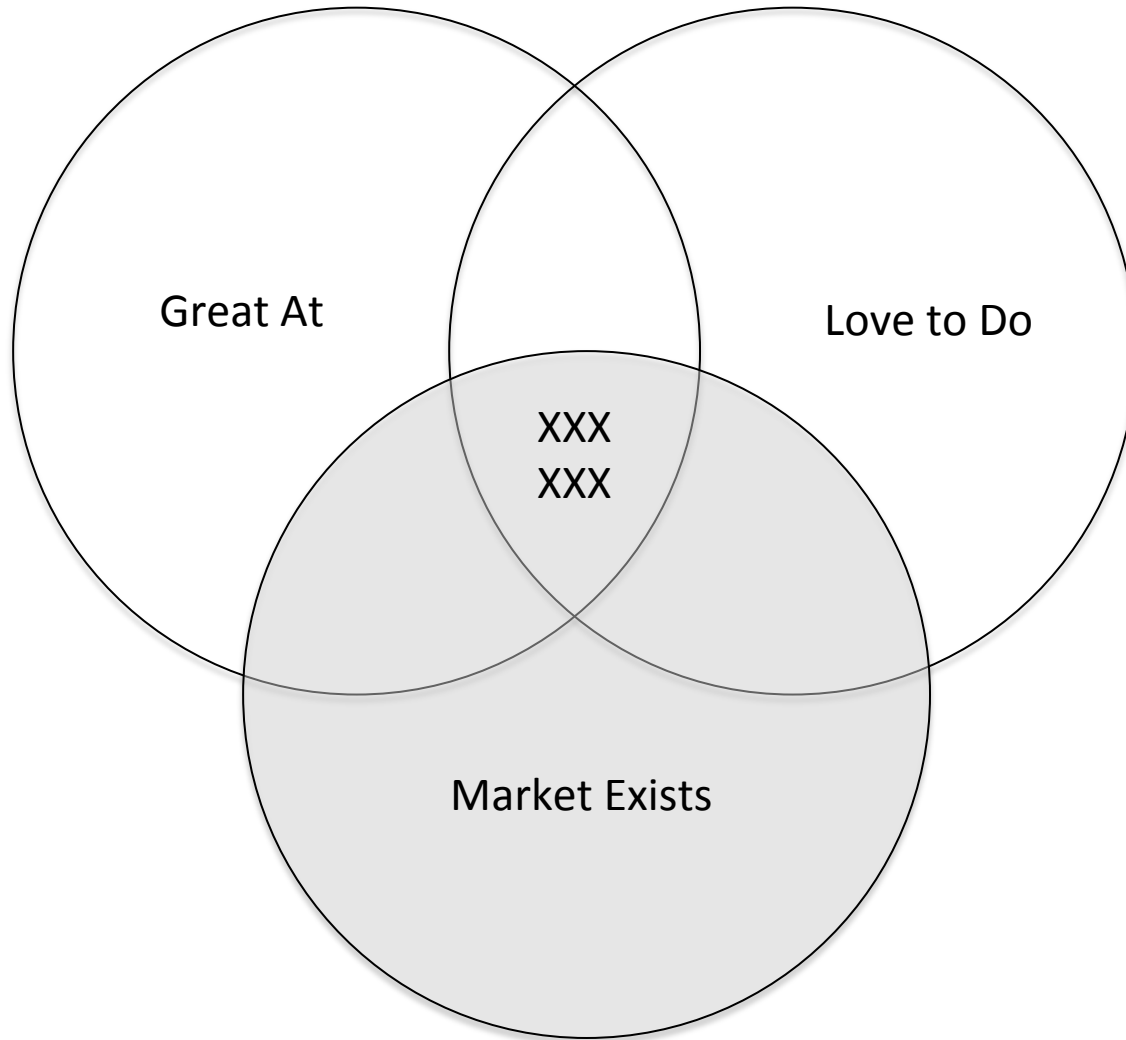
shock

- **89 million people** in the United States are going to watch 1.2 billion online videos today. (ComScore)
- Online video users are expected to double to **1.5 billion** in 2016. (Cisco)
- Only about **24 percent** of national brands are using online video to market to consumers. (Kantar Media)
- Online video now accounts for **50 percent** of all mobile traffic and up to **69 percent** of traffic on certain networks. (Bytemobile)
- Globally, online video traffic will be **55 percent** of all consumer Internet traffic in 2016. (Cisco)
- **52 percent** of consumers say that watching product videos makes them more confident in online purchase decisions. (Invodo)

shock

- Mobile and tablet shoppers are **three times as likely** to view a video as laptop or desktop users. (NPD)
- Online video production will account for more than **one-third** of all online advertising spending within the next five years. (Borrell Associates)
- **76 percent** of marketers plan to add video to their sites, making it a higher priority than Facebook, Twitter and blog integration. (Social Media Examiner)
- **92 percent** of mobile video viewers share videos with others. (Invodo)
- More than **1 billion** unique users visit YouTube each month, spending more than **4 billion** hours watching videos. (YouTube)
- **2 billion** video views per week are monetized on YouTube, and every auto-shared tweet results in six new YouTube browsing sessions. (RealSEO)

live your bliss



shock

- BA's warning for professionals / aspiring pro's . . .

If you're that guy/gal not capable of shooting video in 2-3 years, you are quite likely going to be the equivalent of the guy/gal still shooting film today.

inspire

- Some of My Work

- Josephine Music Video: <https://vimeo.com/61967710>
- When I'm Gone Music Video: <https://vimeo.com/61967330>
- Drink in My Hand Music Video: <http://www.youtube.com/watch?v=usGv0gB2zEU>
- PetSafe Fountain Spot: <https://www.youtube.com/watch?v=8cJVSGUs2W4>
- PetSafe Behind the Scenes: <https://www.youtube.com/watch?v=opYoSnrt4PY>
- Ben Rector Behind the Scenes: <https://vimeo.com/67301230>
- Make Summer Hot - Tennessee Tourism: <https://vimeo.com/66929976>
- Tennessee Trails: <https://vimeo.com/65639898>
- Patricia Nash Handbags / Behind the Scenes: <https://vimeo.com/64149187>
- Vineyard at Florence Commercial: <https://vimeo.com/63416170>
- Kristi Commercial: <https://vimeo.com/61969079>
- The Joey and Rory Show (RFD TV): <http://www.youtube.com/watch?v=ZkHoYaTurX4>
- Tennessee Uncharted:
https://www.youtube.com/channel/UCpBoiL16kJU7X4FsOPnQG_Q

inspire

- Still + Motion

- <http://vimeo.com/stillmotionfilms/videos>
- <http://vimeo.com/64277618>
- <http://vimeo.com/48590931>
- <http://vimeo.com/31382481>
- <http://vimeo.com/31381348>
- <http://vimeo.com/12735595>

inspire

- Practical use-cases and opportunities to grow, evolve, and extend your business
 - Wedding highlight videos
 - Video portrait sessions (fusion / hybrid)
 - Behind the scenes videos and candid interviews on set
 - Self promotion and marketing videos of your goods and services
 - Fusion slide shows

motivate

- So what's the big deal with dSLR video?
What's All the fuss about?

Let's talk . . .

motivate

- It's simple really . . .
 - Relative cost
 - Sensor size and optics
 - Cinematic image quality
 - Low light performance
- Everything else sucks! . . . But we'll come back to that :-)

motivate

- Many of your core skills carry over and potentially even trump those of pure video shooters
 - Composition
 - Framing
 - Lighting (physics and quality of light)
 - Subject and Location
 - Details (Wardrobe, Makeup, Color Design)

motivate

- However there are many new considerations and challenges to master . . .
 - Movement (Subject, Background, Camera)
 - Sequential Image Storytelling
 - Single Pass vs. Intercut Challenges
 - The Z-axis
 - Editing – capture REALLY matters

motivate

- Platform Challenges
 - Platform stabilization (or lack thereof)
 - Focus (or lack of auto-focus)
 - Audio
 - Ergonomics
- The Medium Challenges
 - Jargon
 - Production Complexity
 - Media Management / storage
 - Editing / Sound / Color / Delivery

empower – basic camera setup

- Turn Off All the Crap (that's the fancy, expensive, auto-everything, electronic wizardry that your modern image capture platform came with)
- Picture Style (Standard . . . For Now)
- Define your Constant – Movie Resolution and Frame Rate
- THE BIG FIVE
 - Manual Mode . . . Period!
 - Shutter Speed (1 over 2 times the frame rate)
 - Working Aperture (most critical creative decision)
 - ISO (multiples of 160 (for Canon), then whole ISOs)
 - Manual White Balance (yep that's right . . . NO AWB!!)
- ... Manually focus while shooting
- ... Use your Histogram to judge exposure
- ... And then there's Neutral Density!

empower – gear and grip

- Platform Stabilization
 - Monopod (stick)
 - Video Tripod (sticks)
 - Fluid Head
 - High Hat
 - Shoulder Rig
 - Run and Gun Rigs / Cages
 - Dollies
 - Jibs
 - Steady-cam Rigs

empower – gear and grip

- Visibility and Focus
 - Follow Focus
 - Light Blockers & Diopters
 - LCD Magnifiers w/ Diopters
 - LCD/OLED Monitors
 - Peaking
 - Focus Assist
 - Advanced Functions

empower – gear and grip

- Optics – Hands on Demonstration of My kit and My thinking
 - Full frame vs Cropped Senors
 - Focal Length
 - Compression
 - Distortion
 - Image Stabilization (no for video)
 - Primes vs. Zooms
 - Why Zoom
 - Versatility
 - Quick change focal lengths
 - Documentary
 - Specialty / Trick / Toy Lenses
 - Adaptive Lens Mounts
 - Cinema Specific Lenses

empower – gear and grip

- Audio
 - Built-in Mic and Manual Levels
 - Headphones and Monitoring Levels
 - On-camera shotgun Mic
 - Off-camera Mic & Boom
 - Wireless Systems
 - Windscreens
 - Room Tone
 - Field Recorders

empower – audio

- Great Sound is Critical!
- Dialogue, Environmental Sound, Music, Effects
- Part Science, Part Artistry
- Priorities:
 - Get it right in the field
 - Always listen
 - Minimize noise
 - Be willing to stop

empower – audio

- Use a Dedicated Audio Person
 - Set and position mics
 - Mix and set levels before recording
 - Monitor from recording device
- Sample Rate – Higher is better
 - 24khz – web
 - 48khz – HD/Broadcast
- Bit Depth – More is better
 - dSLR – 16bit
 - Dedicated field recorders – 20/24 bit
- Automatic Gain Control (AGC) – problematic in quiet scenes (noise)

empower – audio

- Kit

- Over ear headphones / ear buds
- 2 channel mixer
- Rode on camera mic w/ wind cover
- Grip head for boom to C-stand
- Boom pole with XLR cable
- Sennheiser wireless mic(s) and transmitter/receivers
- XLR Cables 10' – 20'
- Spare Batteries (AA, AAA, 9v)
- Field recorder
- Surgical tape and “corn pads”

empower – audio

- Mic Selection
 - Built-in – Scratch Track
 - On Camera Condenser Mic
 - Hot Shoe Mount
 - Battery Powered (9v)
 - Shotgun on Boom
 - Lavalier (Lav Mic)
- Placement
 - Rub clothing
 - Too close
 - Pickup Patterns (Omnidirectional, cardoid, hyper-cardoid, shotgun)

empower – audio

- dSLR Challenges
 - Limited connectivity
 - Limited monitoring
 - Weak preamps / hiss / noise
- Dual System Audio
- Using a Pre-amp
 - Flexibility
 - Less Noise
 - Minimal footprint
- Synching
 - Clapboard
 - Hands
 - Timecode

empower – audio

- Field Recorders
 - Multiple Inputs
 - HQ Audio – 24 bit+
 - Integrated Storage
 - Inexpensive, portable, easy to use
 - Disadvantage = synching
- Field Essentials
 - Xtra mics
 - Xtra XLR to XLR
 - ¼” to XLR
 - Batteries (AA, AAA, 9v)
 - Lav Clips, tape, bandages / corn pads
- Royalty Free (Small Fee) Music

empower – MASTER media suitcase

- 01.Original Footage
- 02.Selects
- 03.Transcoded Footage
- 04.Project Files
- 05.Graphic Sources
- 06.Graphic Exports
- 07.Audio Sources
- 08.Stock Footage
- 09.Exported Files
- 10.Production Paperwork

empower – lighting

- Lighting and Optics
 - Lots of carryover
 - Lighting patterns
 - Quality of light
 - Directionality
 - Color Temp
 - but the gear changes . . . Continuous light!
 - Hot lights
 - Power!
 - Subtractive vs Additive

EMPOWER – Lighting

- Analyze the room
- Consider the action
- Determine the mood
- Consider schedule and budget
- Work the room
- Three Point Lighting
 - Key, Fill, Backlight
 - Kickers / effects!
- Gobo's / Shadows
- Gels / Balancing Sources
- Prepping a Scene
 - Light the space
 - Light the subject
 - Balance to taste

empower – lighting techniques

- Control the light
- Interest
- Physical Elements
- ID natural/available light and use it
- Edge shapes and textures
- Remove lighting!
- Flagging / nets / scrims
- Bounding
- Diffusing
- Color correction and matching
- Dimming (300 watt Dimmers)
- dSLR Considerations
 - Make the most of available light
 - High ISO / Large Apertures (focus is critical though)
 - Use shadows

empower – pre-production

- The Planning Meeting
 - Who is the customer
 - Who is the target audience
 - How will success be measured
 - Budget
 - Deadline
 - Technical Requirements
 - Resource Limitations

empower – pre production

- Creative Vision – Treatment
 - Narrative description about how the project story progresses
 - Main points to be made
 - Audience demographic and who else will view
 - What do you want the audience to think / feel afterward
 - What do you want the audience to DO afterward (or during)
 - Describe artistic elements
- See examples . . .

empower – pre production

- Site Survey
 - ID location advantages and disadvantages
 - ID shots
 - Pinpoint obstacles
 - Determine locations to use and times to use them
 - ID backup locations and alternate shoot times/
dates
 - Think tech and creative

empower – pre production

- Site Survey
 - What to bring
 - Digital camera
 - Visualize physical space
 - Images and details
 - Previsualization shots
 - Digital audio recorder
 - Audio notes
 - Ambient noise
 - Internet connected device (ipad/iphone)
 - Notepad/pencil
 - Compass / Sun path calculator / GPS
 - SunPath, Helios
 - Tape Measure
 - Circuit Tester

empower – pre production

- Site Survey
 - What to look for
 - Location appearance
 - Lighting sources
 - Power sources
 - Audio interference
 - Parking and Load-in
 - Staging areas
 - Permissions/permits

empower – pre production

- Crewing
 - Can you do it all?
 - A little help goes a long way
 - Minimize delay – Time = Money!
 - Different / Specialized Talent
 - Budget – Get it right at capture = \$avings in Post!
 - Teamwork!!!

empower – pre production

- Crewing – Key Roles
 - Gaffer – In charge of lighting. Designs approach and executes it.
 - Grip – Implements lighting. Helps cinematographer create and manage camera support systems
 - Audio Engineer – Focused on capturing clear audio at proper volume
 - Production Assistant – PA – Jack of all trades
 - Camera Assistant – Sets up cameras, lenses, filters. Can also help with moves and pull focus.
 - Data Tech – Offloads (and backs up) memory cards and returns cards to photographer for format
 - More detail: http://en.wikipedia.org/wiki/Category:Film_crew

editing - Lightroom

- Filter or Collection to See Files
- Spacebar – playback in library
- Gear Icon – Trim with Bevels
- Export: Include Video Files
- Poster Frame = Thumbnail, little rectangle symbol by gear
 - Screen grab
 - Or set poster frame
- Quick develop within Library Module

non-linear editing basics

- Sequence = “container”
- 3 Point Editing Basics
 - In, Out, Target (^, play head)
 - Can use same clip multiple times with different i/o markers
 - Backtiming – mark and in AND out in the sequence to define a “hole” and then mark and in OR out on the clip and drop in hole
 - Overwrite and Insert Edits
 - Trimming
 - Simple
 - Ripple – change duration
 - Roll – no change in duration
 - Slip
 - Slide

non-linear editing basics

- Syncing Picture and Sound
 - Manual
 - Plural Eyes
 - Multi-clip
- Transitions, effects, and speed adjustments
- Color Correction and Grading
- Output

empower - resources

- There's this new thing called Google ;-)
- No Film School
- Lynda.com
- Discover Mirrorless - <http://www.discovermirrorless.com>
- ShootSmarter.com
- Little ol' ME.

Enlist

- Sign up sheets
- We're a community . . .
- I'm an open book . . .
- Don't pollute the water we're all going to have to drink!