

# Shooting Your Video

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# Shooting Your Video

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# Shooting Your Video

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Over 30 years experience as a Producer, Director,  
Videographer, Field Audio Recordist, Editor,  
Script Writer and Host.

Community Programming, Broadcast Television,  
Film, Private Production Houses,  
Advertising Agencies and MUN / CITL.



# Webcam Recordings

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# Webcam Video

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# Webcam Audio

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# Webcam Lighting

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# Webcam Composition

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Position camera at eye level





# Webcam Composition

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Low angle produces Darth Vader effect



# Webcam Composition

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Check your background



# Webcam Composition

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Avoid Windows





# 10 Rules of Basic Video Acquisition

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# Making a List and Checking It Twice

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- ◉ Battery is fully charged
- ◉ Ample space on recording device
- ◉ Microphone is working
- ◉ You have headphones to monitor audio
- ◉ You have a tripod or camera mounting device
- ◉ You have lights if necessary
- ◉ You have a shooting script



# 10 Rules of Basic Video Acquisition

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## 1. Location



# 10 Rules of Basic Video Acquisition

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## 1. Location

Check out the location for light sources, room size, background noise, power sources, and shooting background.



# 10 Rules of Basic Video Acquisition

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## 2. Always use a tripod



# 10 Rules of Basic Video Acquisition

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## 3. Let there be light

Don't fight the light. Try and keep the main light source behind the camera.

Never shoot in front  
of a window

If outdoors, keep the  
sun behind you

Colour temperature



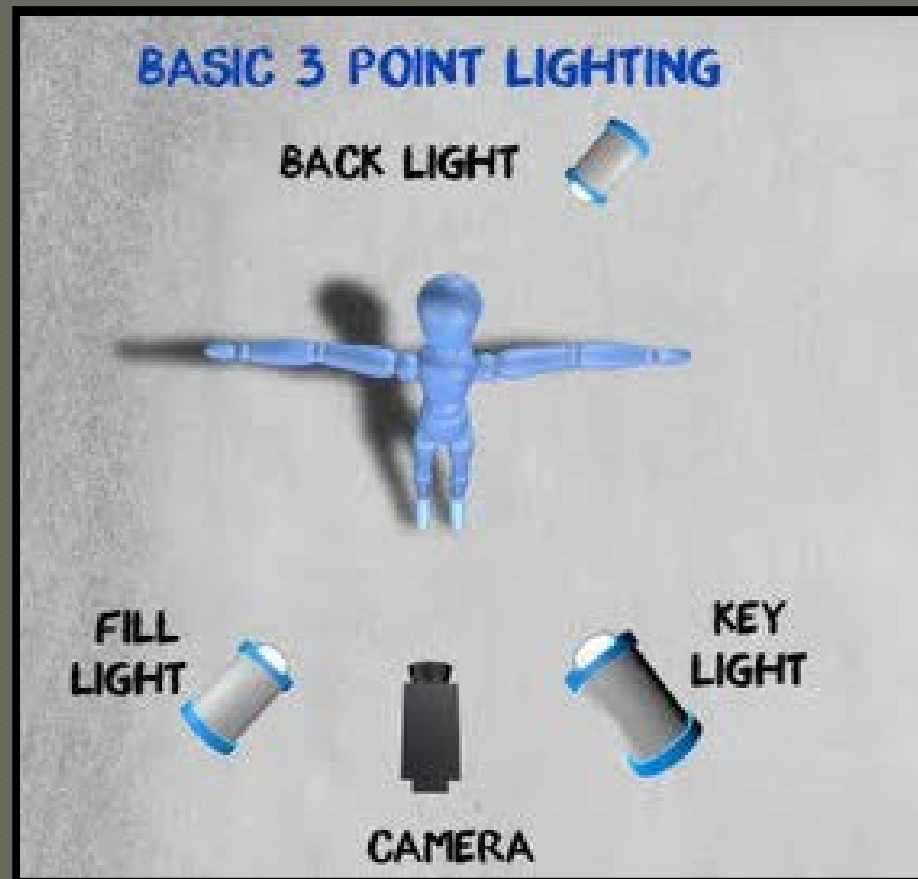


# 10 Rules of Basic Video Acquisition

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## 3. Let there be Light

Three point lighting





# 10 Rules of Basic Video Acquisition

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## 3. Let there be Light

Avoid overhead fluorescent lights (if possible).



# 10 Rules of Basic Video Acquisition

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## 3. Let there be Light

Desk lamps work much better (warmer colour) and are more even on the face.



# 10 Rules of Basic Video Acquisition

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## 4. Sound is as important as video

Always check your audio with headphones

Be aware of background noise

Turn off cell phones

Always record audio

Onboard mic, lapel mic or  
headset microphone



# 10 Rules of Basic Video Acquisition

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## 5. Camera set up

Keep camera at eye level with subject.  
Avoid the Darth Vader angle.



# 10 Rules of Basic Video Acquisition

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## 5. Camera set up

Try and get separation with background. Avoid clutter!





# 10 Rules of Basic Video Acquisition

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## 5. Camera set up

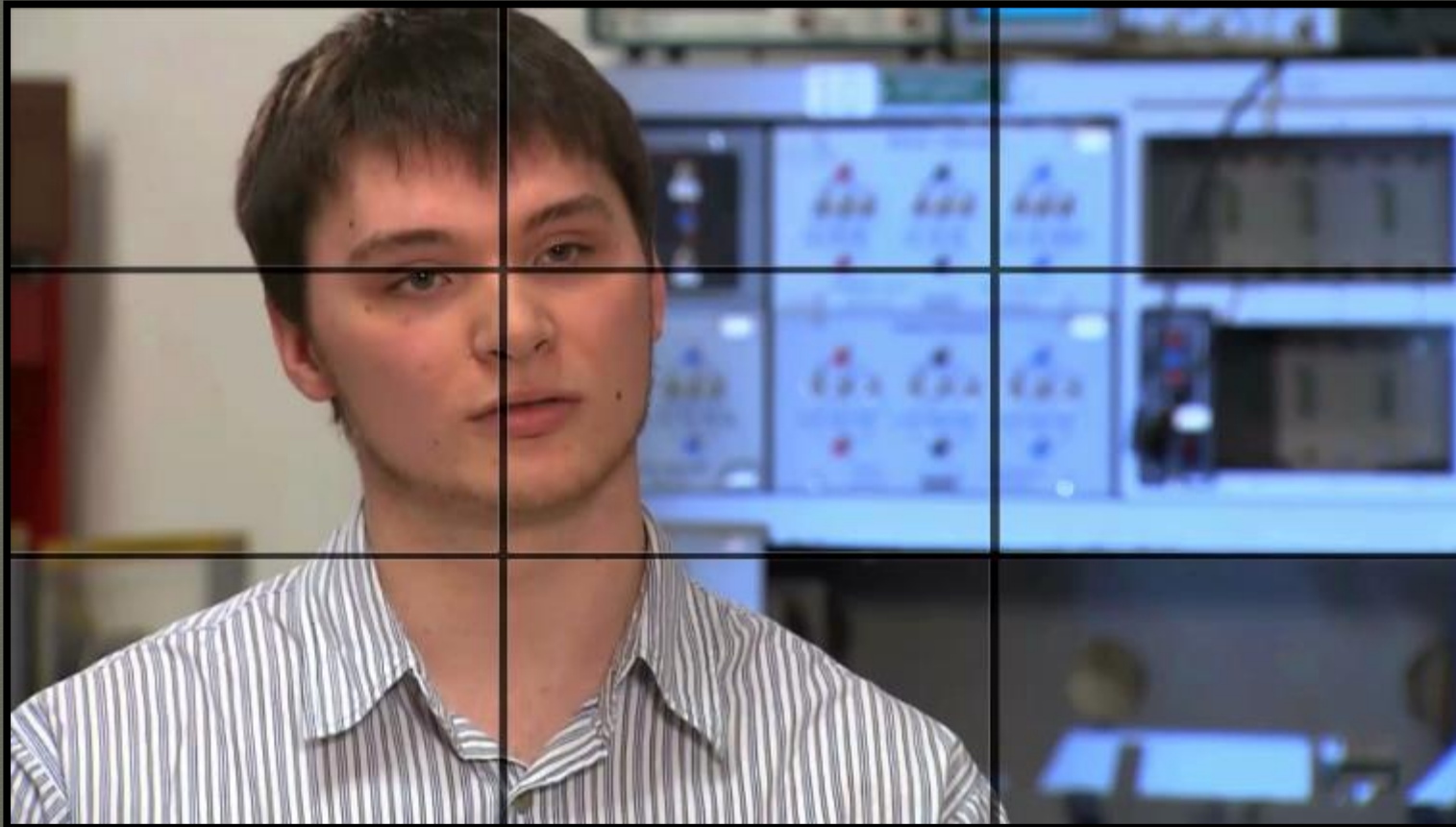
Try and get separation with background. Avoid clutter!



# 10 Rules of Basic Video Acquisition

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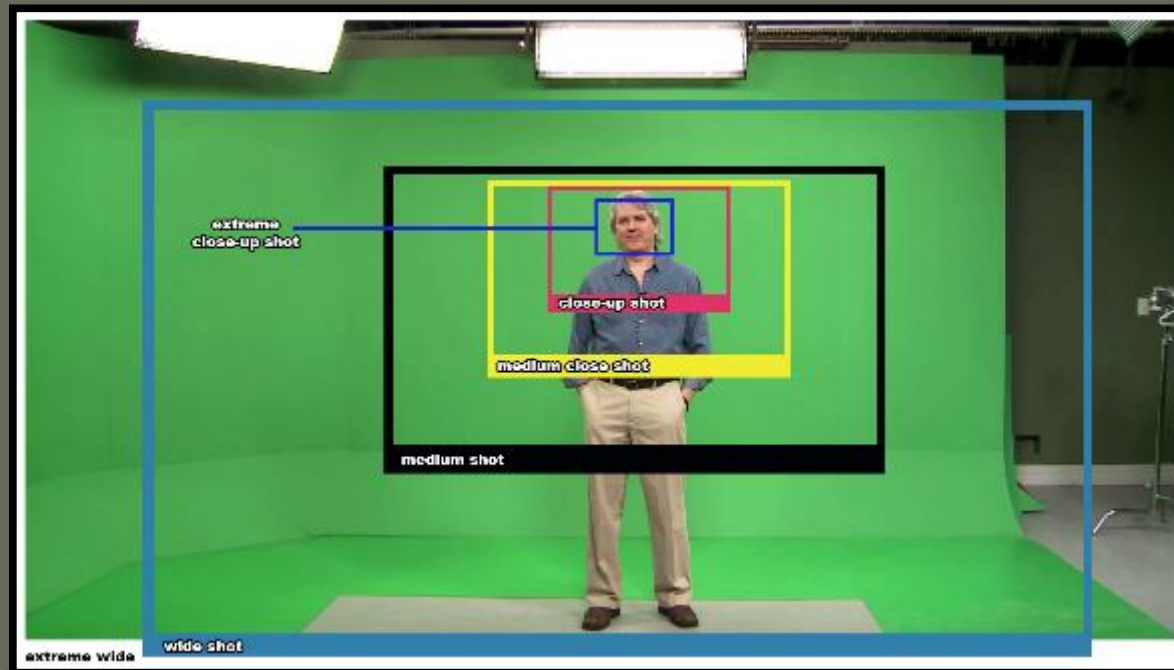
## 6. Framing



# 10 Rules of Basic Video Acquisition

## 6. Framing

Types of framing include extreme wide, wide, medium, medium close, close and extreme close



# 10 Rules of Basic Video Acquisition

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## 6. Framing

Avoid using the extreme close up





# 10 Rules of Basic Video Acquisition

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## 6. Framing

Medium close is usually appropriate





# 10 Rules of Basic Video Acquisition

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## 6. Framing - The Rule of Thirds

Divide the screen into a tic-tac-toe board



# 10 Rules of Basic Video Acquisition

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## 6. Framing - The Rule of Thirds

This is GOOD



# 10 Rules of Basic Video Acquisition

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## 6. Framing - The Rule of Thirds

This is also GOOD



# 10 Rules of Basic Video Acquisition

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## 6. Framing - The Rule of Thirds

This is NOT good





# 10 Rules of Basic Video Acquisition

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## 6. Framing - The Rule of Thirds

This is REALLY NOT good



# 10 Rules of Basic Video Acquisition

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## 6. Framing - The Rule of Thirds

This is GOOD for direct to camera presentation



# 10 Rules of Basic Video Acquisition

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## 6. Framing - The Rule of Thirds

This is BAD for direct to camera presentation



# 10 Rules of Basic Video Acquisition

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## 7. Shoot video like still photography

Avoid PANS (side to side), TILTS (up and down) and ZOOMS unless necessary.

Lock up a shot and count to 10.

Move on to the next shot.

Change the frame and your position.

Pause recording when you change your framing





# POST - PRODUCTION TIPS

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## Keep it Simple

- ◉ Avoid busy graphics
- ◉ Only 2 or 3 different colours per page
- ◉ Only 2 different fonts per page
- ◉ Simple clean fonts

# 10 Rules of Basic Video Acquisition

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## 9. Heads and Tails

Allow 5 seconds at the beginning and ending of video

Trim video with simple fades to and from black

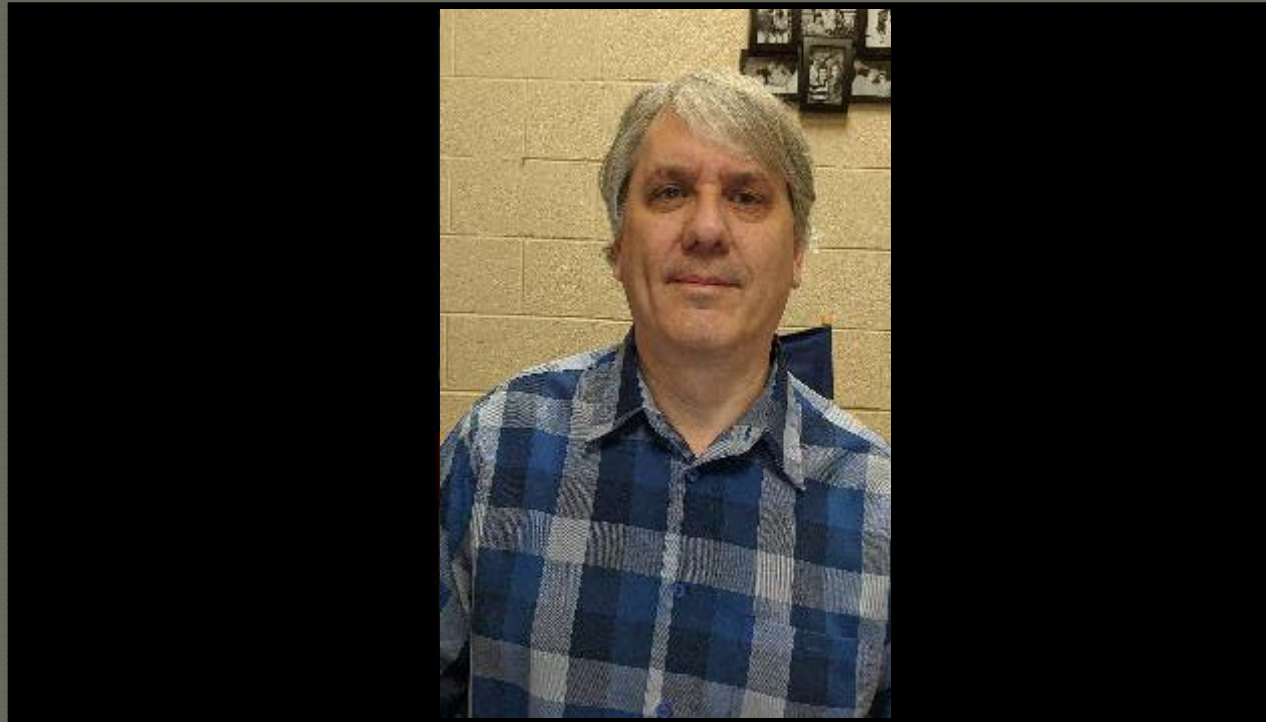


# 10 Rules of Basic Video Acquisition

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## 10. Aspect Ratio

It is 16 x 9 not 9 x 16



# 10 Rules of Basic Video Acquisition

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Most importantly - RELAX





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## Questions

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