

Introduction to Videography

Audio

Content

Visuals

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AUDIO

Audio is the most important component of any video.

If it is difficult to hear what people are saying it doesn't matter how good the content is no one will want to listen to it.

THE KEY TO GOOD AUDIO

1. Shoot in a quiet place.
2. Get the microphone as close to your subject as you can.

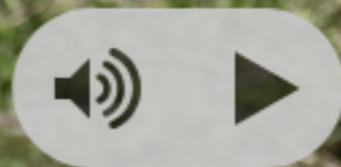


BEFORE FILMING STOP AND LISTEN TO YOUR SURROUNDINGS

- Wind
- Running Water
- Air Conditioner
- Tractor
- Traffic
- People
- Birds

If you can hear these sounds the microphone can too

- Windy Day Example



“Don’t worry the editor can fix it later”

“You can make bad wine from good grapes but you can’t make good wine from bad grapes.”

- By preparing in advance you can save yourself and your editor a lot of time.
- Be willing to start over.
- Rainy Day Example.



WHAT MICROPHONE SHOULD I USE?



In Camera



Shotgun

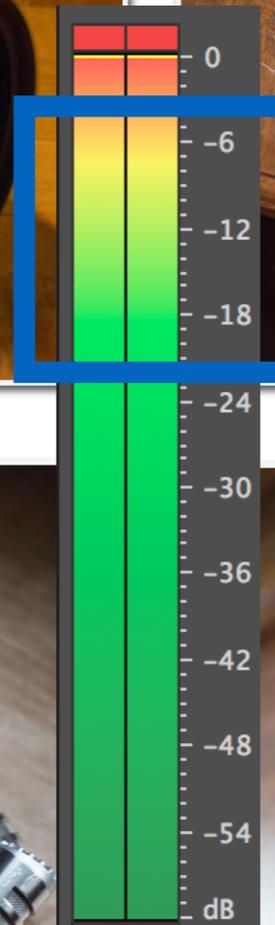


Lavalier



Smartphone/Recorder

CONNECTING THE MIC TO THE CAMERA VS. USING AN EXTERNAL RECORDER



PRO AND CONS

Shotgun Mic

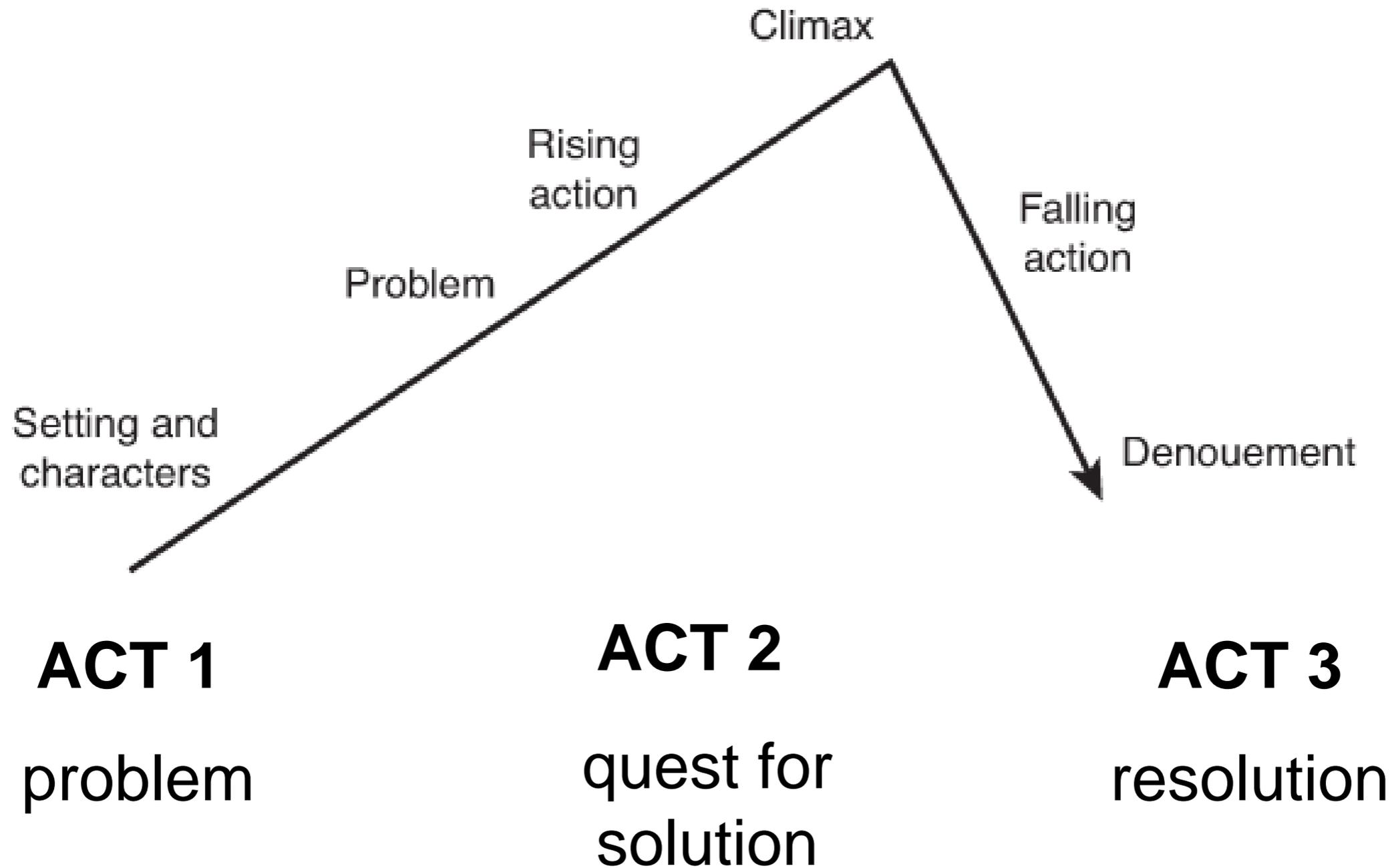
- Excellent sound quality, limited ambient noise, great choice when working with video professionals.
- Difficult to set up and use well, must be very close to the subject, often the signal needs to receive a 20db boost before going into a camera, usually requires an XLR connection.

Lavalier Mic

- Good sound quality, inherently close to your subject, excellent at limiting ambient noise.
- Potential for rustling sound on clothing, when using a wireless system beware of interference, may need to receive a 20db boost before going into the camera. **Can plug directly into a smartphone.**

CONTENT

NARRATIVE STRUCTURE



Testing Cold Hardiness Video



Introduction



Challenge



Quest for Solution



Rising Action



Solution



Resolution

QUICK TIPS AND SUGGESTIONS

- Think about your audience.
- Strike a conversational tone.
- Practice what you are going to say.
- Record multiple takes until you get it right.
- Talk slowly and clearly.
- May be helpful to use questions instead of a script.

VISUALS

“Wow, that looks really great you must have a really nice camera”

You do not need an expensive camera. If you light and compose an image well it will look nice.



\$8,000 Camera



\$250 Camera

Take advantage of natural light and scenes with a large depth of field



Cloudy Day - Nice Diffused Lighting



Window Light - Modest Contrast

SOMETIMES YOU DON'T HAVE DEPTH



THINK ABOUT HOW YOU WILL EDIT WHILE YOU SHOOT



Medium



Close Up

WHAT TO AVOID



Backlighting



Windows in the shot



Direct Sunlight



Hats and Sunglasses

FRAMING YOUR SUBJECT

- Use the rule of thirds.
- Look just off camera, not into the camera.
- Have them look into the other two thirds.
- Keep eyeline level with camera.



Take Advantage of Angles and Lines



WHAT CAMERA SHOULD I USE?

BEGINNER

Smartphone - easy to use, good video quality, will automatically set exposure and focus, easy to transfer video off to editor, requires external recorder or wired mic

Camcorder - easy to use, okay video quality, will automatically set exposure and focus, can be more difficult to transfer video files, does not need an external recorder

INTERMEDIATE

DSLR/Mirrorless - harder to use, excellent video quality, great option for those already familiar with the basics of photography.





HAVE
FUN, YOU
CAN DO
IT!