

VERMONT

EPSCoR

Project Funded by NSF EPS 1101317



Video Production – Basics

BrightBlue
An EcoMedia Company

Camera

- Rule of thirds: Imagine the frame is broken into vertical and horizontal thirds, main point of shot (eyes if person) will be located on the upper third, and side third – looking towards the center of the frame (see next slide for example)
- Tripod: use a tripod when possible, practice hand-held before using that style
- Focus: It is better to use manual focus, so the camera does not shift focus while shooting. Zoom in very close to get focus, then pull back out. Focus will stay as long as distance from camera does not change.
- slide for example)
- Room Tone: It's important to record approximately 20 seconds on ONLY the natural sounds of the room. This will allow for a cleaner cut when editing audio
- “Shots”:
 - Establishing shot – Sets up location (outside of building, sign, etc.)
 - Get a variety of shots - Wide shot, medium shot, close up
 - B-Roll – General Footage of related activity to support an interview. Always get as much B-roll as possible!
 - Cutaways – close-up of activity, typing on computer, working with test tubes, etc.

Rule of Thirds



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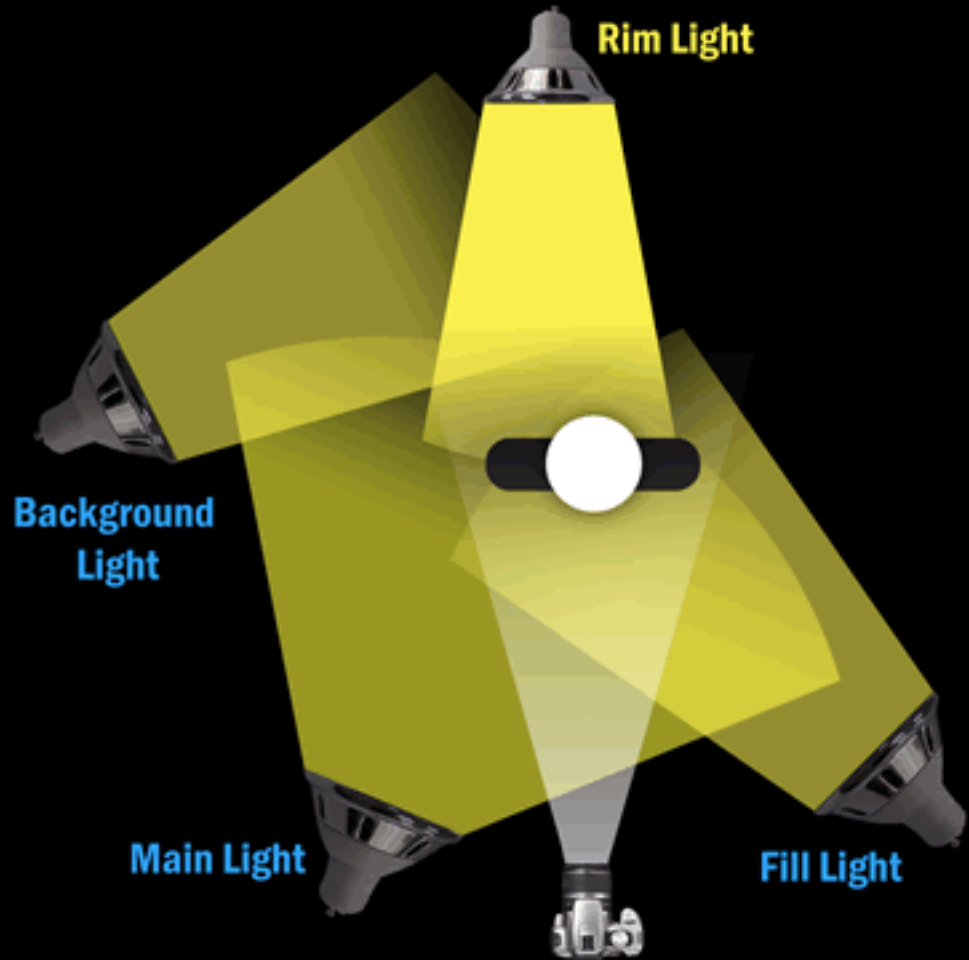
Light

- White balance, most cameras have auto-white balance. It's critical that your camera is set to the proper lighting source (outside, inside tungsten, inside fluorescent, etc).
- Best time to shoot is early and late-day. The light from the sun is the best during these times (magic hour)
- $\frac{3}{4}$ of face should be lit, not direct. Watch for too much sun, so that person does not squint.
- 3 point lighting. If you are using lights, there is a 3-point rule, as depicted in the following slide

3 Point Lighting

The three key lights are “Main, Background and Fill”. This example also includes a 4th light – rim light, which creates a halo around subject.

- Main – primary light
- Background – creates separation between main subject and background,
- Fill – eliminates shadow on one side of subject. This is often accomplished with a white “bounce”



Lighting Samples

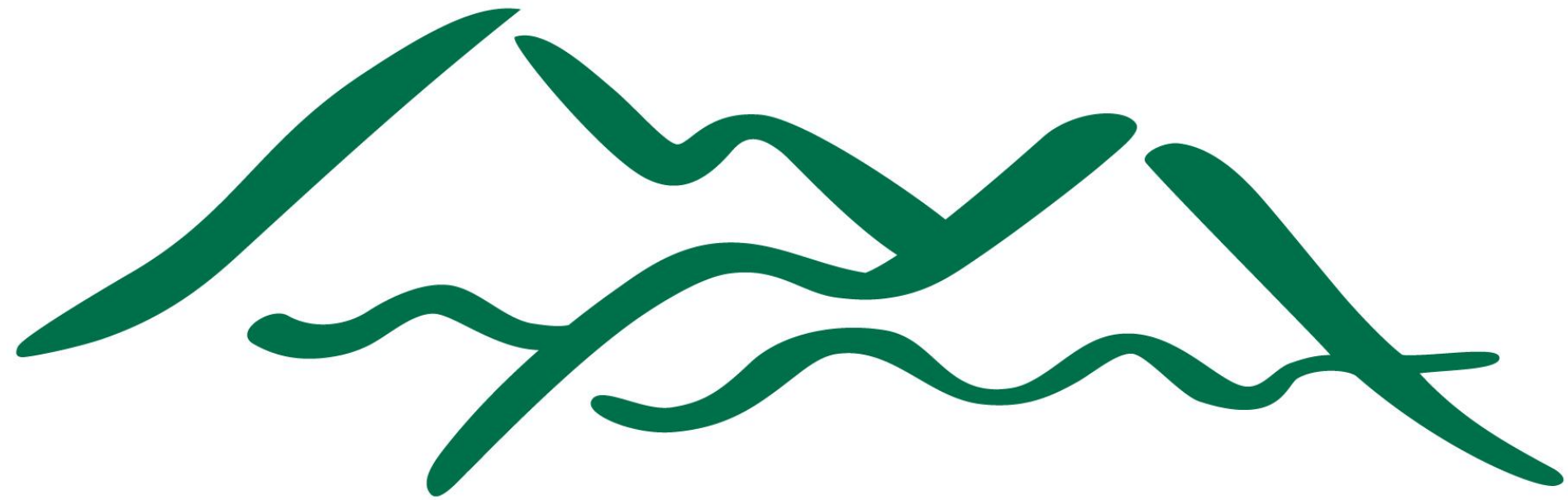


Sound

- When possible use external microphone. This could be a “lavalier” or “lapel” mic. Clipped onto the person speaking.
- If a “LAV” mic is not available, a hand-held mic, could be used. Person conducting interview can hold external mic.
- If the camera mic. is used, try to eliminate background sounds (find a quiet location and/or point camera away from sounds).

Conducting the interview

- Have questions prepared – Anticipate the flow
- Be ready to improvise - move with story
- Be complimentary / friendly
- Don't interrupt speaker (use physical response gestures rather than audio responses)
- Always have speaker introduce themselves, name, title, organization, etc.
- Remind speaker to paraphrase the response, include question in the answer – typically the questions are not included in final video
- Have subject look at the interviewer, not into the camera



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