

Shooting Your Video

Types of Videos

- Complex Music Videos
- Basic Music Videos
- Documentary Style
- Multi Camera - live feel
- Single Camera - cinematic, coverage
- Audio recording - live to camera vs pre-record with lip-sync

Pre-Production

- Determine the equipment required - This will vary with the type of recording
- Determine crew requirements
- Listen to the piece of music
- Location Scout
- Determine what style of video will be produced.
- Blocking and lighting diagrams
- Mic selection and placement with regard to clean camera angles

Equipment Overview

- Basic - iPhone capabilities and limitations
- Advanced - production value, camcorders, slider, lenses, 3-axis gimbals
- Microphones - Lav, shotgun, tram
- Field audio recorders - most cameras have lousy audio circuitry.
- Audio record at 48 kHz, 24 bit (standard for video production)
- Shooting outdoors? Everything must be battery powered

Different Crew Roles

- Director / Producer
- Cinematographer
- Editor
- Boom operator, field recordist, dialogue editor, foley/sfx, music mixer, final dub mixer

Location

- Location Scout
- Space
- Backgrounds
- Lighting
- Sound conditions (background noise, etc.)

What Coverage To Get

- Wide Shots - Establish
- Medium Shots - Tell the story
- Closeups - Provide interest and detail

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Production

- If pre-production is completed correctly this should just be execution

Setup Order

- Place Subject
- Place Cameras
- Place Lighting
- Negotiate mic placements affecting camera shots

Rehearsals

- Good for fine tuning setup

Rolling

- Sync & Slate
- Write down the timecode of good takes.
- Ready response from all before Action.

Breaks

- Craft services on site - just some water, juice and granola bars will do.

Post-Production

- Ingest and Backup Footage
- If live audio, multitrack mix
- Editing - Various "levels" of software are available
- Export for delivery