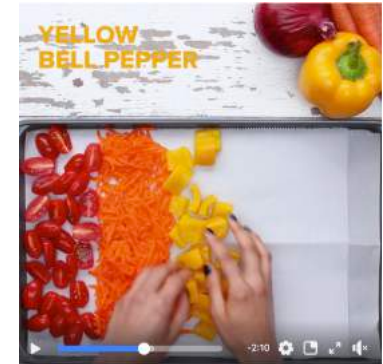
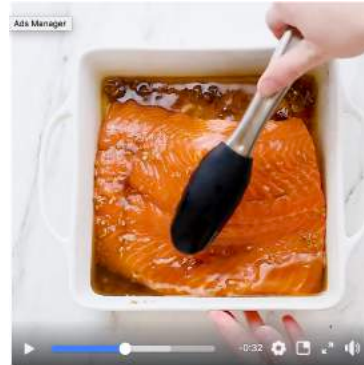


On Camera Production, Self Production, Lighting and Audio

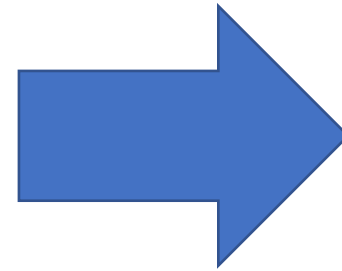
AGENDA

- Where we're at
- How to produce yourself, by yourself
- Lighting
- Audio
- Other optional equipment and how-to
- Why
- Next steps and resources
- Q and A

WHERE we're at



WE'VE lost our identity



Tell your story through video
that aligns with your brand
and who you are as a
creative.

NOW what



PRODUCING yourself

- It's hard
- Video equipment is a never ending money pit so choose wisely...
- Takes reps to get good



PRODUCING yourself cont.

- Tripod with extension arm
- Tablet
- DSLR controller app
- camera



qDslrDashboard



PRODUCING yourself cont.

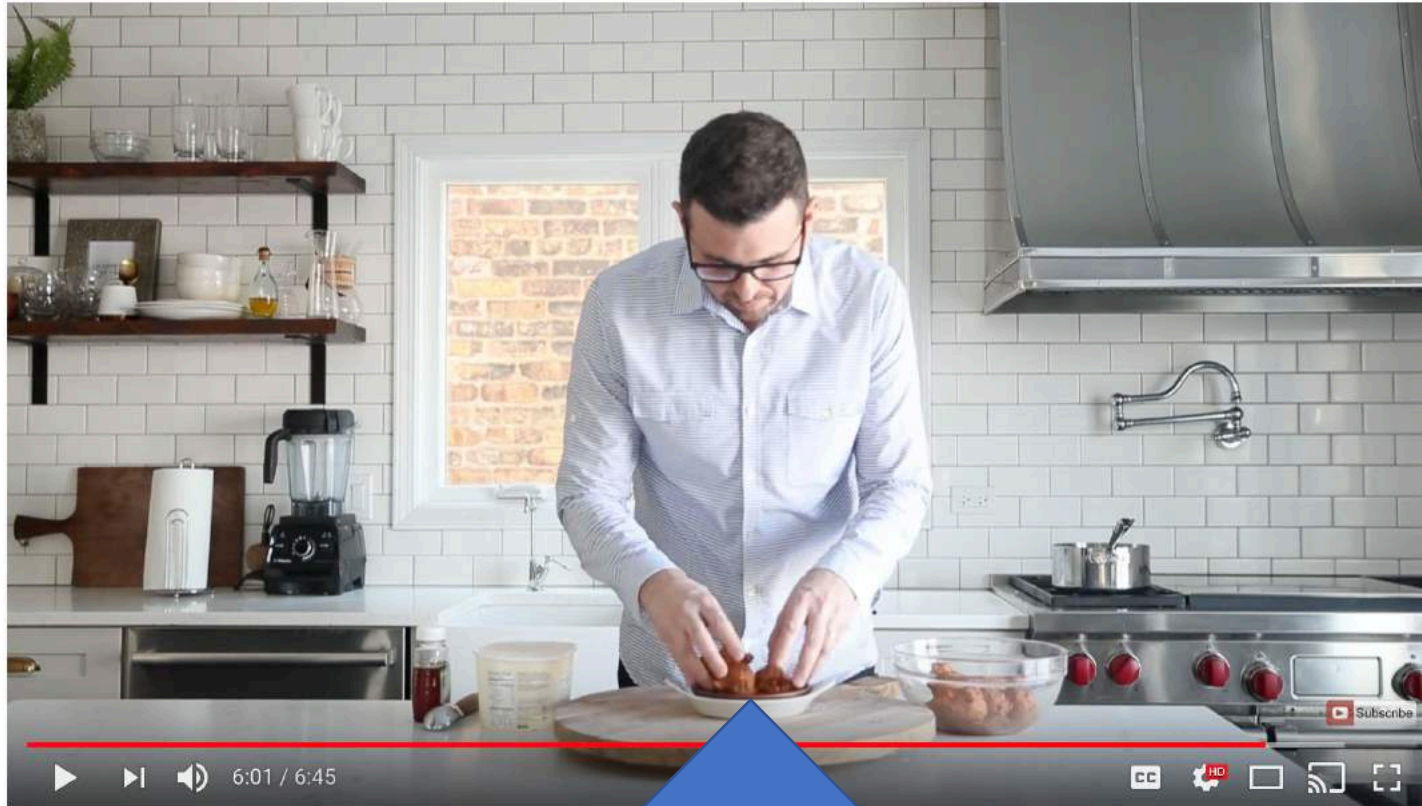


PRODUCING yourself

How I'm rollin



PRODUCING yourself cont.



Set your focus here
When doing wide shots

PRODUCING yourself cont.



PRODUCING yourself cont.

- If you shoot well then editing should be a breeze
- [Shoot natural transitions](#)
- Be mindful of your wide shots
- Frame rates are important for theatrics

- [24p](#)
- [30p](#)
- [60i](#)
- [4k](#)
- [1080](#)



LIGHT it up

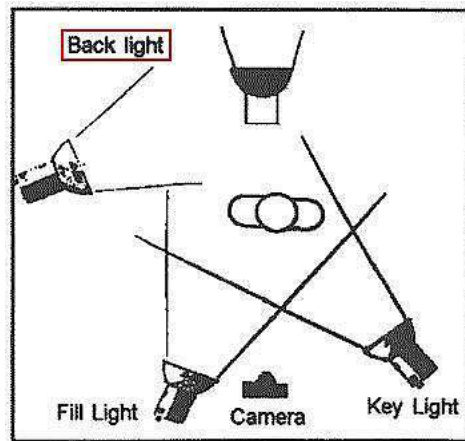
The difference between professional and amateur video is lighting and audio. Remember it!

LIGHT it up cont.

Questions before getting lit!

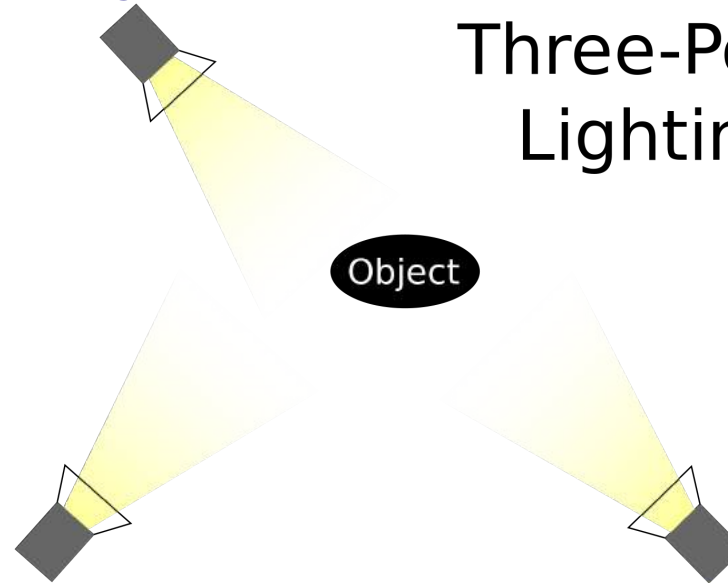
- When do you shoot? At night? During the Day?
- What does your current set up look like → where are your natural light sources?
- Do you even need artificial lighting? → [VICE](#)

LIGHT it up cont.



Standard Three-Point Lighting

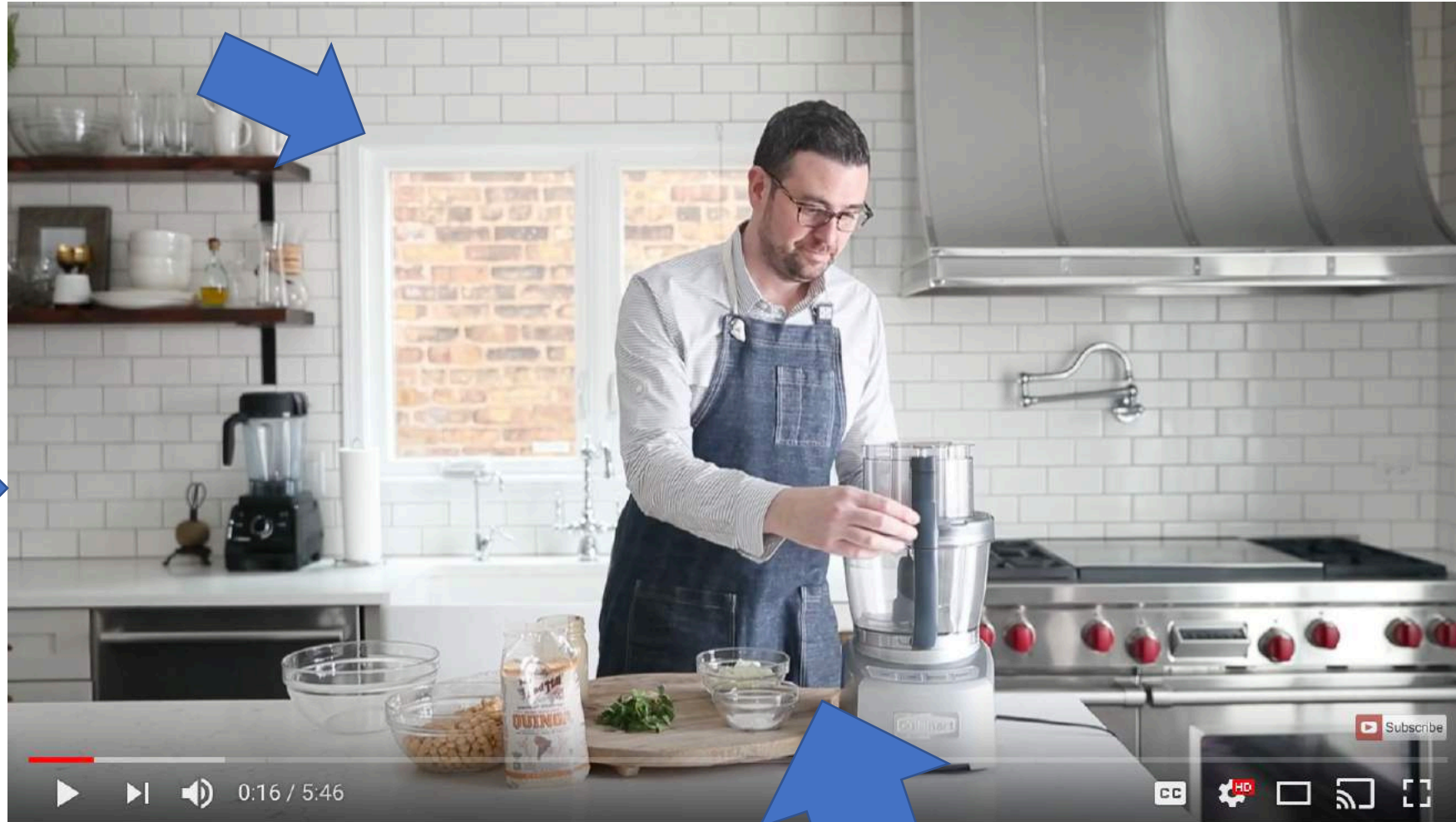
#3 Back Light



#1 Key Light

#2 Fill Light

LIGHT it up cont.



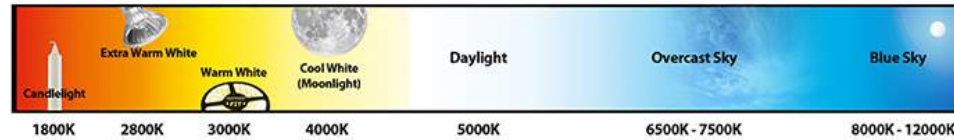
Natural light Used

- 24p at 1080
- 2.8 f-stop
- 500 iso
- 200 iris

LIGHT it up cont.

Types of lighting – Tungsten/Daylight 3200 k vs 5500-6000k

Colour Temperature Chart



Adjustable LED's



Spot light with barn doors



softbox



LIGHT it up cont.

Manipulate your lighting



Flag kit



diffusion



reflector

LIGHT it up cont.

What it look like



Flag kit



Diffused lighting



reflector

LIGHT it up cont.

What I like if I'm forced to light it, just make it adjustable, and always diffuse.
Best part is that your balance won't change!



Kino Flos



LED



softbox



LIGHT it up cont.

- Shadows are ok in video if it aligns with your brand style guidelines.
- If you're set on natural light, maybe installing a large window would be better and more cost effective than purchasing a light kit?
- Manipulate your lighting by softening it or shrinking it using a flag kit or diffusion.
- If using artificial light avoid fluorescent bulbs.
- Direct light that is not diffused can cause a lot of shadows.
- Make sure you have plenty of outlets and extension cords → stingers.
- Continue to white balance your camera as the day goes on when using natural light.

WHAT did you say

Any tips for amateur food photographers and videographers?

Adam Bricker (Chef's Table DP)

Keep it simple. I've gotten some of the best results filming the food using soft, natural daylight. I lit many of the dishes on season two just by setting them next to a window, shaping the light a little bit, maybe softening it, and adding a little more shadow with a black flag on the fill side. Oftentimes less is more.

Will Basanta (Chef's Table DP)

In terms of technical execution I agree with Adam: keep it simple. You can do a huge amount of the work just by shaping, cutting and controlling the quality of available light. Most of the food beauty in Uruguay was shot just by silking off the direct sun and adding a little bounced fill. Also, I'd say film what you are passionate about and you'll find exciting unique ways of looking at your subject regardless of your [budget](#).

LIGHT it up cont.

Quick Example



CAN you hear me now

If speaking to or off camera it's crucial to have good audio as it will separate you from the novices. Spare no expense as it pays to have good audio!

CAN you hear me now cont.

Equipment for what we'll be doing → wireless lav and/or shotgun mics, and field recorders. Cardioid Mics for what we do!



CAN you hear me now cont.

How to ensure your audio is clean looking and sounding good, just be sure not to peak over -6db.



CAN you hear me now cont.

Hide the dang mic



CAN you hear me now

Get rid of the echo



crumplepop



Sound soap



Sound proof your house

MISC equipment



Ronin gimbal stabilizer:

Pros: smooth movements

Cons: heavy, expensive and you'll never be able to shoot video of yourself with this



Slider:

Pros: smooth pans, can do by yourself

Cons: klunky to move, hard to time it right, somewhat expensive.



WHY learn all of this

- Offers a wider video discipline for clients.
- Clients will start to ask for you to produce and shoot video for them that may not include you as talent. \$ is \$ right?

NEXT steps and resources

- Be a Production Assistant for a day → understand the full production lifecycle
- Videographers freelancer site
- How to get started with video
- Video for dummies
- Forums
- Conferences



upwork™

Videomaker



lynda.com

NABSHOW
Where Content Comes to Life

Q and a

Whadayagot?

LINKSKI

www.billyparisi.com/videoefc/

Thanks

We thank you for listening and I look forward to speaking with you more.

CONTACT

Billy Parisi
Digital and Social Strategist | Founder

t.773.458.6342
Billy@BillyParisi.com
@BPMVC