

# Video Production 101



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# 3 Production Phases

Pre-Production

Production

Post Production



# 3 Production Phases

## 1. Pre-Production



It covers everything that happens before the cameras roll.

This is when you brainstorm, storyboard, solidify the idea, develop a concept, write the script, create a shot list, location scouting, securing props and sets.

**Brainstorm-Develop Story/Video Idea**

**Storyboard**

**Write The Script**

**Find/Secure Actors/Talent**

**Shot List**

**Wardrobe/Prop Needs**

**Location Scouting**

**Equipment Prep/Checklist**



# 3 Production Phases

## 2. Production



On the actual shoot, the “Production” phase, someone is responsible for camera operation, lighting, sound, make-up and directing the action while being certain the planned scenes transition properly (continuity). Someone also may be logging (keeping track) of which recorded shots are the ones that will be used and monitoring the script to be certain every required shot is accomplished

**Acting-Shooting-Lighting-Sound  
Make-Up-Directing**



# 3 Production Phases

## 3. Post Production

**This is the editing phase and today this is done on computers with lots of hard drive storage.** The selected takes are digitized, trimmed, and arranged on a timeline in editing software. Animations, transitions between shots, graphics, voiceovers, music and all the other required pieces are created, added, timed, paced and manipulated in the computer. If a voice-over (VO) for narration is done, it will typically be in a sound booth or sound studio with the voice timed to the action in the script. It is also in this phase where the finished video can be encoded into a format where it can be viewed on the web and possibly streamed.

**Editing-Animating-Voice-Overs-Color & Sound Correction**  
**Rendering-Exporting-Distributing for Web/HD**



# Types of Lights

**Blonde**



← yellow

**2000 watts**

**Redhead**  
800 watts



← red



# Lighting For Video Production

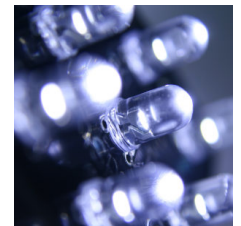
## Fluorescent Lights



A fluorescent lamp uses the excitement of low pressure mercury vapor to produce ultra-violet light, in turn causing a phosphor coating on the inside of the glass tube to glow giving off light in the visible spectrum.

## LED Lights

LED stands for light emitting diode and is a solid-state semiconductor device. Only recently, LED's of sufficient power have become available to make practical LED film lighting possible. LED's are extremely efficient but are still limited in overall light output when compared to any of the other light sources.





**What is a Dolly?**



# Dolly

A cart/wheels that the camera and crew sits on to create **smooth camera movement** over uneven surfaces.



# Boom Microphone.

A **microphone** attached to a **rod or boom pole**, and held close to the subject without getting into the shot. To get better sound quality

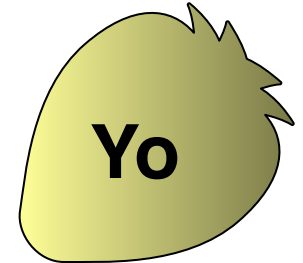




## A lavalier microphone

(or **lavalier** (also known as a **lav**, **lapel mic**) is a small [microphone](#) used for speaking applications in order to allow for **hands-free operation**. They are most commonly provided with **small clips** for attaching to collars, ties, or other clothing.





# Shotgun Microphone

- \* Effective on-camera tool for sound capture,
- \* Ability to reject sound from the sides and rear
- \* Prioritizes the sound in front of the mic.



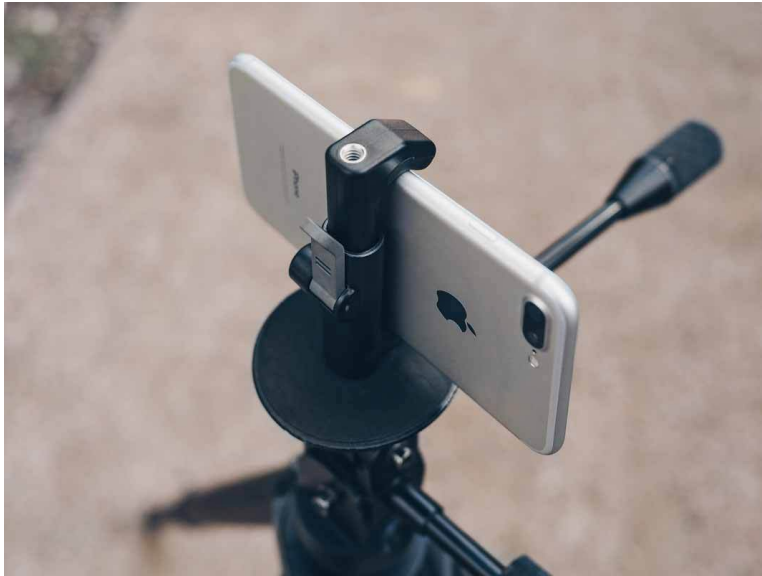
# Jimmy Jib

A mini crane which creates high angle and low angle shots.



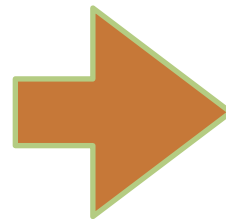
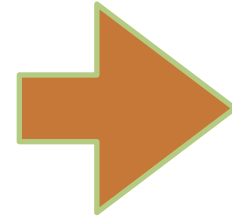
# Tripod

a three-legged stand for supporting a camera or other apparatus



# Monopod

a one-legged support for a camera or fishing rod.



New Type of Monopod  
w/Feet



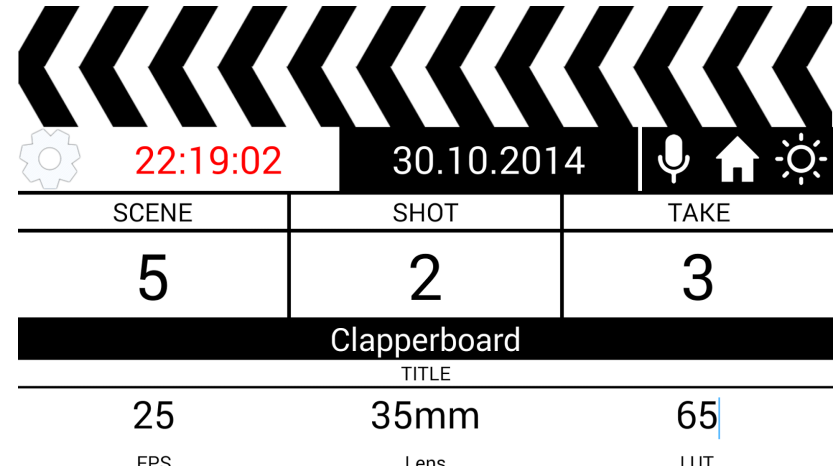
# Aerial Drone

Drone aerial photography is the latest way to film from above  
(Birds Eye View)..and is relatively inexpensive



# A Clapperboard/Slateboard

Records all the vital info for the editor.  
(scenes, shots, takes,)



# Reflector Board/Polyboard

Used outdoors to reflect sunlight or lights onto the subject



# Steadycam Operator

Camera is **harnessed** to the body to create smooth, free movement **without tracks.**



# Basic Terminology

## A Shot

A shot is the amount of video you shoot from the second you press record to when you stop recording.



# “Rule of Thirds”

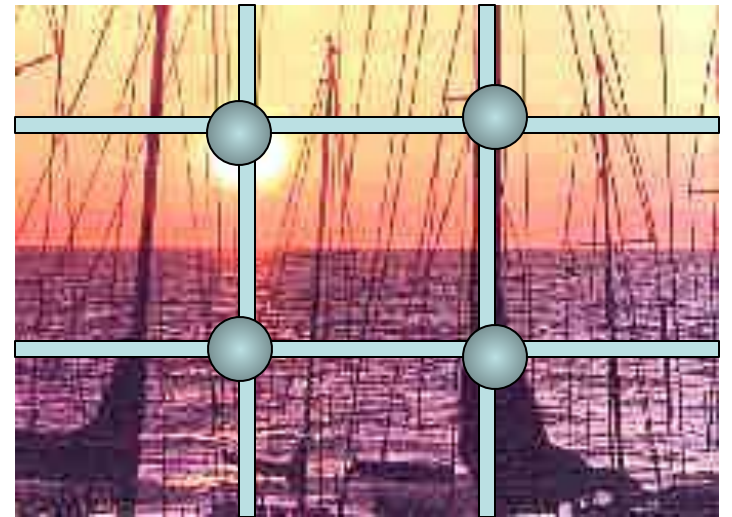
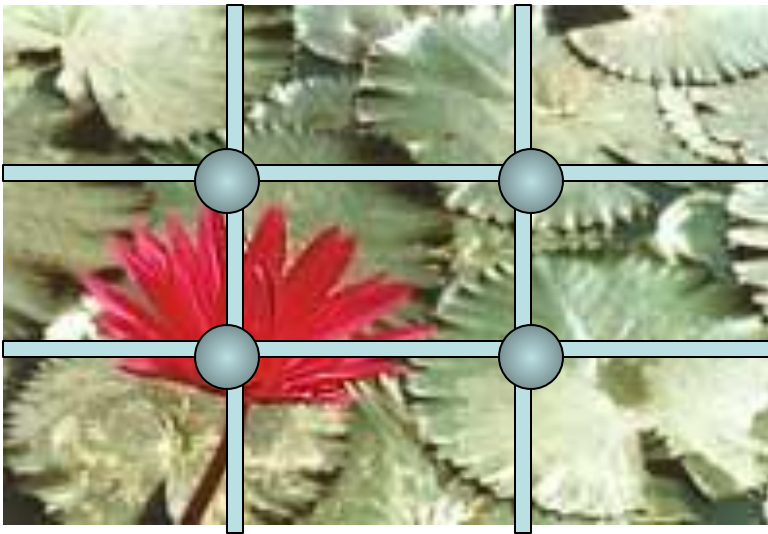
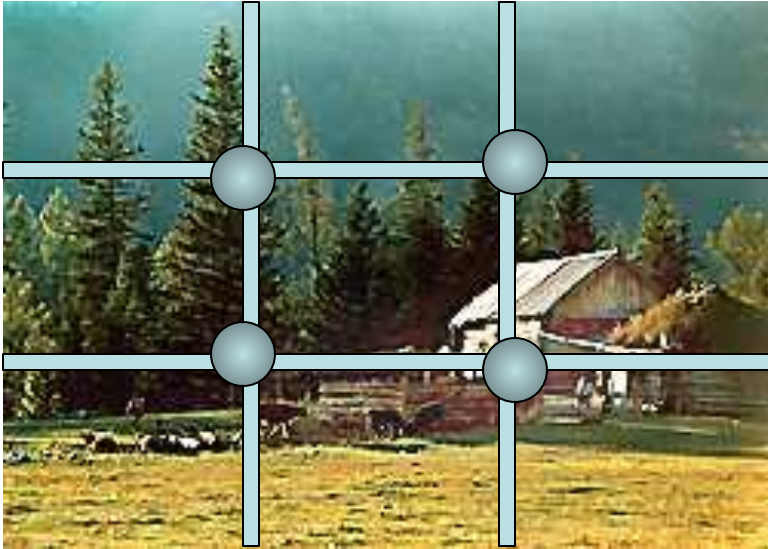
Imaginary lines which divide the picture into thirds



Place your points of interest where the lines intersect

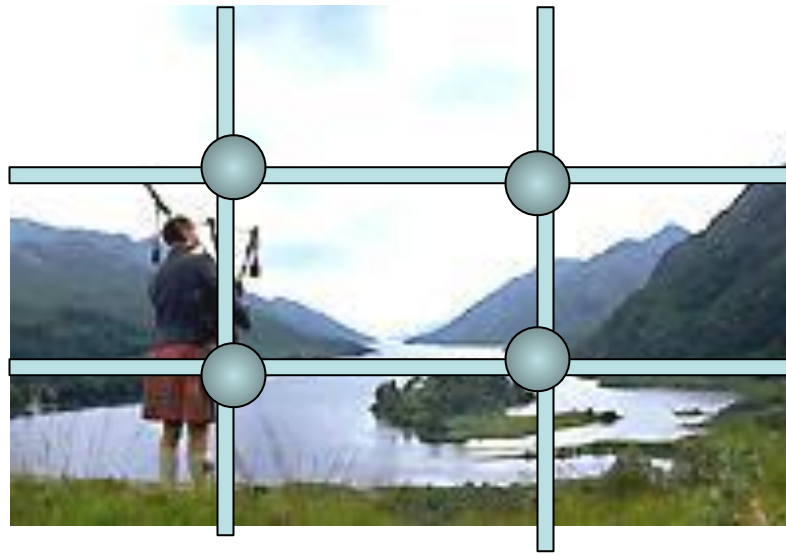






# Rule of Thirds

Except for people looking directly at the camera, place your **point of interest** either on or alongside the imaginary **horizontal** or **vertical lines**, or on 1 of the 4 Intersecting points.





# Moving-room and Looking-room

Amount of room in shot left empty to  
make shot look comfortable.



for the ad



# Avoiding Mergers

## Tonal Merger

Where objects blend together in a picture and lose their identity.



## Dark hair blending into a dark background

### Solution

Use a **back light** to separate the girl's hair from the background.

Frame the shot from **another angle** to change the dark background



# Dimensional Mergers

When different elements in your picture “run together” and looks odd.



Close your one eye, and check your composition



# Basic Camera Movements

Pan - Turning left or right



Tilt - Pointing camera up or down



High angle - shot above eyeline, looking down on  
subject



Low angle - shot below eyeline, looking up at subject



# White Balance

Gives the camera a reference to “true white color”

It tells the camera what **white** looks like, and it records all other colors correctly.

An **incorrect** white balance will show video with a **blue** or **orange tint**.



# Most Cameras have Auto White Balance!



Too blue

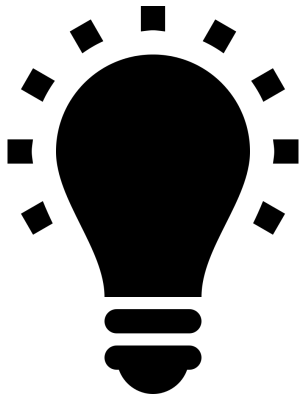


Too yellow



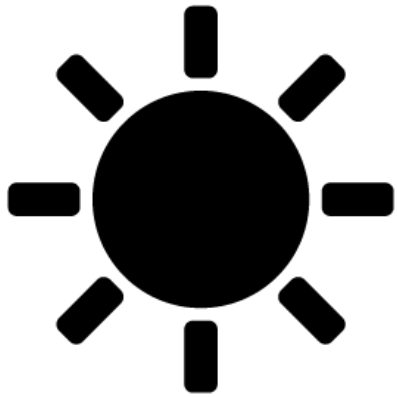
White-balanced





# Sony Handycams White Balance Settings

**Indoor Setting**



**Outdoor Setting**



**Automatic Setting**



# White Balance Icons

[www.pixcphotos.com](http://www.pixcphotos.com)



**AUTO WB**  
Camera sets the white balance.



**FLUORESCENT**  
Light is slightly green, this setting adds reddish/purple.



**SUNLIGHT**  
Approx. 5500K.  
Light is naturally slightly blue, this setting adds warmth.



**TUNGSTEN**  
Below 3200K.  
Light is reddish, this settings adds cooler tones.



**CLOUDY**  
More than 6000K.  
Light is naturally very blue, this setting adds warmth.



**FLASH**  
Camera flash is blue (slightly cooler than daylight), this setting adds warmth.



**SHADE**  
Light is naturally very blue. This setting adds warmth.



**CUSTOM WB**  
Sometimes shown as 'K' depending on the camera. Photographer sets the white balance.



# Bad Habits...Don't Learn These

**DON'T** zoom all the time!!! Zoom is BANNED

**DON'T** shoot with effects. Add it in the edit.

**DON'T** add date stamp. Home video.

**DON'T** leave camera unattended in car or on tripod.

**DON'T** leave camera on sand/beach.

**DON'T** point the camera at a bright light source

**DON'T** shoot subject in front of window during daylight

**DON'T** touch the lens. Smudges.



# Good Video Habits

1. Use a Tripod/Stabilizer When Can
2. Check Audio/Sound When Shooting
3. Check Video Quality after 1st take/shoot
4. Shoot the same scene more than once-a new take
5. Try different angles-shots when making a clip
6. Carry extra batteries/SD Cards on a shoot
7. Use an external microphone for interviews/important scenes

