

## Video #20

### 2/8: Getting Started with Video

#### The Equipment we chose and why

- 00:00:08:16 [Speaker 1]: You'll want to follow instead of thinking to yourself Wow. I just use a smartphone I might remain on the founder of sales exchange. And before I get started I just want to say that I have included links below to all the points I'm going to cover just in case you want to do some
- 00:00:38:19 more research so I promise you if you want to stand out from your competition then you're going to want to get the right kit for the right reasons. So don't forget I don't need it. We don't need to tell you but everything you buys revenue expense even if it is camera game. So you can write off the whole lot against tax and put the kid on you fixed asset register so I know you know that. But you know so I want to impress upon you how important it is to achieve
- 00:01:12:01 what they call cinematic quality footage to sell and promote your business. We both know it's all about first impressions. Put it this way if you plan to be in business in a few years time you'll be wanting an additional strategy to stand out from the crowd and our opinion. Video is it. I think in a way the video isn't for everybody because we both know not if
- 00:01:38:05 you want to bite the bullet now everyone's up for it. But of see scenes unless unless you got a better idea about keeping ahead of the curve and more importantly keeping ahead of your competition then that more and more we just get into it.
- 00:01:55:07 [Speaker 1]: This isn't about a video comparing camera solutions or anything like that. I'm simply going to talk about what we bought from business and why we thought these choices were the right ones. The kit we bought. We did it because it was the most cost effective and high featured and versatile kit. We wanted to get our hands on. Stop the cameras.
- 00:02:19:22 What we chose were Panasonic and they called it JH 5. We've got these cameras because we could shoot in different formats up to 4 case we're already good resolution and there are a variety of different film speeds in slow motion and something called V log which enables us to customize the the way that we can color our videos when they're being edited. And so we can color match them to different cameras. So if for example we wanted to shoot stuff in on that on our actual cameras and an iPhone and drone we could make sure the order or the coloring looked
- 00:02:57:16 the same and also create a style for our business like a coloring star for our business. It just took a black and white. So filming formats as different formats that are available and we're using what's called micro for search is to do with the sensor size and it affects the size and cost of lenses. But the the Panasonic J.J five got just brilliant reviews as a brilliant

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- 00:03:21:20 all rounder for photos and videos. Secondly there's something called a terminology could be wrong which means using like supplemental photos and video.
- 00:03:34:04 [Speaker 1]: This is B roll is used when you want to cut to another scene or activity but you still want the person being interviewed or whoever's talking to keep talking is when it comes to this footage. You can use your own video footage using your own cameras as we're doing here or use something like an iPhone or an action camera or a drone. But for us we wanted to use identical cameras and lenses so we could shoot interviews with two camera angles like we're doing now and it just
- 00:04:09:02 makes the video more engaging as far as lenses. Well initially we got two identical show zoom lenses. This meant that we could set the cameras up and lenses up at the same time without worrying too much about settings or the dimensions of the rooms that murmuring So we could zoom in now. So then if you look at lighting. So we got a couple of these LCD lights called aperture 120 lines and they
- 00:04:38:04 can stay on all day. We got different various lighting modifiers like these kind of soft lighting domes and honeycomb Great so you can angle the light on the talent of the person filming. And I also wanted to do some green straight green screen work. And so we got so initially we got some pretty stripped lighting being Q But not realizing that they flicker so that the camera can pick it up.
- 00:05:03:08 But we our I can't. So ends up getting some proper filming OLED lights to work with lighting the background.
- 00:05:10:02 [Speaker 1]: But I get into more of that in video video number five. So because we use the cameras for headshots with background drops as well we got some flash guns and then they could go dogs but again they're not expensive. They're cheap. But by doing this it all kind of adds to the usefulness of the camera gear that you've got. So it's also worthwhile investing in light measurement kit. So we're going to meter that can be used for flash photography daylight
- 00:05:42:08 photography and video photography is called a second light meter. And we've got some some color checkers as well that help make sure you got the color balance right. So you got people looking to read or anything like that and it all adds to improving what you're doing. There is a thing called grip gear or to you or me camera and light stands or tripods. I mean everyone needs some standard gear. So we've got a heavyweight tripod which we use for the slide in other areas
- 00:06:16:18 we use tripods which are just. It's one of those necessary things that you've got to have and you all have different stands that will hold reflectors and the like. But it's all about getting the right light. And then you got Kimble's or stabilizes and I think for me Mr. ready gets really interesting. You can imagine a difference between you know a wobbly hand shot versus some kind of buttery smooth action if you've

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- 00:06:45:03 got this stabilizer.
- 00:06:46:16 [Speaker 1]: You know if you're following someone walking with you walking into an office and you're able to deliver this this best looking experience and this is where we can while we're talking about cinematic cinematic quality and you then got sliders or dollies you know when you and when you're looking at kind of a more intentional orchestrated movement. I mean dollies is moving in and out and trucking is moving left and right. But it's all about how you can film someone coming into focus or going out
- 00:07:21:15 of focus and using a slide as I mean a great investment. And we're using one here. I look at it over here is it this is a slider is moving backwards and forwards. It's all automatic. It just works in conjunction with an iPhone. So we've got all the operation here. So if you're using it in terms of products you can zoom in or zoom out. You've got transitions from from looking at one video take one camera angle
- 00:07:54:06 to another. So the thing is is that what do your customers think when they look at you go Oh look small I mean even with cranes and jeeps you know you've got the the ability of having a camera angle from from low to high. And so as a managing director general could be doing it but your staff are on for the sake of a few hundred quid here and there you can get yourself
- 00:08:20:22 or this kit they can golf and use it in your outputting some of the best quality looking video that's not being done on my phone.
- 00:08:30:16 [Speaker 1]: And then there's this sound. I mean we've got a specific Sandra call which is called a zoom MHC and you can plug microphones into it but something's about four microphones you can plug into it plus an adapter that you can you can record directly but you've got different microphones you know shotgun mikes you use outdoors because it cuts out the noise behind. We've got boom mikes and wireless mikes and indoor mikes for what we're doing right now. Which cool pencil mikes but the whole point of this is you know whether
- 00:09:07:02 you're doing filming like this or you're recording a pocket podcast. It's absolutely worth saying that using microphones are good microphones and a good sound is essential. I think at the at the end of the day if you look at what you use on cameras cameras have small microphones but they're only meant to synchronize with
- 00:09:30:04 the good quality sound that you're producing. Especially if you're using multiple cameras with sound is is really really important because I mean we've all watched a rubbish video before but you only persevere with that rubbish video if the if the sound quality is okay to sound quality is really bad. You switch off and that's why radio is so engaging. You know it conjures up lots of things to you know what are they saying and
- 00:09:58:16 doing so get great microphones. It'll save you so much time especially in the Post that the editing bit. But as as business owners CEOs directors and so on we've invested so much in our businesses today I think to make that same

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commitment and desire to make our species look great on video can only be a good thing.

00:10:24:03 [Speaker 1]: So really I think at the end of the day I mean only you can decide if he's worth if he's worth it for you for me always I'll say is it is my company I want my business the best it can be. Whenever someone looks at it and you just never know when that's going to be. So anyway that's all for this episode of Hope. Hope you found it helpful. And I'll see you again next month. Bye for now.