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# So you want to make videos

- Videography – a complex medium
- Where technical meets artistic
- Lots of overlap with Photography principles yet a completely different experience
- Audio and light is probably most important



# The Camera

- DSLR – digital single lens reflector
  - Full Frame vs. APS-C
- Mirrorless
  - Full Frame vs. APS-C
- Cinema - \$\$\$\$
- Traditional Video
  - You can, but in 2019 why?

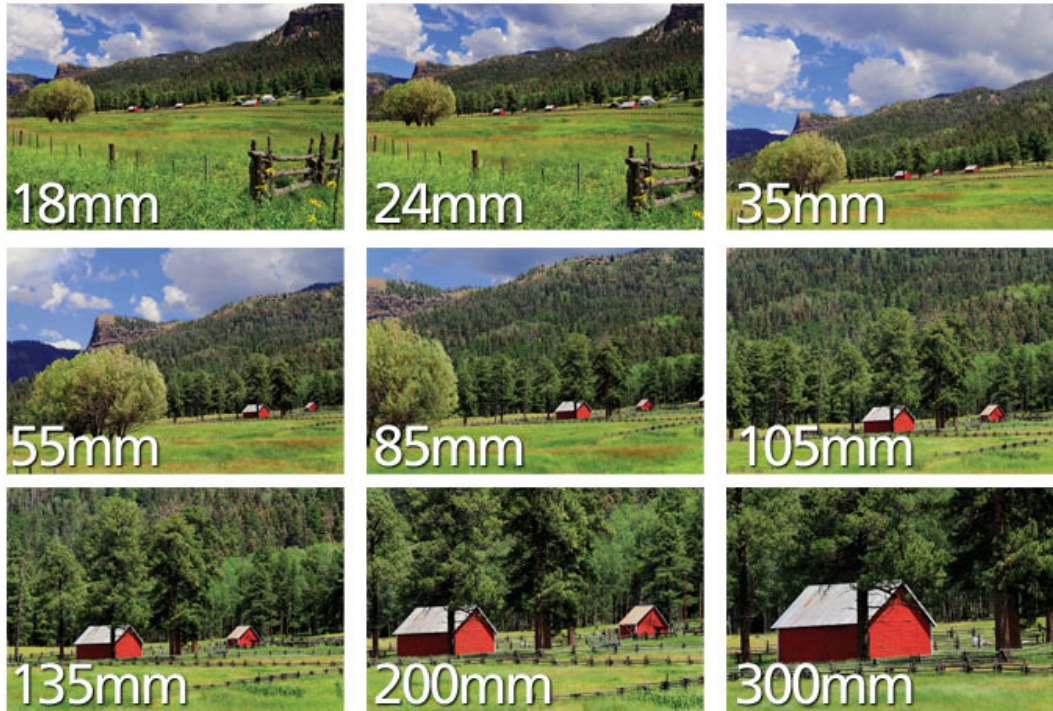


# The Lenses

- Primes
  - Pros
    - Fixed focal lengths (50mm, 35mm, 85mm)
    - Truly complement camera's RAW power
  - Cons
    - More Expensive
    - Have to carry many for circumstances
- Zooms
  - Pros
    - Good general purpose tool
    - More versatile offering a variety of focal lengths (15-35mm, 24-70mm, 70-200mm)
    - Quality is improving
  - Cons
    - Big Heavy
    - "slower" – not as good in low light
    - Sometimes distortion around edges

# The Lenses

- Focal Length Comparison



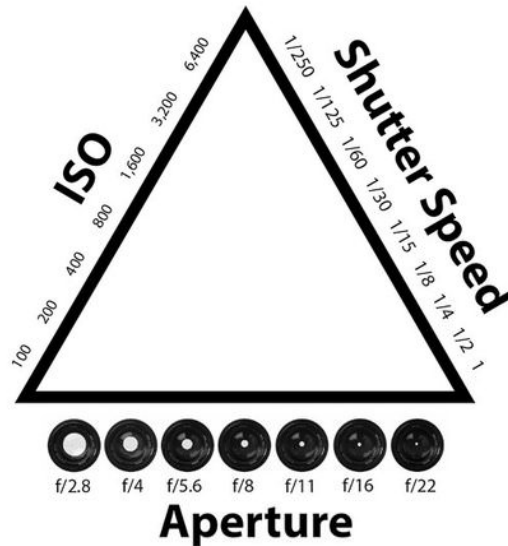
# Other Gear

- Audio
  - Lav
  - Boom
  - On Camera Mic
- Light
  - Use what you have!

# Your Camera

- The Exposure Triangle

- Shutter Speed – how fast shutter opens and closes, how long light can enter
- Aperture – refers to lens diaphragm, how much light can enter
- ISO – how sensitive to the light – bright vs. dark



# Shooting

- Frame Rates
  - 24 fps, 30 fps, 60 fps, 120 fps, and higher.
  - 180 Degree rule
    - Set your shutter speed to be 2x your frame rate. Keeps the visual more natural.
    - Rule can be broken to convey certain emotions/feelings
- ISO – for Video keep around 400 or less
- Aperture
  - Decide depth of field.
  - Then consider how bright or dark you want the shot.
  - Might have to add/remove light



# Shooting

- Rule of 3rds
- Angles
- Continuity

# Editing

- iMovie, Windows Movie Maker – FREE.99
- Premiere Pro – Adobe Creative Cloud Subscription
- Final Cut, Avid – one time software license purchase