

Camera and Filming Basics

eOrganic video course
Lane Selman and Jeff Hino



Jeff Hino

- Learning Technology Leader, OSU Extension
- 541-737-0803
- jeff.hino@oregonstate.edu
- Course Content
 - <http://eorganic.info/video>

The Camera

- You probably already have a sufficient device
- KNOW your device – camera/cell phone
- Activity online
- Test image stabilization, microphone and background noise levels



Camera Models

- Smartphones
- Best camera is the one that's with you!
- Use the same camera for consistent quality
- DSLRs have great quality
- Watch videos on eOrganic (sound quality differences)

Camera Accessories

- Additional lens: zoom, wide, macro
- Buy a tripod – test smoothness for panning
- Avoid zooming due to poor quality



Audio Problems

- Poor quality microphone
- Subject not close enough
- Too much background noise
 - Production Plan - plan accordingly

Audio Solutions

- Capture audio separate from video
- Shoot audio in protected location
- Work out the script in advance
- Ask speaker to pause between ideas
- Start filming 10 seconds before action or talking and 10 seconds after
- Use an external microphone, if necessary

Lighting

- Consider lighting and timing when developing your Production Plan
- Make the best of natural lighting
 - Overcast days or late pm for outdoors
 - Well lit room for indoors



Backlight



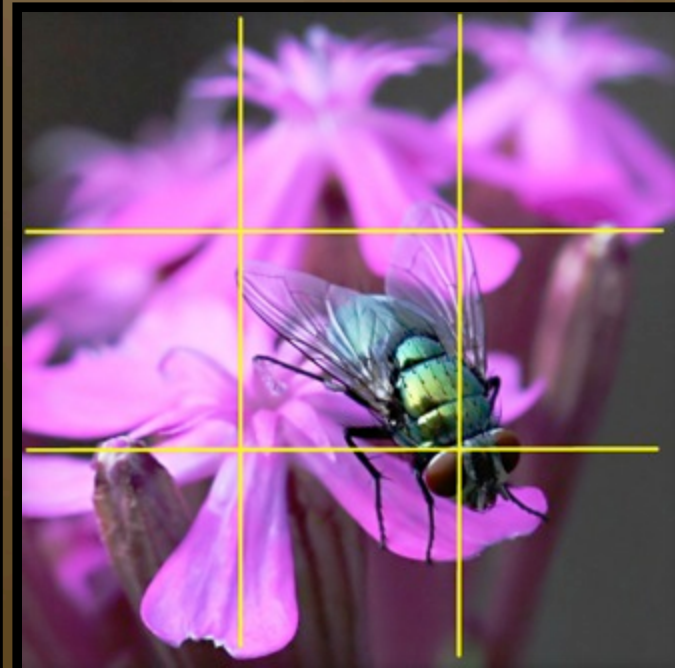
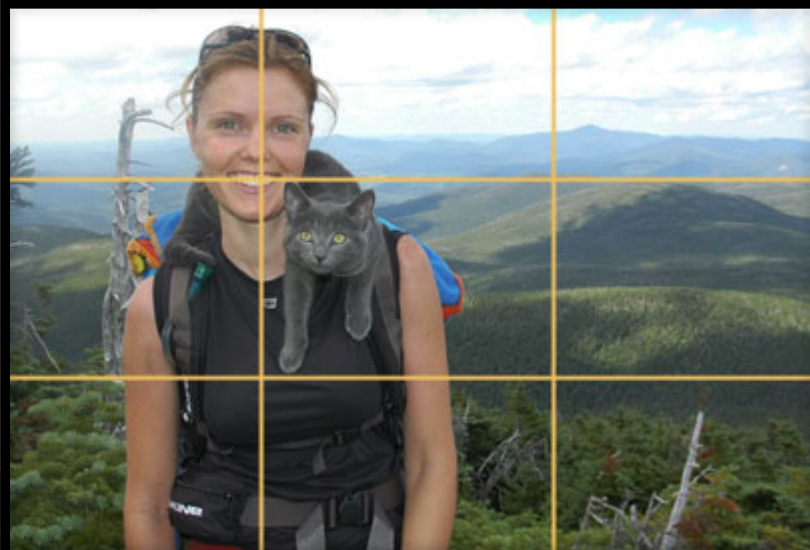
Front Light





Composition

- Before recording, make sure your shot is well framed
- Direct the eye of the viewer where you want it to go



Interviews

- Interviewers don't need to be in the shot, stand next to the camera
- Make it NATURAL - tell interviewee not to look at camera, but just carry on a normal conversation with you and keep eye contact
- Leave plenty of space to allow interviewee to move naturally and won't slip out of the shot
- Jeff's Interview Tips online





Getting Good Video

- Beware of camera movement and zooms
 - Avoid zooming altogether...
- Video is always more interesting when the action takes place in the frame rather than when the frame is moving around the action.
- Break the “eye-level” habit. Get Creative!!
- Keep your story firmly in mind as you shoot
- Be creative!

Getting Good B-Roll

The U.S. Army Video Method

- “B-Roll”...you can never have enough!
- It’s what supports your interview and/or narration
- It’s the story in its most creative visual form
- Preplan for b-roll by looking at your interview questions, scripts, etc.
- Electrons are cheap!

The U.S. Army Video Method

- Establish
- Medium shot
- Closeup
- Re-establish

- **Establish**



- Establish
- Medium shot



- Establish
- Medium shot
- Closeup



- Establish
- Medium shot
- Closeup
- Re-establish



Take Jeff's Good Advice

- Writing for the Ear
- 10 Tips to Produce More Professional Online Video Interviews
- 27 Ways To Improve Your Online Video

What to Take to the Field

- Cameras (still and video)
- Charged battery (extra battery)
- Extra memory cards (have a system for storing used v/s unused cards)
- Tripod
- Measuring tape or other item (pen, quarter) for size reference
- Copies of Storyboard (that includes script) and Production Plan
- Large pad of paper or large dry erase board
- Easel/stand or tape
- Markers
- An assistant to hold pads or paper
- Microphone, if you need one
- Duct tape
- Lens cleaning kit