High Production Video Creation
HIGH PRODUCTION VIDEO EQUIPMENT
# HIGH PRODUCTION EQUIPMENT

## CAMERAS

<table>
<thead>
<tr>
<th>DSLR</th>
<th>vs</th>
<th>Mirrorless</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has a viewfinder</td>
<td></td>
<td>LCD viewing screen</td>
</tr>
<tr>
<td>Better battery life</td>
<td></td>
<td>Smaller &amp; lighter</td>
</tr>
</tbody>
</table>

### Considerations when looking to buy:
- Budget
- Frequency of use
- Type of use

### Key Features:
- Full HD Video
- Image Stabilization
- Microphone Input
HIGH PRODUCTION EQUIPMENT

LENSES

Wide Angle | Standard | Telephoto
# HIGH PRODUCTION EQUIPMENT

## MICROPHONES

<table>
<thead>
<tr>
<th>Lavalier</th>
<th>vs</th>
<th>Shotgun</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Capture interviewee speaking</td>
<td>-</td>
<td>- Capture ambient sounds</td>
</tr>
</tbody>
</table>
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LIGHTING

#1 RULE
NO HARD LIGHT

Direct Sun  Open Shade

Hard Light  Soft Light

OUTDOOR

INDOOR
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STABILITY

Tripod

Gimbal
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SD CARDS

SD cards can impact video quality

What to look for when buying:

- High Capacity (64 GB)
- Speed Class

BATTERIES

Always have extra batteries!
Camera Settings
Resolution

- 720 x 480 (DVD)
- 1280 x 720 (HD ready)
- 1920 x 1080 (Full HD)
- 3840 x 2160 (4K)
Aspect Ratio

- 3:2
- 1:1
- 4:3
- 16:9
- 18:6
Frame Rate

24fps - cinematic

30fps - broadcast

60fps – slow motion

120fps – super slow motion

www.techsmith.com/blog/frame-rate-beginners-guide/
Exposure Triangle

Shutter speed
Length of time sensor is exposed to light

Aperture
Opening of lens through which light enters camera

ISO
Sensitivity of sensor to light
Aperture

- Aperture Size: Larger/Wider Aperture → Smaller/Narrower Aperture
- Amount of Light Reaching the Sensor: More → Less
- Depth of Field: Shallow → Deep
- How Blurry the Background Is: Very Blurry → Not Blurry at All
Shutter

180° rule – shutter should always be double the frame rate

24fps: 1/50
30fps: 1/60
60fps: 1/120
120fps: 1/240
Neutral Density Filters

Acts as sunglasses for your lens

ND Filter

Variable

Graduated

Extreme
Focus

Manual Focus
Manually change focus by hand
Offers more control
Difficult with movement

Auto Focus
Camera keeps focus based on certain settings
Easier to maintain focus with movement
Camera may force focus on wrong subject
VISUAL STORYTELLING
VISUAL STORYTELLING

B-ROLL TIPS

1. Conduct interview first
2. Film with editing in mind
3. Diversify shot type and camera movement
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COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

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