

CFAES

Low Production Video Creation



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

OHIO STATE UNIVERSITY EXTENSION

*Learning and Organizational Development
Studio 149*

Equipment

Smartphones

Considerations when looking to buy:

- **Capacity**
- **App Store selection**
- **Camera Accessories**



Lenses

Wide Angle



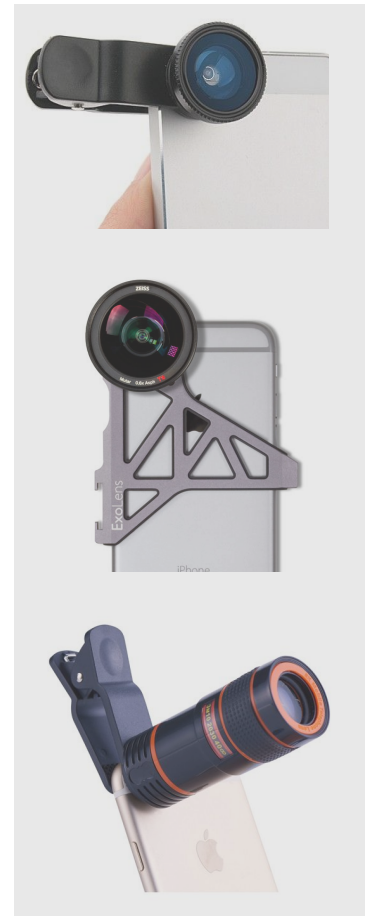
Macro



Fisheye



Telephoto



Microphones



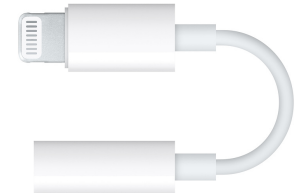
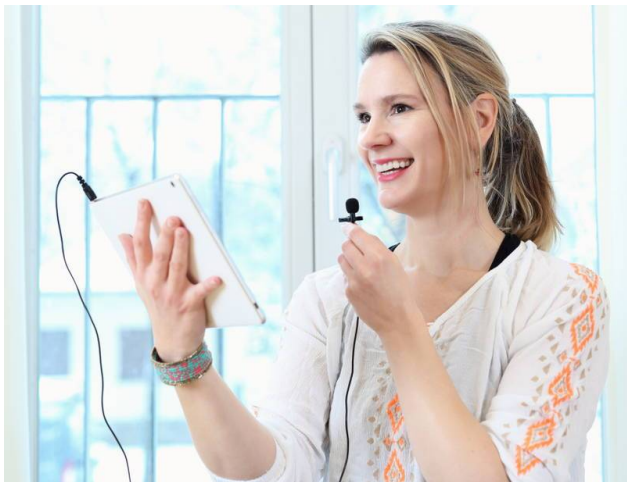
Lavalier

- Capture subject speaking

vs

Shotgun

- Capture ambient sounds



Lighting

#1 RULE
NO HARD LIGHT



Natural



Artificial

No direct light



Stabilization

Tripod



Gimbal



Batteries & Storage

Portable Charger



External Storage

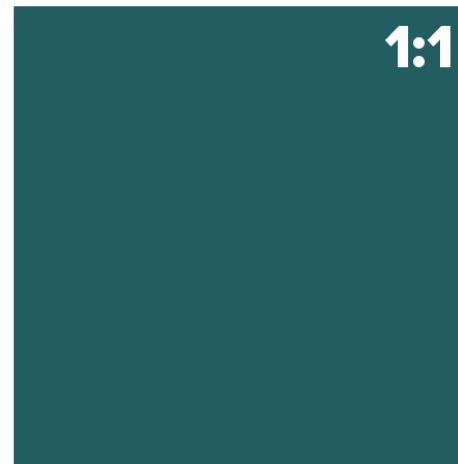


Camera Settings

Resolution



Aspect Ratio





Frame Rate

24fps - cinematic

30fps - broadcast

60fps – slow motion

120fps – super slow motion

240fps – super duper slow motion

Exposure Triangle

Aperture

Opening of lens through which light enters camera

Cannot be changed on phone

ISO

Sensitivity of sensor to light

Shutter speed

Length of time sensor is exposed to light



Aperture



f/2.8



f/4



f/5.6



f/8



f/11



f/16



f/22

Aperture Size

Larger/Wider Aperture

Smaller/Narrower Aperture

Amount Of Light Reaching The Sensor

More

Less

Depth Of Field

Shallow

Deep

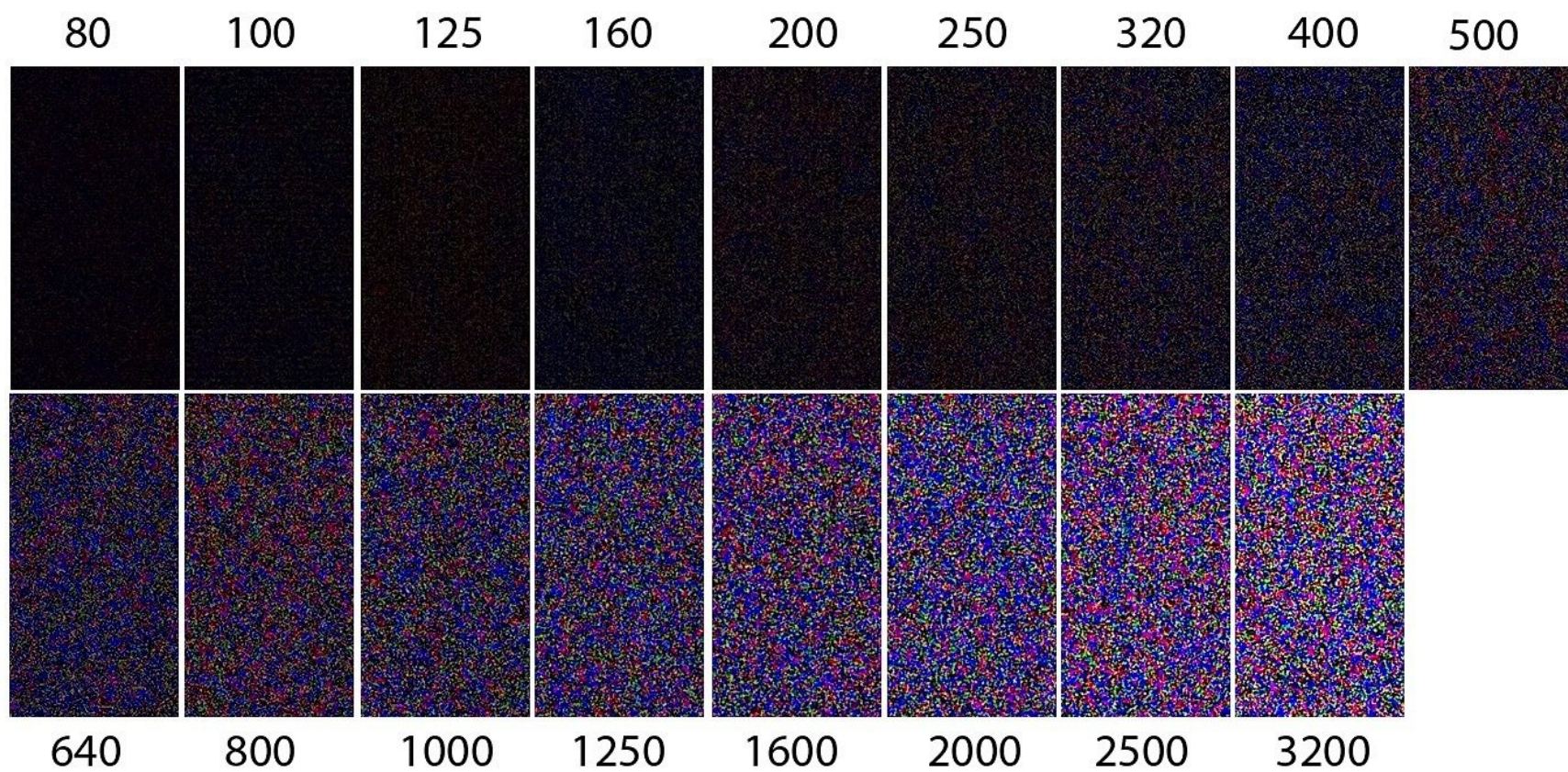
How Blurry The Background Is

Very Blurry

Not Blurry At All



ISO





Shutter

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

24fps: 1/50

30fps: 1/60

60fps: 1/120

120fps: 1/240

240fps: 1/480

ND Filters



Neutral Density Filters

Acts as sunglasses for your lens

ND Filter

Variable

Graduated

Extreme





Phone Apps

Native phone app

FiLMic Pro



Tips

Shoot in proper lighting

Use a mic for great sound

Use a tripod

Use grid for proper framing

Nail your focus and exposure



Tips

Avoid messy backgrounds

Use back camera vs. selfie camera

Shoot horizontal

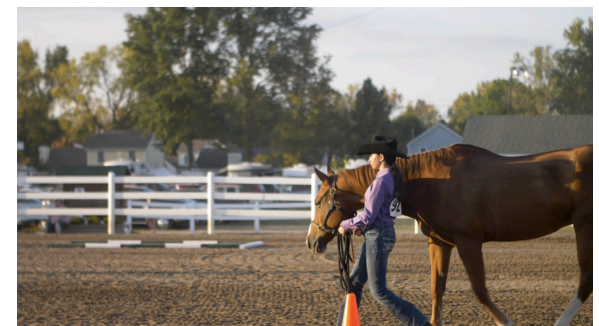
Avoid digital zoom

Use clip-on lenses for shot variety

VISUAL STORYTELLING

B-ROLL TIPS

1. Conduct interview first
2. Film with editing in mind
3. Diversify shot type and camera movement



Summer Safety Video Challenge



CFAES

SUMMER SAFETY

video challenge

Submit a storyboard for a 30-second
“Summer Safety” video tip!

Submit your storyboard at
go.osu.edu/summersafety
or email to wolfe.540 by
Friday, April 24 at 5pm.
Winners will be announced
Friday, May 1st.



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