Low Production Video Creation
Equipment
Smartphones

Considerations when looking to buy:
- Capacity
- App Store selection
- Camera Accessories
Lenses

Wide Angle

Macro

Fisheye

Telephoto
Microphones

Lavalier vs Shotgun
- Capture subject speaking
- Capture ambient sounds
#1 RULE
NO HARD LIGHT

Natural

DO NOT Backlight

Artificial

No direct light

45°
Stabilization

Tripod

Gimbal
Batteries & Storage

Portable Charger

External Storage
Camera Settings
Resolution

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

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
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
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.