VIDEO BOOTCAMP:
FOUR YEARS IN TWO HOURS

About Me @ImakeTV

- **JoJaqs/Video**
  - 16 Years experience
  - Started in Broadcasting
  - Turner in ATL - Cartoon, Adult Swim, CNN TV Everywhere
  - Teach in Community Colleges
- Jo@JoJaqs.com

TinkerIT/Making

Makerspace Design

Maker Skills Lessons

Board Game Acc.

Jo@TinkerIT.com

What we are covering in the next two hours

- Pre-Production
  - Outline, Storyboard, Script, Shotlist

- Production Equipment:
  - Cameras, Lights, Audio, Stability

- Production Techniques
  - Tips, tricks, and rules

- Post Production
  - Apps, options, best practices

- Not covering specific brand/models unless needed
- www.JoJaqs.com/WBC
  - Downloads
  - Affiliate links for equipment
  - Recordings, eventually
  -

Pre-Production: "Begin with the End in Mind"

- Define your avatar (passion, assumed knowledge
- What is the story/purpose? (WiifM)
- "Infotaining" Spectrum
- Brainstorm w/o order (chan/vids)
- Outline, Storyboard, Script, Shotlist
- Who/what is the hero?
- Might not know product/but know the basis and feeling

- Story Arc
  - Character Introduction
  - Rising Action
  - Climax
  - Resolution

Climax

Rising Action

Resolution

Introduction(Char)

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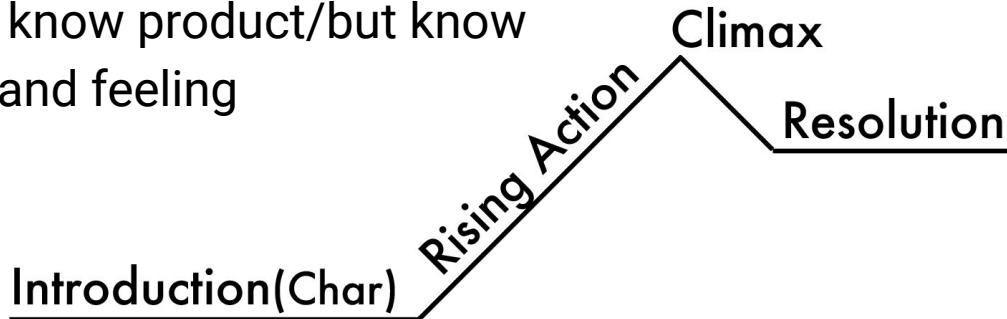
Step 1: Outline

- Take brainstorm and edit down
- Lay out in story order
  - "Tell em what you're going to tell them
- Split heavy ideas into multi section
- Clear motivation on what is next
- How to get here to there
- Practice with PB&J

- Introduction
- Main body
  - Supporting topic 1
  - Supporting topic 2
    - Sub topic 1
    - Sub topic 2
  - Supporting topic 3
- Wrap Up

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Step 2: Storyboard

- Get your vision out of your head, and onto paper
- Helps identify shot order and develop shot-list. Mentually visualize.
- Your mind skips details
- Use your phone at the angle
- Add camera angles, audio, dialog
- Need enough cells to convey thought to another person
- What is motivation to the next scene

Step 3: Script

- Does not have to be word for word. Add jokes and important lines.
- Use letters from Outline.   Rewrite it from one medium to another

Video

1A: MS:*(Medium Shot)* Speaker on center

1B: PiP:*(Picture in Picture)* speaker upper right, PPT full screen

1C: OH:*(Overhead Shot)* demo camera head assembly

1D: TS *(Tight Shot)* Speaker holding camera

Audio

1A: Speaker: "Welcome to the new thing we are doing today. We are going to have so much fun."

1B: Speaker: "This is a little about me and what you are going to learn today. You will need these tools____ ____ _____

1C: VO*(Voice Over)*: "this is how the camera head goes together"

1D: Speaker: "That was awesome. Now, go do it yourself!"

1A: Speaker: "Welcome to the new thing we are doing today. We are going to have so much fun."

If I need to give a web site. I will write out things pho-ne-ti-cally like   visit my website w w w dot j o j a q s dot com

If I need to take a pause… then I will add ellipse or _____ underlines.

1B: Speaker: "This is a little about me and what you are going to learn today. You will need these tools____ ____ _____

1C: VO*(Voice Over)*: "this is how the camera head goes together"

1D: Speaker: "That was awesome. Now, go do it yourself!"

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Step 4: Shotlist

- Mixes script and storyboard
- Know each angle and location
- 1A, 1B, 1C…..4A, 4B
- Use checkboxes and keep notes
- Log the date/time file #
- Shoot your last miter cut/glue up

Production		Date		Other Info		Complete
Scene/Shot	Location	Camera	Angle	Dialog		
1A	Auditorium (IN)	Main	MS	"This is what we are doing today...		
Notes:						
1B	Auditorium (IN)		PIP	"This is a little about me and what you are going to learn today		
Notes:						
1C	Auditorium (IN)	Overhead	OH	"this is how the camera head goes together"		
Notes:						
2A	Field (out)	Main	WS	"That was awesome. Now, go do it yourself!"		
Notes:						
Notes:						
Notes:						
Notes:						
Notes:						
Notes:						
Notes:						

Part 2: Production Equipment

- More money /= better
- Law of diminishing returns peaks around $3k
- Cameras to capture, mics to hear, lights to see, stability to be a Pro.

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Production Equipment:Cameras

- Exposure triangle: bigger sensor or lower ap gets more light, but shallow depth of field
- Phones, Mirrorless/DSLR, Action, Full-body/Cinema
  - Mobile phone today is like $10k camera from 15 years ago
- Image sensor is like pupil: bigger means more light
  - More megapixels does not mean more quality
- Small sensor and glass means more in focus
- Small sensors on Phones and GoPro, then Full-body, biggest is DSLR APS-C and Full Frame
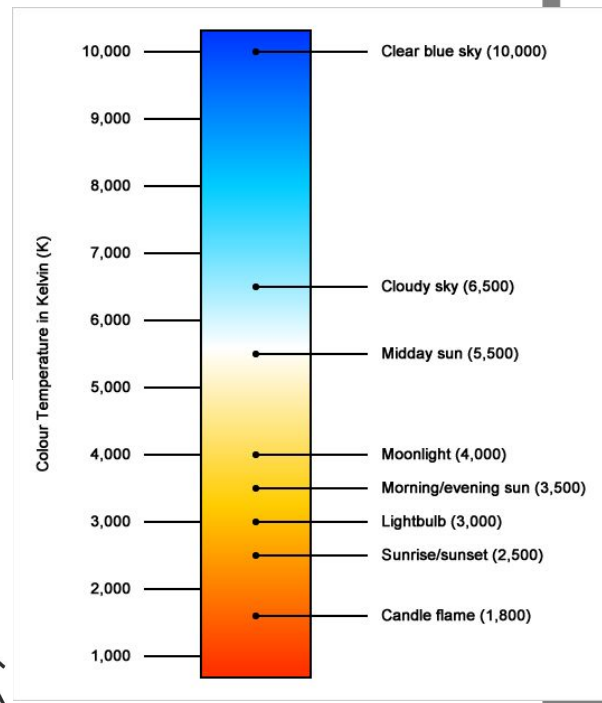
Production Equipment: Audio

- Price DOES equal quality: "You get what you pay for"
- Main types: Cardioid, Hypercardioid, Supercardioid, Dynamic/Condenser
- VO mic for post, lav for talking head, shotgun/hyper for foley
- Voice overs are done over soft surfaces and in rooms with soft surfaces.
- As close to the sound source as possible
- Rec Nat(natural) sound for control track, slap stick for reverb

Production Equipment: Lighting

- Price DOES equal quality: "You get what you pay for"
- Color temp, Lumens, Foot-candles, CRI
- LED vs HMI vs Flourescent: Fresnel, Softbox
- 3-points,
  - Softbox,
  - Diffusion,
  - Outdoor with bounce card

Colour Temperature in Kelvin (K)

Kelvin	Description
10,000	Clear blue sky (10,000)
6,500	Cloudy sky (6,500)
5,500	Midday sun (5,500)
4,000	Moonlight (4,000)
3,500	Morning/evening sun (3,500)
3,000	Lightbulb (3,000)
2,500	Sunrise/sunset (2,500)
1,800	Candle flame (1,800)

Production Equipment: Stability

- Tripod, Monopod, Slider, Jib, Gimbals
- Tripod means three points of contact
- Arca-Swiss quick release standard
- Manfrotto (Arca-Swiss) monopods, and their magic arms
- Sliders: manual and motorized for filler
- Jibs are expensive, and Gimbals are a pain to setup
- I Keep a dozen tripods in stock
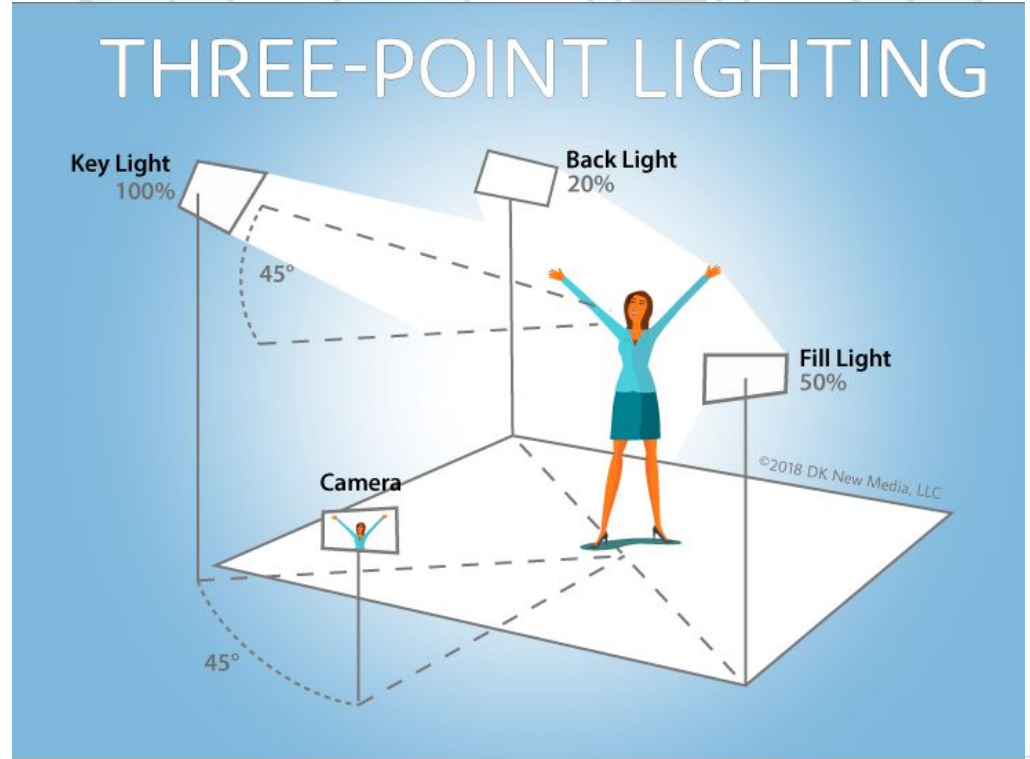
Part 3: Production Practicum

- Book: "How to Shoot Videos that don't Suck"

- Follow your shot list

- Shoot with the edit in mind

- Go play with yourself

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Production Practicum: Lights and Basics

- 3 points of lighting
  - Key, Fill, Back
  - Gives depth/definition
- Bounce card/ reflector
- Raccoon eyes killer
- 60-30-10 mixture

- 10-seconds at a time
- Tripod: 3pts of contact
- Record as material changes shape
- Locked shot is professional

THREE-POINT LIGHTING

Key Light 100%
Back Light 20%
Fill Light 50%
45°
45°
Camera
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Production Practicum

- Practice w/ short shots (small bites)
- Shoot w/ edit in mind
  - Match pan/tilt/etc
  - Light color/power
- Shoot 3 act in camera (43* miter)
- Make vid under 5 min from Brnstrm
- Fill frame w/ hero; DoF on hero
- 6-10 seconds (breath, move breath)
- Cuts make viewer pay attention
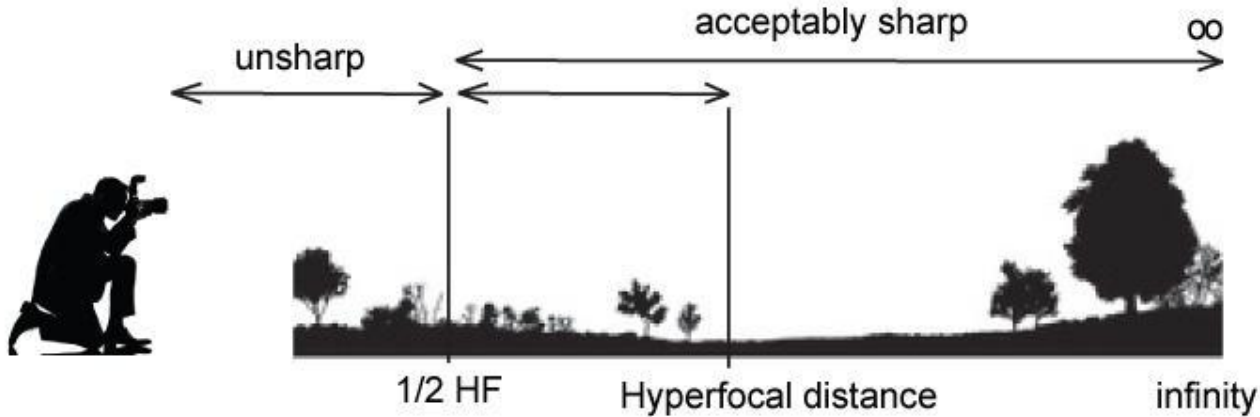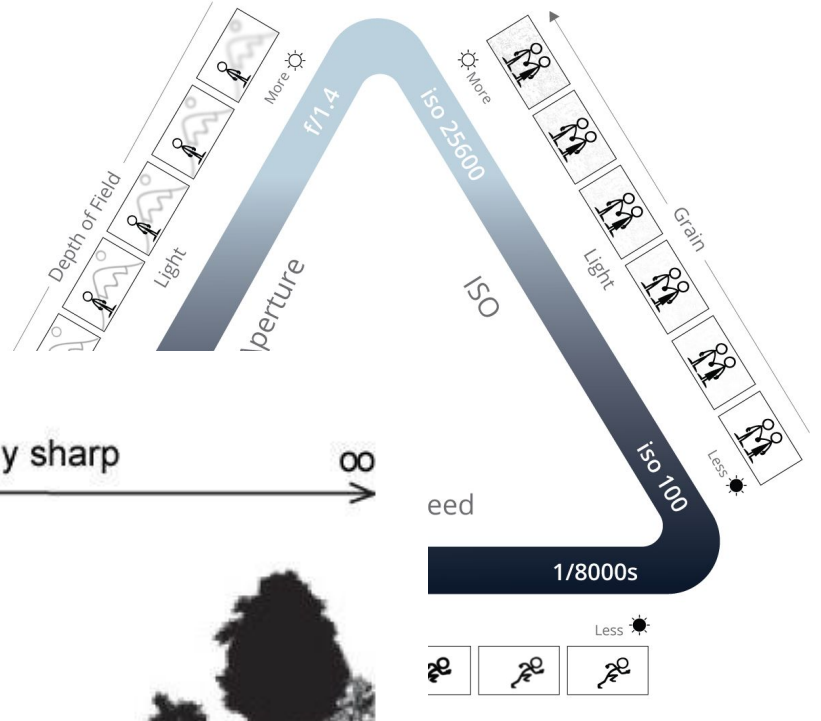- Extra b-roll for coverage

- Place lens where viewer should be
- See the whites of their eyes
-

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Production Practicum: Camera

- Exposure Triangle
- Depth of Field for large sensors
- Zoom w/ feet
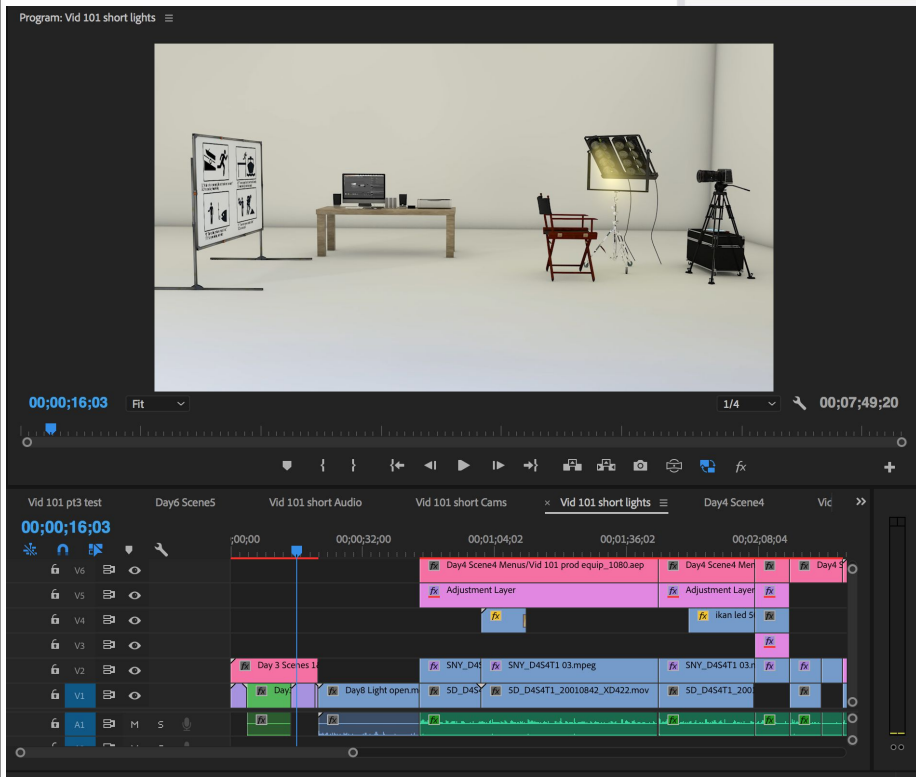- Whites of their eyes
- Shoot with edit in mind
- Rule of thirds

Production Practicum: Audio

- Record Nat(ural) Sound for control track
- Slap stick for reverb re-creation
- Nat Sound for foley audio to save it (saws @ diff speed/lengths)
- Talk to the editor as you shoot
- -20 to -6db on the meters. Bed at -44db
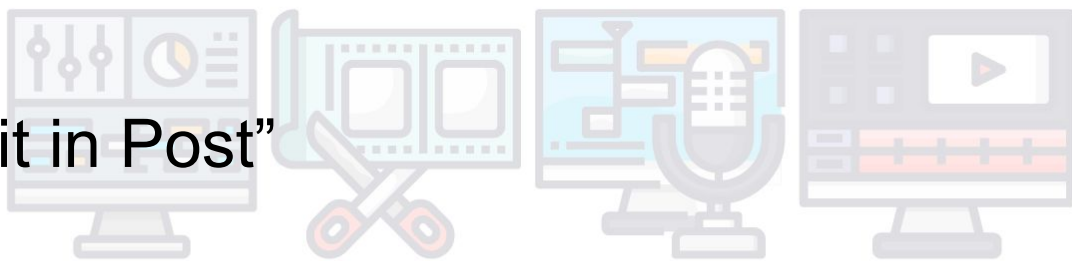- Keep mic as close to source as possible

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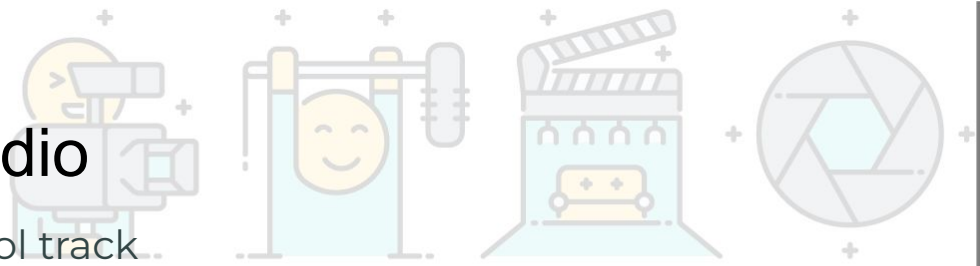
Part 4: Post Production

- Basics are Timelines and Keyframes

- Color Correction w/ Curves

- Motion Graphics add icing to the cake

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Post Production: "Fix it in Post"

- File Mgt is first step for now and later. Bins created(01_imports,02_Assets)
- Name files based on shot list/outline
- Edit a-roll first, tell the story, fill the gaps w/b roll on the beat
- Consolidate long recordings into short lossless; delete useless file
- Save GFX and color correction/grading for last
- Proxy editing will save PC; Lossy to Lossless also (talk about 8/10-bit?)
- Audio Ducking methods for VO people
- Foley audio saved for Nat sound and beds
- J and L cuts to welcome to the next scene
- Ripple edit/delete to insert or shift cuts
- Bezier keyframes and Easy Ease

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Post Production: "Fix it in Post"

- Basic s-curve on color correction. Use auto button/dropper
- LOG vs RAW with LUTs (this in, that out) Matrix and The Matrix
- Export: CBR vs VBR; 4k upconvert for upload?
- Project Consolidation and archiving (lossy vs lossless in archive)

- Chroma/Luma Mattes/keys and masks. Tracking masks
- Layering and adjustment layers

Post Production: "Fix it in Post"

- Many Different Application: iMovie to Avid. On phone and on PC/Mac
  - BlackMagic Davinci Free
  - Sequence, Timeline, Project, Compositions
  - Everything is about Layers and Keyframes
  - Keyframes add motion. **Best:** Position, Scale, Opacity, Audio(db)
- Fades and dissolves for time. Cut on the beats like breath and dance
- Visibility: top layer, down. Keys are hard, alphas add transparency.
- Keyframe Scale and Position to replicate "Ken Burns Effect"
- Static allows for Picture in Picture

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Post Production: "Fix it in Post"

- After Effects is the King application. Many are built-in now

- Purchase templates for starting points

- Envato Market, Story Blocks, Digital Juice, etc

- Stock photos/ videos, royalty-free music, backgrounds, templates

- Never use copyrighted content. Always keep paperwork

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