

HOWDY THERE
BIG TEX

Camera & Equipment

At the time of this writing, you should have the option to use any of the following:

- Canon T3i DSLR Camera & Tamron Lens
- Manfrotto Monopod
- A whole mess of tripods
- An on board Rode shotgun mic
- A lapel mic (w/ a super short cable)
- A couple of photography lights
- We also have a Sony HandyCam, but the footage is not comparable / compliant with the DSLR, so the two should not be used in the same project.

Camera Prep

- Is the battery charged?
- Is the mic on?
- Are you receiving too much feedback from the mic?
- Are the quality, frame rate & exposure settings where you want them?
- Is the subject in focus?

Location Prep

- Will your shoot location remain quiet? (No cars driving by, doors opening, AC units blowing, etc)
- Is there anything distracting in the background. Look for lines going through heads. High contrast items. Make sure the background is sufficiently blurred out

People Prep

- Remind subject to speak loud enough (more so to not speak too softly)
- Tell everyone else in the surrounding area to hush up already



Transitions

Transitions are... transitions, they are meant to keep the flow of the film moving while suggesting a slight change. The best transitions are simple. The dissolve works great when changing subjects. If a person has a long sentence, you can crop in to a closer shot or use another angle to keep the shot interesting. The Batman swipe transition (moving a slide all the way across the screen) = BAD. Please don't do it. Please also refrain from using all swirls, twists, waves, zigzags, etc.

The beginning & endings of films are your most important transitions. Avoid loud & fast paced beginnings. Also don't end with a jarring sudden stop or surprise transition at the end to another unrelated film. Try to consider what will be happening 5 seconds after your film is over when selecting an ending.

Audio

Audio is often overlooked but can too easily ruin a video. Remember to take time to adjust all levels to be clearly audible and consistently level. It is worth taking a quick sample of the audio when no one is making noise & when someone is talking, pulling it onto a computer and what the camera is hearing.

Using background music to support a story is usually a great idea as it also masks distracting noises. Remember to make sure that it does not overpower the subject communicating (especially if the subject frequently changes levels or talks softly).

Exporting

Most audio players have a robust option of exporting options. If you are unsure of how to save your file, using the h264 codec is a safe bet.



Camera Movement

When interviewing, gently wiggle camera on tripod (mono pod) for a more personal feel. A camera on a tripod alone communicates to the user that they are not a part of the scene. Gentle nudges and wiggles make it feel much more personable.

Walking with the camera is really challenging to get good shots. Unless you have professional camera movement equipment, stick to simple pans & tilts on the monopod.

Editing

Tweaking, but not overdoing color correction often makes a big difference. It is often good when making color corrections to step away for at least 10 minutes and return to your work. Having fresh eyes on color correcting often helps out greatly.

Consider the pace of your shot. Try to keep the film consistent with the story. (Don't do a lot of scene changes and fast transitions on a slow story). Most videos can be a little shorter than they end up being. Make sure every scene is really essential.

Use lens flairs and other creative elements when editing to help with transitions and key moments. But make sure not to overdo them. Don't have any lens flairs you say? Talk to Casey Decker, he will help you out.

Other

DSLR cameras get hot, quick. You usually have about 10-15 minutes to capture footage before the camera starts giving you attitude and you lose quality.



Purpose of Baptism Video

Baptism videos are a key part of our church. We do not film these videos simply to transfer information to a group of people. Baptisms are a celebration and a story and it is essential to communicate that through consistently created well produced short films.

Questions

The structure of each film should follow the subject answering the following three points.

1. What was your life like before you believed Jesus died on the cross for your sins and rose from the dead?
2. Tell me about the moment where you believed Jesus died on the cross for your sins and rose from the dead.
3. Tell me about your life now that you believe that Jesus died on the cross and rose from the dead.

Guidelines

Final films should meet the following requirements:

- Final films should be no longer than 3 minutes.
- Each film should have a supporting non distracting song in the background
- **The person being baptized at some point must say “Jesus died on the cross for my sins and rose from the dead”.**



Guidelines

Announcement videos should be anywhere from 1:30 to 3:30 minutes. This is a great opportunity to comfort new attenders with important information as well as what the church is all about.

Who We Are

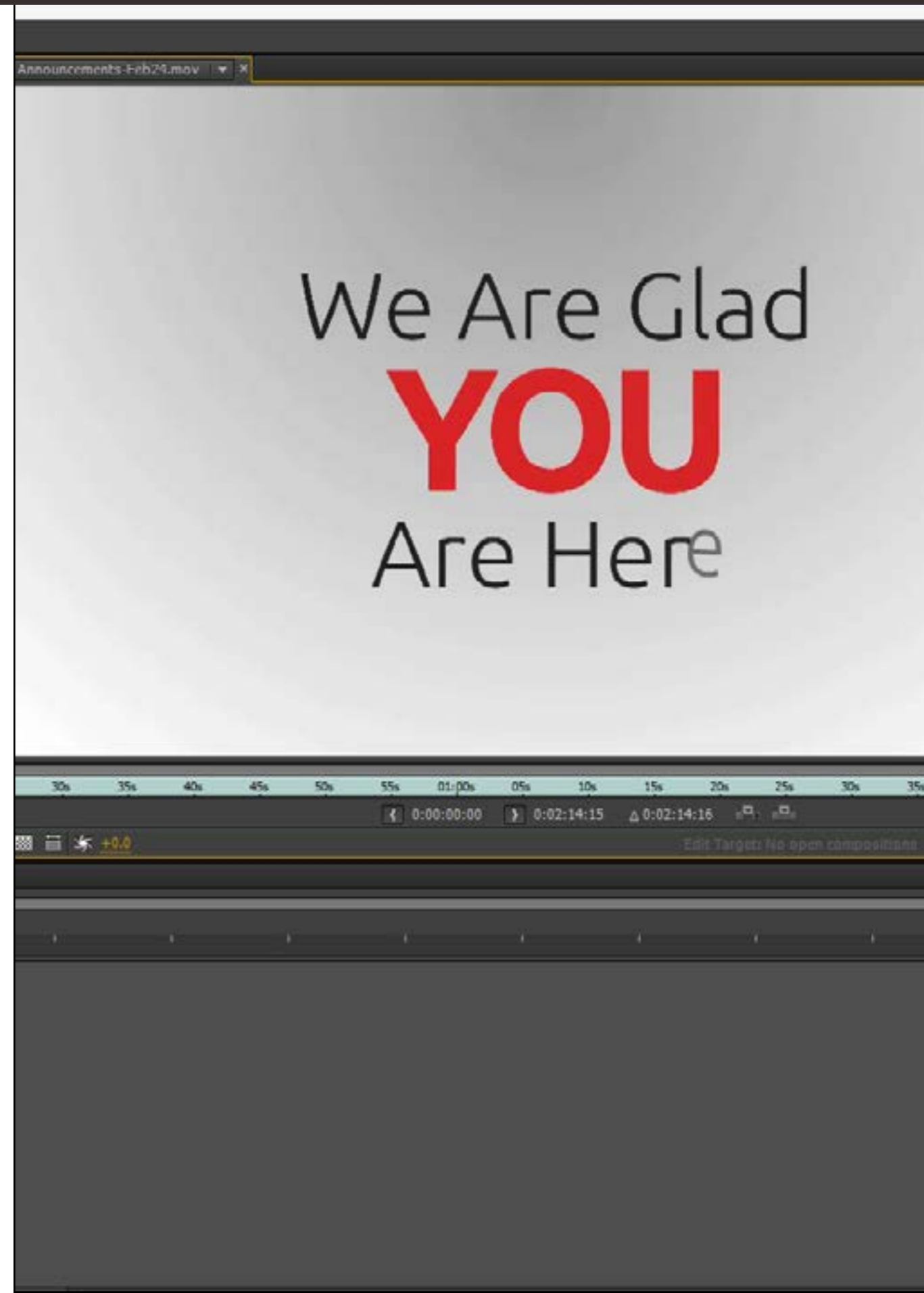
As mentioned before, announcement videos play a key role in our Sunday morning experience. They are great tools to help new attenders to understand who we are and what we are all about. Whenever possible, include the following characteristics.

- Community Centric
- Authentic
- Active
- Powerful Experience
- Momentum / Moving Forward

Announcement Slides

When using a supporting image or slide, please stick to the following guidelines.

- The image should not move (No swipes, or Ken Burns effect)
- Image should be either full screen or small & near (but not touching) a corner
- If using small images, keep them all the same size & in the same position. It is ok to switch sides if your subject is in the way, but mirror the position. Also if using a small image, the background footage must be very clean. Having an image over a distracting background is severely warned against in the book of Leviticus.



Learn You Some Video Edit'n

Vimeov Film School is a great resource for learning basics to intermediate skills.

Storytelling the Stillmotion Way - Great 4 part series on storytelling through film.

Announcement Video Tips

SMAPP is an iOS app that has some great tutorials on technical skills (lighting, exposure, audio, etc.)

CMD.TV- This guy knows everything about everything and usually has an episode for it.

Creation Swap - A site full of video and print resources.

AE Tuts- After Effects tutorials. Check out the many other sites in the tuts+ network for great resources.

VideoHive - Really cool template files you can buy for cheaps and make look cool.

Gear & Getting Crafty

B&H Great prices & they have everything.

No Film School A blog that usually reviews new gear and links to DIY projects.

Check out their handy PDF guide they offer.

Guerilla Gear - Local gear rentals.

vimeo

Me Videos Create Watch Tools Upgrade Upload

Video School / Lessons / Video 101

Join the friendly Vimeo Staff as we cover all the basics of shooting and can be proud of. We've handcrafted these lessons for beginners of all backgrounds.

Step 1: Choosing a Camera

Choosing a camera is the first step on your way to making videos that you can share on Vimeo. There are a lot of options to choose from including camcorders, simple point and shoot cameras, and nowadays cellphones with built in video cameras. Where do you even start? Check out the video below for a quick run down of your various movie making options.



Let's review the main differences between cellphones and camcorders video shooting capabilities.

[Continue reading...](#)

Step 2: Shooting Basics

So you bought yourself a camera or maybe you borrowed one from a friend, cool! Um, but how do you use it to make videos that look good? Shooting video well is a skill that takes time to