

Technical Level: Beginner

Moving from Still to Video: The Photographer as Videographer

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Moving from Still to Video: The Photographer as Videographer

Moving from shooting stills to shooting video opens up a world of challenges for the photographer.

No longer are you capturing a moment to tell a story--you're capturing movement.

If you're just entering the world of video, there are things you need to know before you roll your first shot.

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Some of what we will cover in this session

Understand the basic gear you need

Avoid pitfalls when scouting a location

Wrap your head around video codecs and data rates

Identify the best mics for different situations

Plan your shoot with editing in mind

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Check out Adobe Stock

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How is it Different?

Photography - Capturing a moment

Video - Capturing continuous moments to tell a story

A Photograph tell a story in one frame

Video tells a story at 30 frame per second - you are controlling the audiences experience over time.

Video in ment to be a continuous experience - the view is not suppose to free a frame or rewind the video while watching.

Sound!

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We're going to cover the Technical differences first...

...then explore the aesthetic differences between shutting stills and Video

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Basic Gear

Camera

Tripod

Audio (Mics - lavalier, shotgun, boom, DSS)

Lights (Constant Lights)

Variable Zoom vs.
Prime Lenses

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More often a group experience vs a solo experience

One man band

ENG - 2 Person crew

EFP - 3/4 person crew

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BASIC GEAR: ONE PERSON BAND

A collection of video production gear is displayed against a white background with a colorful gradient at the top. The items include a Sony 4K camcorder, a Sony stereo microphone, a Rode shotgun microphone, a MeFOTO tripod, a Shure lavalier microphone, a Rotating Bracket, and an Ikan LED spot light.

Sony FDR-AX100 4K Ultra HD Camcorder \$1,698.00
Sony FDR-AX33 4K Ultra HD Handycam Camcorder \$998.00

Sony - ECM-XYST1M Stereo Microphone \$135.45

Rode VideoMic GO On-Camera Shotgun Microphone \$111.23

Ikan iLED312-SP On-Camera LED Spot Light with Digital Display \$379.00

Shure MVL Omnidirectional Condenser Lavalier Microphone \$69.00

Rotating Bracket

MeFOTO RoadTrip Aluminum Travel Tripod \$189.00

DSLR Rigs and Motorized Gimbals

Is it worth having a stabilizer or complex camera gear set up? Maybe



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Dual Sync Audio

Separate Audio

Zoom h4n

Pro Inputs

Stereo Microphone

\$200 on Amazon



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Mics

Zoom iQ6 iOS Lightning X/Y
Microphone \$100

Movo PM10 Deluxe Lavalier Lapel
Clip-on Omnidirectional
Condenser Microphone \$22

Rode smartLav+ Lavalier
Microphone for iPhone and
Smartphones \$80



Scouting for Tech and Room Requirements

Look before you leap - Choosing your space

Listen up - Sound

Bright ideas - Lights

Shiny objects - Distractions

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Frame sizes, Frame Rates

Still Photography 12-40 MP

Video 1920 x 1080 - 2 MP

Video is usually 24 or 30 Frames Per Second

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Video Codecs

A Codec is the Algorithm (magic math) that is used to compress video. (H.264, AVCHD, Prores, etc.)

Video is usually highly compressed - lets still eats up hard drive space.

You can often choose codec and Data rates to control the quality of the video you are recording.

Think Video as JPEG - not Raw - White balance is baked in and the dynamic range is more limited. (There are professional video formats that are equivalent of Camera Raw. Harder to work with in Post.)

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The Art of the Shoot

Every shot should say something. This is true and photography it's even more so in video. That's because you're using lots of shots and putting them together.

If you're moving the camera what is the purpose. To keep the shot interesting. To move the story along. To refocus the attention of your viewer.

Leverage what you're already know about composing a shot. The way you compose and recompose a shot is important. In video as you can control characters dominance by camera movement

In photography a single image can tell an entire story. But do you have a static video and nothing is happening what's the purpose of it being video?

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Planning your shoot with Editing in mind

In photography you often will take multiple shots.

With video you may want multiple takes. You also want to do multiple angles so you have something to cut from.

Think about sound and you doing production. Get additional audio.

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Plan your Workflow

Whether you new to video or have been doing for a while - you should always test your workflow.

If you're renting new gear don't pick it up on the day of the shoot and try to figure it out. Rent before shoot, get comfortable with your gear, shot, import your media into your computer and test it against the software to make sure it works

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A few tricks and strategies

Leveraging Multiple cameras

Shooting 4K

Shoot with the edit in mind.

Zoom in zoom out. Pan left and right. Heads and tails.

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A few tricks and strategies

Always have a decent pair of headphones on so that when you're recording.

You want to play it back and you want to listen for problems. You want to be able to hear if there's background noise when you're shooting to fix it at that point in time versus trying to fix it and post

Sound suppression

Room Tone

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Learning to become a better Video Editor

Watch television without sound and listen to television without looking at the picture. (No this is not Crazy.)

Cut a moment before your audience expects it

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Editing

Less is more

Cut, cut , cut

B-roll

Morph edits

Audio

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How to reach me



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Master Trainer