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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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.

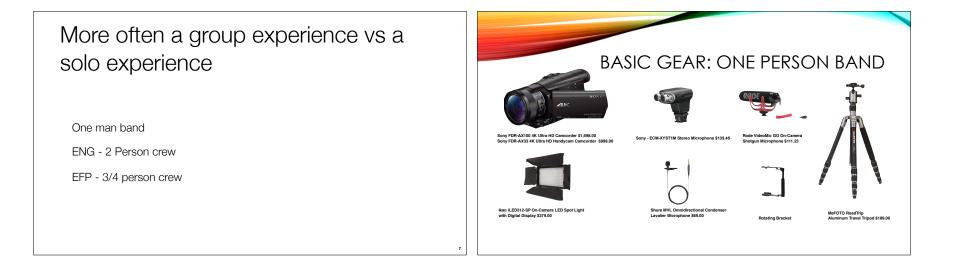
Sound!

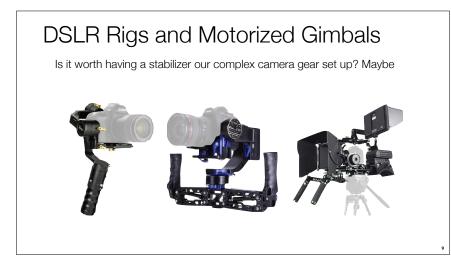
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We're going to cover the Technical differences first...

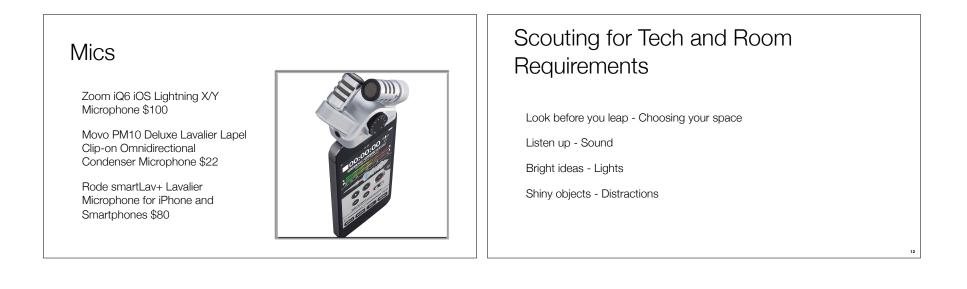
...then explore the aesthetic differences between shutting stills and Video











Frame sizes, Frame Rates	Video Codecs
Still Photography 12-40 MP	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.
Video 1920 x 1080 - 2 MP	You can often choose codec and Data rates to control the quality of the video you are recording.
Video is usually 24 or 30 Frames Per Second	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.)

<text><text><text><text><text></text></text></text></text></text>	 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
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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.

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 agains the software to make sure it works

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A few tricks and strategies	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. 19	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

Learning to become a better Video Editor	Editing
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	Less is more Cut, cut , cut B-roll Morph edits Audio

