

WHAT IF I'M SHOOTING VIDEO?

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CAMERA MENU SETTINGS

FILE SPECIFICATIONS

- **File Type**
 - Camera may have only one option
 - MP4 most universal
 - MOV also compatible
- **Compression**
 - AVC-Intra/All-I vs IPB
- **Resolution**
 - SOCC final videos are always 1080P (1,920 horizontal x 1,080 vertical)
 - Is a 4K upgrade in the future?

CAMERA MENU SETTINGS

FILE SPECIFICATIONS

- **Frame Rate**
 - All videos we make are at 30 fps (frames per second)
 - Technically 29.97 fps
 - Record at either 30 fps or 60 fps
 - 30 fps records smaller files
 - Most situations
 - 60 fps for half-speed option (smooth slow motion)
 - High energy or speed (sports, races, games, concerts, etc.)

COLOR ACCURACY

WHITE BALANCE

- Auto white balance (AWB) is usually fine.
- You can use the presets if you're shooting in just one location.
- Main thing is to avoid being on the wrong setting.

PHOTOGRAPHY RULES APPLY HERE TOO

EXPOSURE TRIANGLE

- **Shutter Speed**
 - Exposing the sensor longer for each frame increases image brightness.
 - No effect on picture noise or depth of field.
 - **Slower speeds increase motion blur.**
- **Iris**
 - A larger opening (aperture) lets in more light, increasing brightness.
 - No effect on motion blur or picture noise.
 - Lower F-stops reduce depth of field (more selective focus).
- **ISO**
 - Boosts sensor sensitivity to make an image brighter.
 - No effect on motion blur or depth of field.
 - **Higher ISOs result in more picture noise.**

Some Examples









RECOMMENDED SETTINGS

EXPOSURE TRIANGLE

- **Step 1: Set Shutter Speed**
 - Natural motion blur is half the frame duration.
 - Since each frame is 1/30 second, use 1/60 second.
- **Step 2: Set Iris**
 - Open as far as possible before raising ISO
 - Our lenses (and most consumer/prosumer models) don't produce an overly shallow depth of field
- **Step 3: Set ISO**
 - ISO 100 (the lowest amount) if iris is not fully open
 - Raise as needed once iris is fully open, watching out for noise at high ISOs.

SHOOTING QUALITY FOOTAGE

CHECKLIST

- **Fundamentals: the 3Fs**
 - F-Stop
 - Focus
 - Framing
- **The content itself**
 - Is the shot visually interesting?
 - Does the shot flatter the subject?
 - Is anything in the shot distracting or awkward?
- **If the camera is moving, is it smooth?**
 - Monopod or Gimbal
 - Editing software can stabilize to an extent

FINAL THOUGHTS

A COUPLE RANDOM TIPS

- **Record at least a couple seconds after you think a shot is done.**
 - Better to have and not need
 - Could be faded out or dissolved
- **Have an extra battery on hand.**
 - Battery meter can overestimate the remaining charge level