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DENNIS YU

VIDEO STUDIO SET-UP FOR PEOPLE WHO SUCK AT VIDEO COURSE

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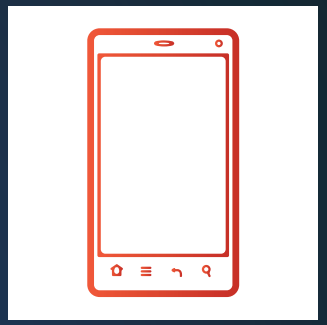
HOW DO YOU MAKE VIDEO IF YOU HAVE JUST YOUR CELL PHONE.



Native Applications on Your Cell Phone.

- Zoom
- Skype
- Facebook Messenger

2 WHAT HAPPENS IF YOU INCLUDE A LAPTOP

- Podcasts
- Better Sound
- External Camera

FULL STUDIO SET-UP

A) Lights
    i. Multiple Lights
B) Props
C) Clacker
D) Filming on Whiteboard
E) Multiple Cameras
    i. Tight
    ii. Wide
    iii. Behind the Scenes
F) Television
    i. Present documents and slides
    ii. See yourself while filming
G) Extend Camera Life
    i. Fake/dummy batteries

WHAT YOU'LL GET IN THE COURSE:

Everything you need to be able to make courses, do podcasts, hold conference calls, teach on the whiteboard, use different kinds of cameras, be able to use your phone, to be able to do video on the go, learn from all the mistakes that Dennis has made.

1. HOW TO MAKE VIDEO IF YOU HAVE JUST YOUR CELL PHONE.

A. Beauty of Having a Cell Phone.
- 1. Great Camera.
  - • Front Camera.
  - • Back Camera.
- 2. Different Applications.
  - • Start meetings on Zoom, Go on Skype, Reply to People inside Facebook Messenger.
  - • Use phone as webcam, e.g. with the Droidcam app (needs strong wifi)

B. Number One Problem People Have When Filming with their Cell Phones.
- 1. Bad Sound.
  - • Rode Wireless Go.
    - • Dead Cat.
    - • TRS - TRRS cord.
      - • For cell phone use.
    - • Lightning Adaptor.
    - • TRS - TRS cord.
      - • For DSLR use.
- 2. Portable Ring Light.
  - • Qiaya Ring Light. (?)
    - • Rembrandt Lighting.
- 3. USB-C Charger.
  - • Anker Brick.
- 4. Upload to iCloud.
  - • Separate Course.
    - • How to Use Apple iCloud.
    - • How to Use Dropbox.
    - • How to Use Google Photos.
    - • How to Use Amazon Photos.

A. PODCASTS

1. Keep Everything at Arm's Reach.
    A) A drink. (Kaqun Water)
    B) Change battery.
    C) Turn Sound On.

2. Puck Lights.

3. Burt's Bees.

4. Touch Up Make-Up. (Revlon Colorstay Full Cover)

5. Lint Roller.

6. Airspun Loose Face Powder.

7. Oil Wipes.

B. ZOOM WEBINARS

1. Video Source.
    A) Laptop WebCam.
        (1) Lower than Eye-level.
    B) DSLR. (Sony A7R4).
        (1) Eye-level.
        (2) More natural.
        (3) Look at the camera and not the laptop/computer screen.
    C) TV monitor.
    D) Advanced tip: Use OBS as virtual webcam so you can do screenshares even if your Zoom host has disabled this option or to do other more professional stuff (transitions, switching scenes, etc)

2. Microphone.
    A) Blue Yeti Microphone.
        (1) Choose Pattern.
            • Cardioid Pattern.
    B) Positioning.
        (1) 12 - 18 inches from mouth.

3. Microphone Stand.
    A) Keep microphone out of frame.
        • More natural
    B) Use boom arm if possible to reduce noise impact from touching the table or vibrations

4. Multiple Microphones.
    A) Common problems.
        1) Battery dies.
        2) Microphone not plugged in.
        3) Lav mic where a wire shorted.
        4) Audio not in sync

5. Professional Interviews.
    A) Double Lav.
    B) One Lav + Overhead microphone.
    C) In-ear monitoring headphones that are mostly invisible but help you monitor your audio quality

CELLPHONE AND LAPTOP

1. Record off of 2 SD slots.
2. Use External Sound. (Sound Input)
3. Video Output.
    A) Micro HDMI to HDMI Splitter.
4. Capture HDMI.
    A) Magewell USB Capture HDMI.
        (1) Micro HDMI to HDMI.
        (2) USB out to USB.
    B) Elgato Camlink 4k.
    C) Video with 4K Camera.
5. Camera Lens.
    A) Wide Lens.
        (1) 14-24 mm

C. DSLR SET-UP

6. Lighting.
    A) Key Light.
    B) Fill Light. (Fovitec)
    C) Back Light.
    D) Overhead Lights.
    E) Puck Lights.
    F) Box Lights. (Cheapest)
7. Positioning with Natural Lighting.
    A) Filming directly or opposite from natural light.
    B) Filming sideways from natural light.
8. Gifts.
    A) Stamps.
    B) Facebook Like Stamp.
9. Background Props.
    A) BlitzMetrics Logo.
    B) Diploma.
    C) Promote Friends Companies.
    D) Trophies.
    E) Fun props. (Buckie Ball)
    F) Facebook Mug.
    G) Guitar.
    H) Ring Light.
    I) Juggling Balls.
    J) Facebook notebooks.
10. Under the Table.
    A) Master Presentations.
    B) Note Cards.

A. POSITIONING

1. Rule of Thirds.

B. KEEPING PEOPLE'S ATTENTION

1. Shift Angles.
2. Video effect.
3. Bumper.
4. B-roll.
5. Show Slides.

C. TELEVISION (APPLE TV)

1. Project Laptop Screen to TV screen.
2. Show Presentations.
    - Removes need of A/B cam.

PRESENTATIONS

PUNCH IN

1. Wide angle then “punch in” to zoom in close.

2. Wide angle then focus on one part of the screen.

3. Gives illusion of having multi-cameras even when using only one camera.

4. Shoot in 4k cameras to prevent making the video grainy.

LIGHTING

BALANCE LIGHTING

1. Reposition lights to maintain indirect light.

CONSIDERATIONS

A. GOING LIVE

1. Follow Luria Petrucci. (Founder, Live Streaming Pros)

B. GENERAL VIDEO TECHNIQUES. (SCRIPTS, PROJECT ENERGY)

1. Follow Owen Hemsath. (President, The Video Spot)

C. SELL LONG FORM COMMERCIALS. (DIRECT TO CONSUMER)

1. Follow Darryl Eves
2. Follow Harmon Brothers.
3. Follow Tarvis Chambers (Founder, Chamber Media)

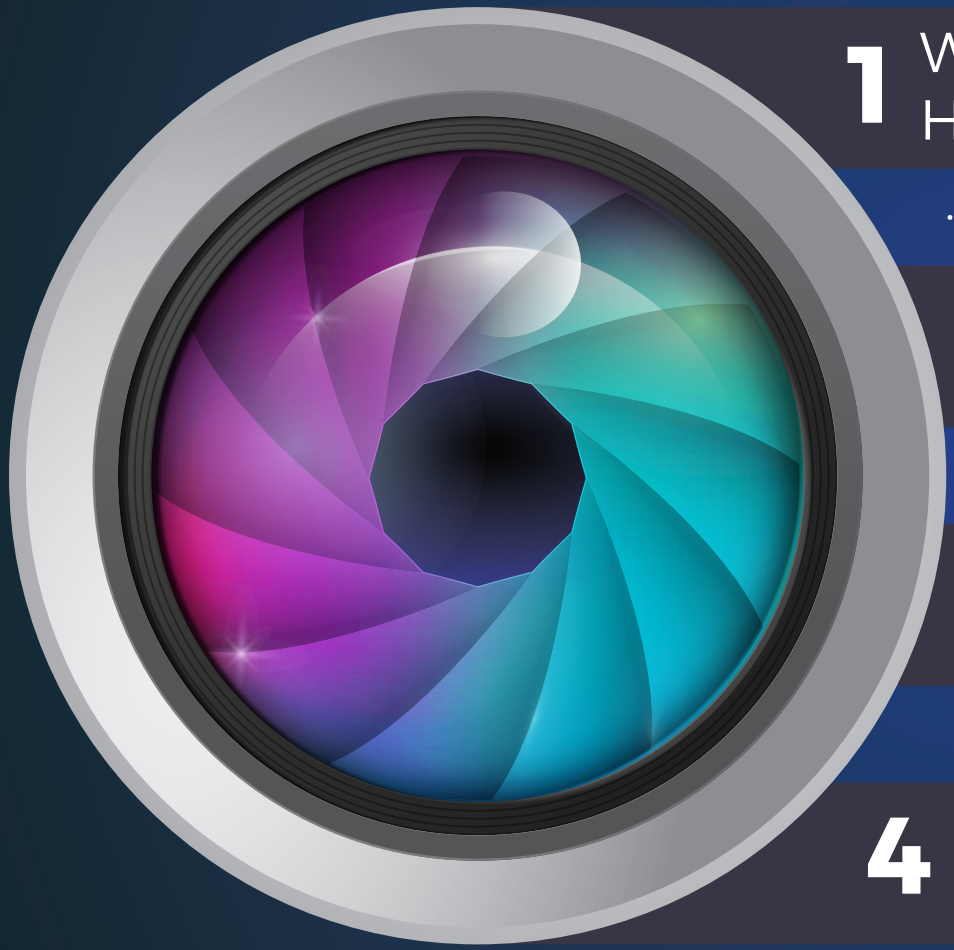
D. BASIC SET-UP

1. Microphone.
    A) Power De Wise Lavalier Microphone. ($20 - $30)
2. Lights.
    A) Box Light.
3. Camera.
    A) Biggest investment.
    B) Dummy Battery to keep filming

LAST SECOND ADVICE

A. DEDICATE A CORNER OF YOUR LIVING ROOM OR OFFICE JUST FOR VIDEO.

B. CONSIDERATIONS AND MISTAKES



1 WHEN SOMETHING RIDICULOUS HAPPENS

- DON'T FREAK OUT
- DON'T GIVE THE PROBLEM ATTENTION

2 BLACK MAGIC ATEM MINI

3 APPLE TV

4 TELEPROMPTER

JAN KOCH'S BUDGET VIDEO SET-UP

Main Camera - Sony A5100.
- Clamp and ball heads - mount camera onto pole.

Secondary Camera - Samsung Galaxy S10+
Tertiary Camera/Fallback Camera - Logitech C930e
- Clamp and ball heads - mount camera onto pole.

Camera Lens - Sigma F1.4 16mm Lens.

Background/Mood Lighting - LED strips and bulbs.

Microphone - Rode PodMic.

Audio Interface - FocusRite Scarlett.

Preamplifier - Triton Fethead.

Thank you!
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BOOST