

Technical Manual

Equipment Checklist

- Video Camera (HD/24p camcorders preferred)
- Digital Camera (optional)
- Tripod (Fluid head preferred)
- Extra batteries and charger
- Hard disc recorder and/or extra tape stock (it's always cheaper and easier to buy it online)
- Camera carrying case (hard or padded to protect your gear)
- Lens cleaning kit
- Protective lens filter (UV/Skylight to protect the camera's lens from the elements)
- Marker/pen/pencil and notepad (to label your tapes and make a video log sheet)
- Small flashlight (to navigate your camera settings in the dark)
- Tape head cleaning kit

Pre-shooting

1. For pre-shoot preparation we have sent over a collection of thumbnail images that represent the kinds of shots we expect to receive from your video and still work. Please review these thumbnails seriously and use them as a guide for completing all your video and still work. You can find your thumbnails by following the link to our website provided in your email. Use the login name and password provided to access the site.
2. A typical completed video will be approximately 90 minutes. If you are able to shoot two to three hours of video a day, in five days you will have enough raw footage (12-15hrs.) to begin editing.
3. Don't Forget! Make sure you have enough blank tape, that your battery is charged, and that you remove any dust, particles, or smears from the lens.
4. We are also asking for **digital stills** to be taken as part of the shoot. So, while you are recording the video step to the side with your digital still camera and (with the flash turned off so as to not interfere with your video recording) take several shots similar to what you are capturing on video. This can also be done during the editing process with most applications. Please find striking and strong images that we can use as part of DVD/CD packaging. These should be taken at the highest resolution possible.
5. We expect digital still images of your shots via email. These should be sent in weekly, so we can monitor your progress. If you prefer not to use a digital still camera, you may import your video and create a still from the video using "screen grab", or you may use the "export as still" option.

Shooting

1. We are looking for **long and steady shots**. Each shot should be 90-120 seconds of video.
2. **Use a tripod** for as many shots as possible. If you aren't able to use a tripod, shoot at a wider focal length; the wider the focal length, the steadier the shot.
3. **Shoot selectively**. We are looking for a specific look. Concentrate on healthy looking: vegetation, couples, families, kids, people exercising, or animals. Look for anything playful, safe, attractive, and beautiful. Video will differ depending on location; if you have specific questions, refer to the thumbnails or email us.
4. **Let the movement happen in your frame**. Do not create action by moving the frame. Generally speaking, avoid panning and zooming. If you are constantly panning and zooming, the one shot you really want to use will lose its impact with all the movement by the camera. However, if you are able to execute a slow and smooth pan, tilt or zoom, to get a beautiful looking shot, please do. Otherwise, hold your shots and find the one that's really captivating.

5. **Anticipate action** in your shots by predicting where the action will go. Be ready to shoot that bird or that kid running down the beach when it moves into the frame of your shot. Think ahead and get positioned for the action that's to come. Try not to constantly move the camera in an attempt to capture everything. Don't be afraid to allow your subject to move out of the frame, rather than trying to follow them with a pan.
6. Try to keep in mind the **rule of thirds** when you are shooting. In photography and film, this rule refers to the composition of the subjects in the frame. It means that the subject, horizon line, action, etc., most often will look aesthetically pleasing when it is not placed in the center, but in the bottom, top, left, or right third of the frame. Remember to keep lead room before your subject; meaning there should be about 2/3rds of the frame in front of the action and 1/3rd behind. For a more detailed description of the rule of thirds, go to:
http://en.wikipedia.org/wiki/Rule_of_thirds
7. **Depth of field.** Be aware of ways to increase the sense of depth within your shot, as video images are inherently flat. In order to achieve a more interesting shot, try to include other objects or elements of nature in the background or foreground that will give the viewer a sense of depth. For example, trees, grass, animals, clouds, bodies of water, rocks, etc.
8. **Change angles and perspectives.** Grab your shots from wide, medium and close-positions. Try to change your point and angle of view from set-up to set-up to keep things interesting. Do not shoot everything from eye-level.
9. **When shooting,** begin with a **wide shot** of the area such as an overview from a bridge or the top of a cliff or hill. Next capture **medium shots** such as left and right of the horizon. As you **move closer**, look for silhouettes, paths, flowers, rocks, and scenic details. The goal is to make the viewer feel like they are there.
10. When shooting, remember that the **thumbnails cannot cover everything** you will encounter at your location so use your best judgment in capturing footage. You should, however, follow the thumbnail categories as closely as possible because they are most critical for the creation of the DVD.
11. **Setting up each shot** (wide, medium, close-up):
 - a. Look at your entire frame, from corner to corner
 - b. Is everything you need in frame?
 - c. Is it well composed? Does the image have good balance?
 - d. Try to avoid shooting recognizable signs, people's faces, commercial products or advertisements in the shot. If this cannot be avoided, reframe or get signed releases from all people.
 - e. Does the shot look "alive" or does it look more like a still? If there is nothing that gives the video a sense of movement then reframe... go higher, go lower and find that dynamic shot.
 - f. Check the exposure. Is the shot properly lit? Check your zebras to make sure nothing is overexposed. Please do not use the gain feature as this can degrade the image quality.
 - g. Make sure your white balance is appropriate for the shot. Do not use automatic white balance.
 - h. Is your subject in focus?
12. Be sure to **label your tapes** at the scene. Make a label system that is easily identifiable to save yourself time and confusion during the capture and edit process. It's helpful to keep a log sheet outlining the types of shots, the time code, and which tapes they can be found on. The more depth you use in labeling, the less time needed for editing. Don't forget to shift the tape lock tab (usually, a little white switch) on your mini-DV tape to the locked position to avoid accidentally recording over your beautiful footage!

Reminders!

1. Don't forget to familiarize yourself with your camera and all of its functions and features. Refer to your manual to get the most out of your equipment.

2. Make sure to re-set the white balance in every different kind of lightning condition.
3. Do not use autoexposure or autofocus. Use your camera's manual settings as much as possible. Auto exposure and focus can be very helpful and make the process easier at times, but on most occasions you'll need and want to manually adjust the settings on your camera.
4. If you are shooting tape, remember to roll the camera for 30 seconds at the beginning of the tape with color bars activated or with the lens cap on. This can help to avoid video glitches and time code breaks.
5. Remember that the goal of our CD/DVD product is to create a mood for the consumer. Think serenity, fluidity and beauty. Just relax and hit record!

Post-Shooting

1. Import and capture your video.
2. Import your still images from your digital camera or export stills from your video footage and select your strongest from each location. Send us these via email. You can find the email contact information at the website.
3. Name each still image by location and set up (wide, medium, close, etc.)

Editing

1. While importing/capturing your video footage, make sure you set the capture settings appropriately. Look at the section below for reference.
2. During final editing, refer to the sample videos provided at the website and in the video tutorial.
3. For the final edited DVD, we would like each shot to last approximately 30 seconds. For transitions, please use a 2-3 second simple dissolve.
4. We are looking to capture a sense of serenity, so please edit accordingly. However, if you have a fantastic 7 second shot use it, or if the shot is great and lasts longer than 30 seconds you may also use it.
5. It may help to alternate longer shots and shorter shots; you may use 1 or 2 second longer or shorter dissolves if you think a particular shot needs it.
6. Finally, we would like you to include a 5 minute intro on each edited DVD. For this, please include your best shots from your final edited video. These shots will serve as a preview to the entire 105 minute DVD and will be used for promotional and marketing purposes. Thus, when we take your DVD to a retail buyer for review, they will see your best work in the first 5 minutes and will be able to immediately decide if they would like to buy your product. After this 5 minute intro, you may go straight into the regular content of the video with a 2-3 second simple dissolve.
7. On another DVD, please also create a 45-second sample of your footage using 4-or-5-second shots. Transition using 1-2 second dissolves. This sampler will be used for promotional and marketing tools at the website and in stores.
8. For both DVD's please include a 2-3 second fade in/fade out at the beginning and end of the video.

Format/Aspect Ratio/Frame Rate/Compression/Mastering:

Please keep in mind these guidelines when shooting, editing, and compressing your final DVD. If you are shooting in HD, remember to shoot, edit and compress accordingly so you can be compensated for both product formats.

DV-NTSC (National Television System Committee)

1. Used in North America and parts of South America
2. While the aspect ratio is 1:33:1, there are two kinds needed from the videographer for this format. Please send us the 4x3 NTSC (720x480 pixels) version and the 16x9 enhanced NTSC (538x480 pixels). This will provide us with both the standard and wide-screen version.
3. Frame rate depends on what your video camera is able to shoot. If it was shot as 24 frames per second (fps), then make sure it exports at that rate. If it was shot at 29.97 or 30 fps, make sure you are exporting accordingly.

DV-PAL (Phase Alternating Line)

1. Used Most of Europe, Asia, South America, and Australia.
2. While the aspect ratio is 1:33:1, there's two kinds needed from the videographer for this format. There's the 4x3 PAL (720x576 pixels) version and the 16x9 enhanced PAL (538x576 pixels). This will provide us with both the standard and wide-screen version of the product.
3. The frame rate for PAL is 25 frames per second (fps).

HDV- (High Definition Video)

1. Latest in quality of video format.
2. The aspect ratio is 1:86:9. The resolution is 1920x1080 pixels.
3. Frame rate is similar to how you'd handle NTSC. It depends on the rate you shot it in. Keep it consistent.

To convert PAL to NTSC

1. When converting PAL to NTSC, two things are needed. One, 576 lines of resolution must be converted to 480 lines of resolution, and the frame rate must be increased from 25 fps to 29.97 or 30 fps.

To Convert NTSC to PAL

1. When converting NTSC to PAL, two things are needed. One, 480 lines of resolution must be converted to 576 lines of resolution, and 29.97 or 30 fps must be decreased to 25 fps. This doesn't actually add any picture information, just makes the video viewable on a PAL monitor. The frame rate conversion actually results in a loss of temporal resolution, since PAL has a lower frame rate than NTSC.

For HD:

1. To keep it as least compressed as possible, maintain the same compression, as it was shot, which is HDV 1080i60.

For burning DVD's:

1. When burning to DVD, the best compression is h.264. It is recommended to have *Quicktime Pro* to help you compress to that format. If that's unavailable to you, MPEG-2 will suffice, although information will be lost in this format. The most preferred DVD-R to use for burning is DVD-R minus. Since majority of computers, PC or Mac, are able to read this type over DVD-R plus.

Sending us your final footage and DVD's

1. Your final video and 45 second sampler should be burned to DVD's in standard, widescreen and HD (if applicable) formats.
2. The final components you need to send us:
 - a. Weekly stills - high resolution, via email

- b. 105 minute edited video DVD's- burned in standard and widescreen versions with 5 minute intro
 - c. 45 second intro sampler on separate DVD
 - d. Raw Footage
5. Signed Contract for commitment, compensation, and release for all footage (once you agree to begin working on the project)

If you have any other questions or concerns, feel free to email your *A Mood For You* representative. Contact information is located at the website. Thanks for being a part of our multimedia team and good luck!