

SHOOT BETTER VIDEOS OF YOURSELF

DIY VIDEO PRODUCTION

BY CALEB WOJCIK



CALEBW.COM/NMX

CALEBW.COM/NMX

CALEBW.COM/GEAR

WHAT I'LL COVER HERE:

* SIGHT

* SOUND

* SHOOT

* SHAPE

A NOTE ON GEAR

A NOTE ON GEAR

\$: FREE(ISH)

\$\$: BUDGET

\$\$\$: AMATEUR

\$\$\$\$: PROFESSIONAL

SIGHT

The Copacabana Shot

LIGHTING

NATURAL LIGHT



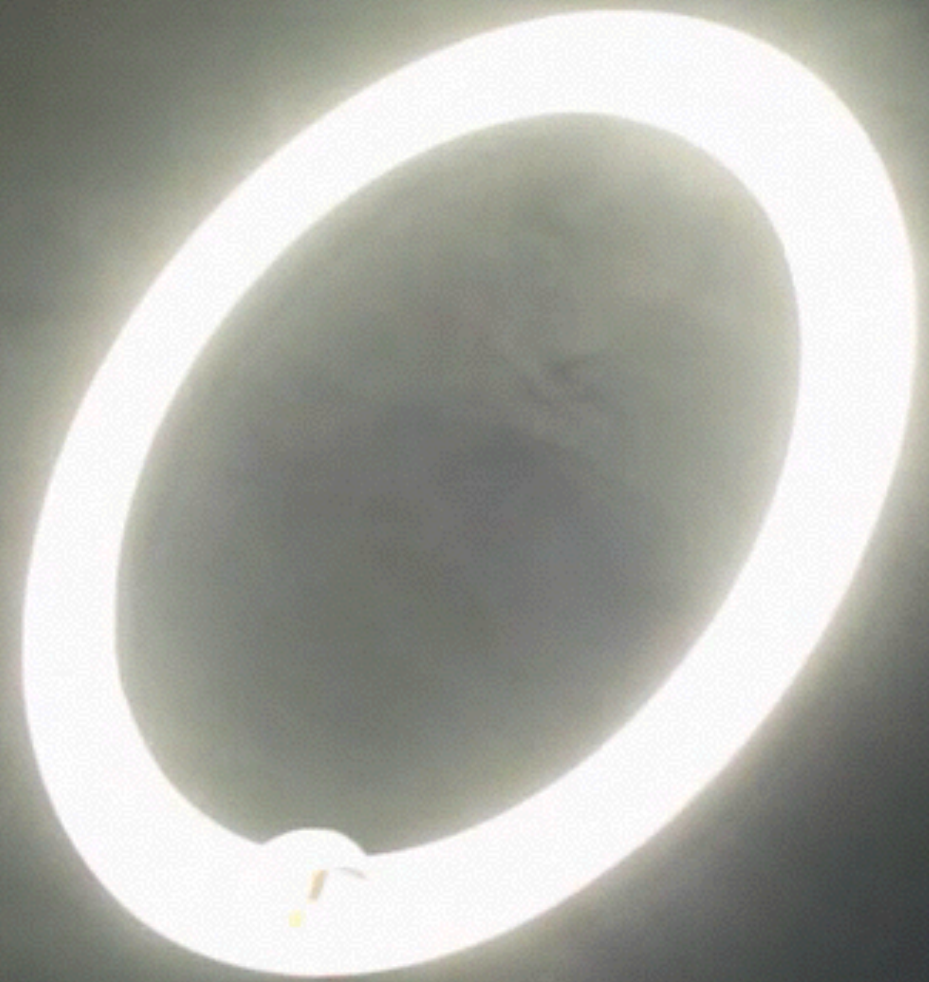
SOURCE: KEVIN ROSE'S FOUNDATION

SINGLE LIGHT

\$40



\$250



SOURCE: WISTIA



SOURCE: WISTIA

TWO OR THREE

COWBOY STUDIO \$175



& BEYOND



SOURCE: WISTIA



SOURCE: WISTIA

FRAMING



SOURCE: FIZZLE.CO

MAJOR LAUNCH PARTS:

Pre-launch (building buzz)

Launch Week

Post-launch



SOURCE: FIZZLE.CO



Keep It Conversational

- Avoid words like *synergy*, *cutting-edge*, or *turnkey*
- Buzzwords sound fun on paper but will cloud your message

FOCUSING

MANUAL

AUTOMATIC

MONITOR

SMALL HD



IPS LCD OPTION
7" 8-BIT 720P LCD

\$599



OLED OPTION
7.7" 8-BIT 720P OLED

\$1299

FEATURES

focus:

Focusing is difficult to do and easy not to catch mistakes until it's too late. Our focus assist tool is here to lead the charge against out-of-focus shots with its class-leading edge and contrast detection to make the director a happy camper whether that person happens to be you or not.



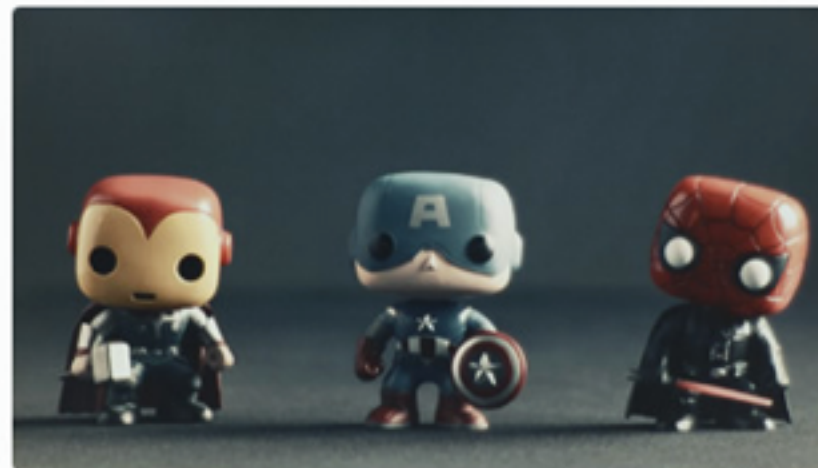
INACTIVE



ACTIVE

exposure:

Depending on the camera exposure can be relatively easy or very difficult. Remove the unknown with our Exposure Assist tool, which highlights areas that are blown out or under-exposed. Another option highlights midtones as well to accentuate those areas your camera may favor most (not pictured).



INACTIVE



ACTIVE

BOKEH



SOURCE: FIZZLE.CO

F/2.8

LESS IN FOCUS

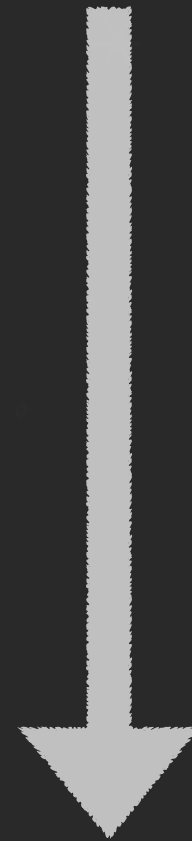
F/3.5

...

F/9.0

F/11.0

MORE IN FOCUS



CAMERA

FILMIC PRO \$5



GLIF \$30

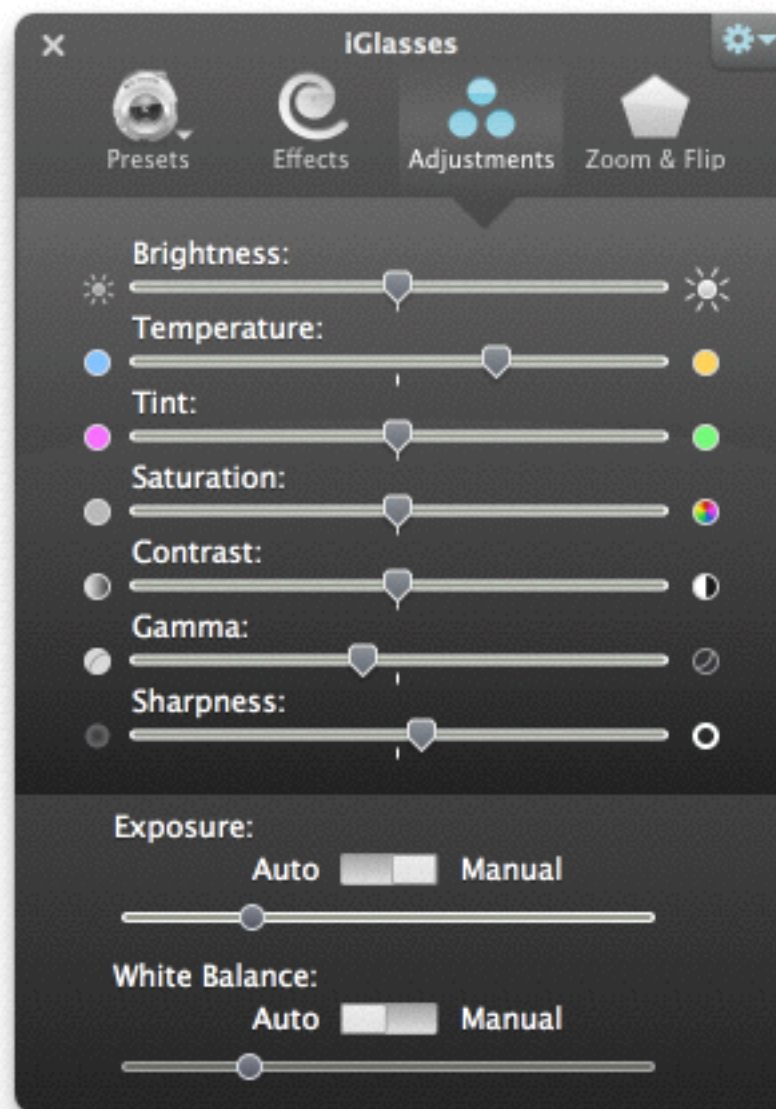




LOGITECH C920 \$75



iGLASSES \$20





T5i: \$599



70D: \$949



6D: \$1499



50mm 1.8: \$109



50mm 1.4: \$289



50mm 1.2: \$1439

SOUND

ECHO

NOISE

BACKUP

MIC

SONY ECMCS3 \$25



RODE SMARTLAV \$60



AUDIO TECHNICA AT899 \$185



RECORDER

TASCAM DR-05 \$99



TASCAM DR-40

\$140



TASCAM DR-100 \$225



SHOOT

SCRIPT

PROMPTER

IPAD TELEPROMPTER (R810-10)

\$150





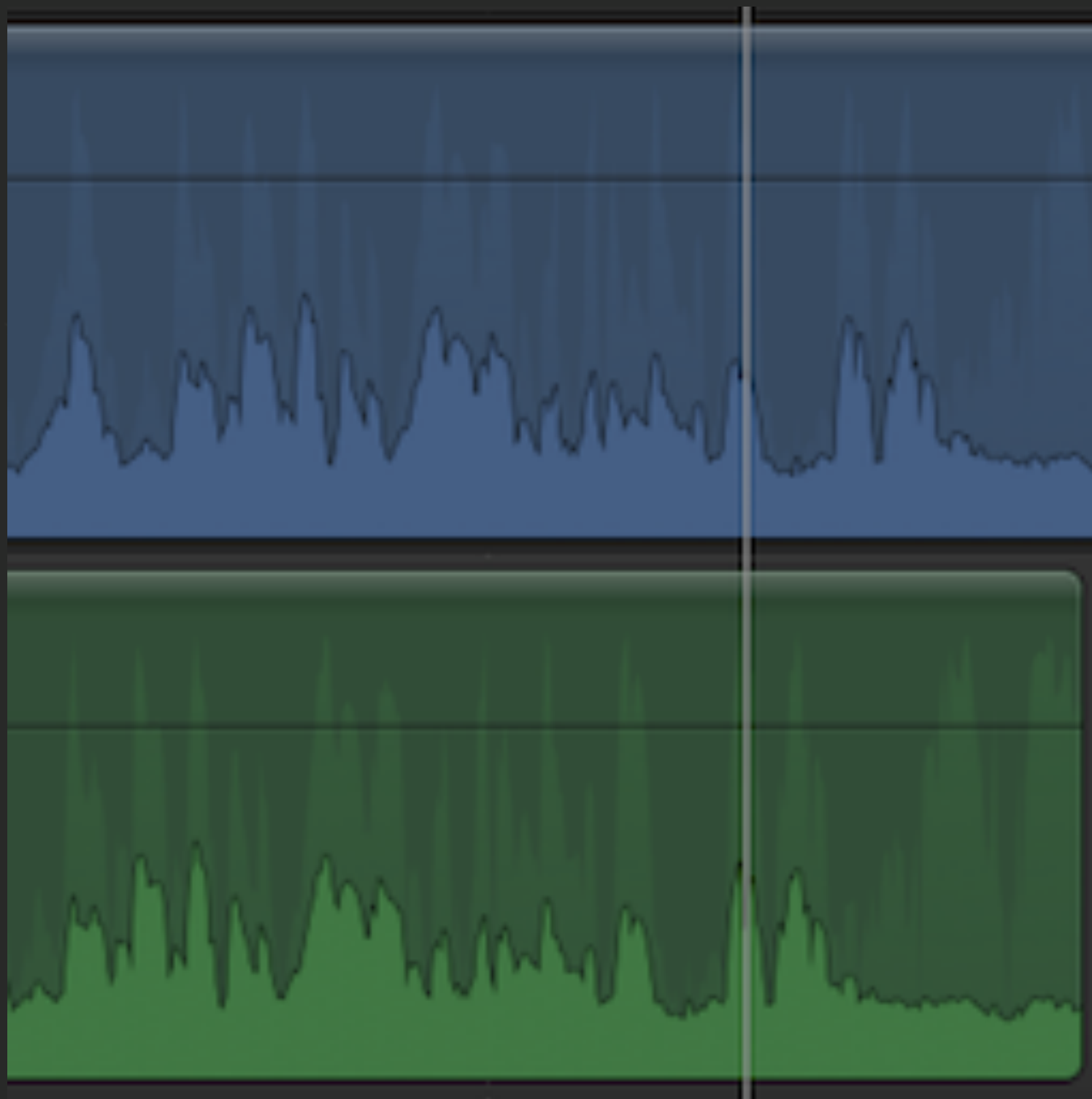
TANGIBLE

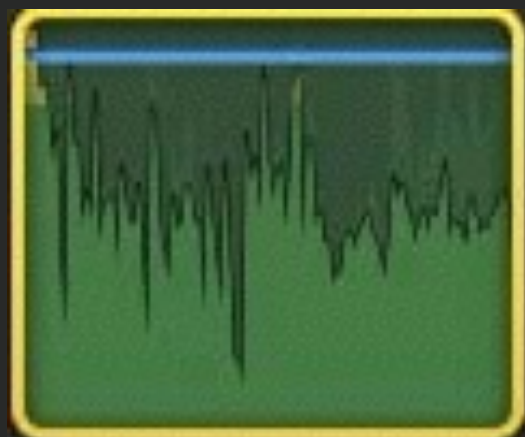
ANGLES

OPTIONS

SHAPE

SYNC





RL DSS_1-2

New Compound Clip ⌘G

Synchronize Clips ⌘⌘G

Open in Timeline

Create Audition ⌘Y

Transcode Media...

Analyze and Fix...

Reveal in Finder ⌘R

Move to Trash ⌘⌫

Create Multi-Camera Source Sequence



Video Clip Name +



Project To Sync

Synchronize Point

☐ In Points

☐ Out Points

☐ Timecode

☐ Create single multicam source sequence

☐ Ignore Hours

☐ Clip Marker

☒ Audio

Offset Audio by 0 video frames.

☒ Move source clips to Processed Clips bin

Audio

Sequence Settings:

Camera 1



Sequence Preset:



Audio Channels Preset:

Automatic



OK

Cancel

FZFS - Josh Shipp

- CU Chase
7 clips 23.98 fps stereo
- CU Josh
9 clips 23.98 fps stereo
- Wide
2 clips 23.98 fps stereo
- Audio
1 clip 44.1 KHz stereo

MVI_0313.MOV
Nov 21, 2013, 4:27 PM
12 minutes 5 seconds

MVI_0314.MOV
Nov 21, 2013, 4:39 PM
11 minutes 32 seconds

MVI_0315.MOV
Nov 21, 2013, 4:48 PM

Export Timeline

EDITOR FORMATS

- Final Cut Pro
- Final Cut Pro X
- Media Composer
- Premiere Pro (1)

OTHER

- Media Files

☒ Final Cut Pro XML for Premiere

☐ Create a sequence with audio content replaced in video clips

Save and Close Cancel Export

0:00:00:00

CU Chase

CU Josh

Wide

Audio

1:20:06:00 1:30:06:18 1:40:07:12

SNAPS

MISTAKE

CUT



ENGAGEMENT

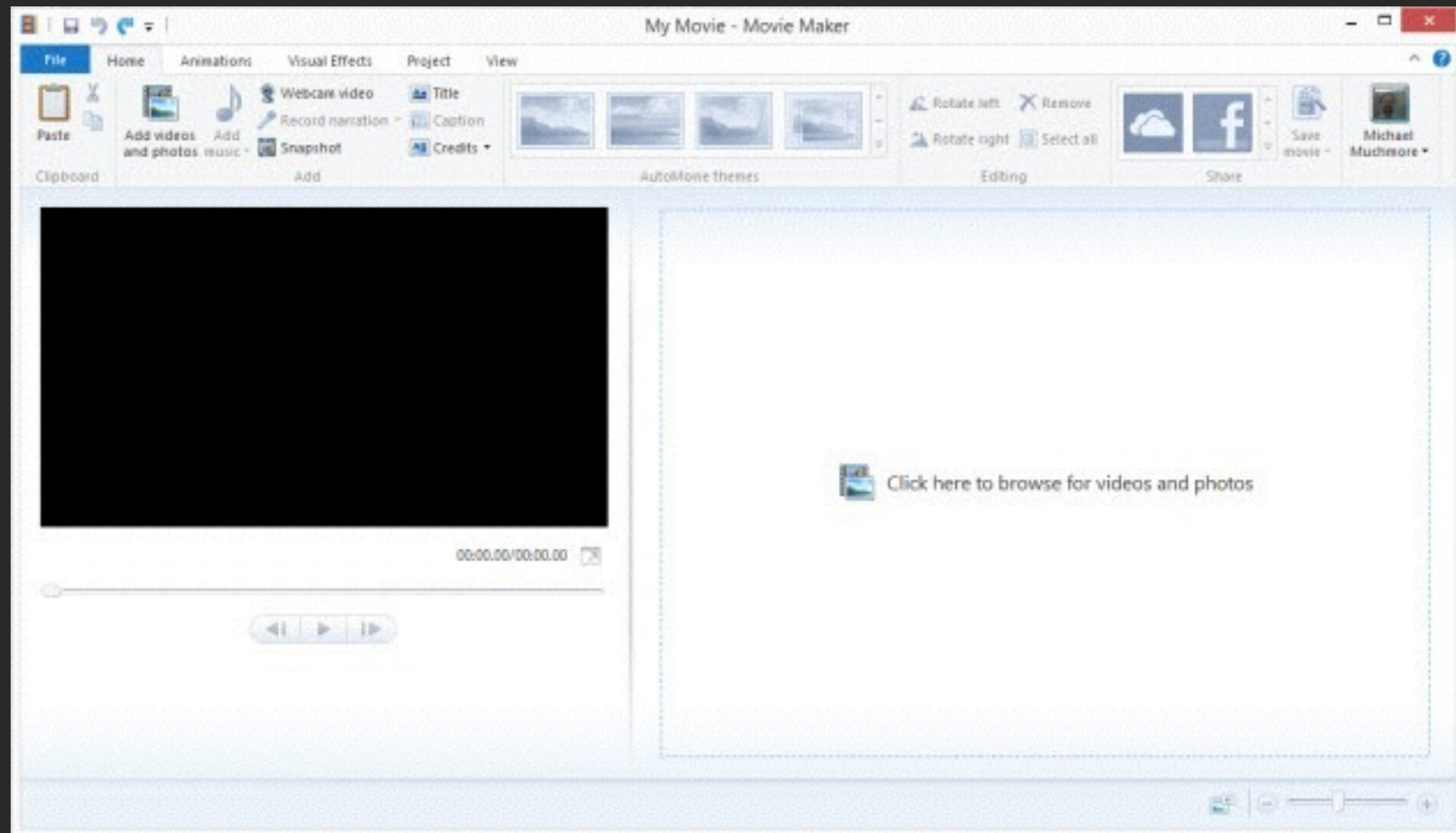




FULL-SCREEN TEXT

SOFTWARE

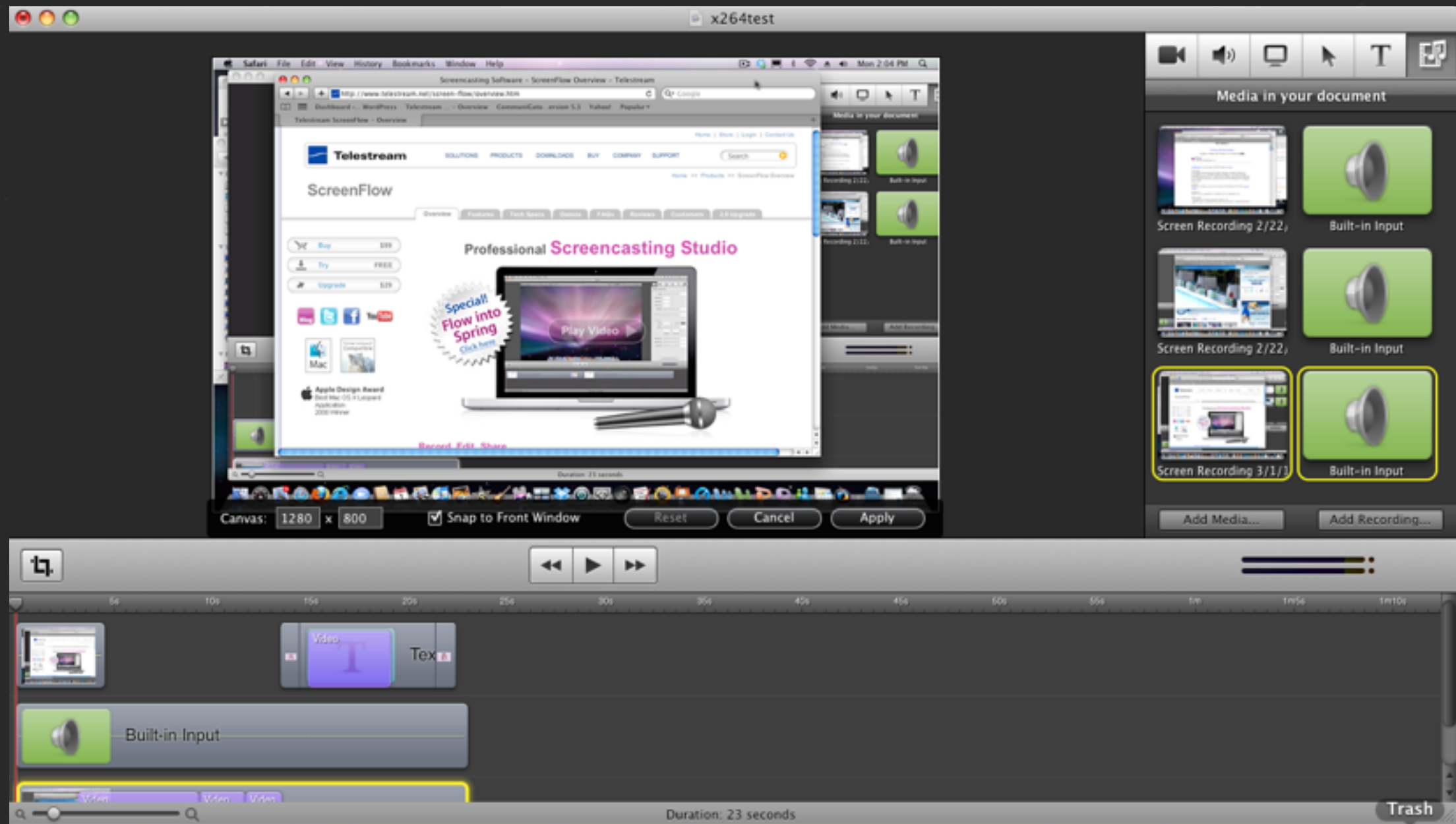
MOVIE MAKER (FREE)



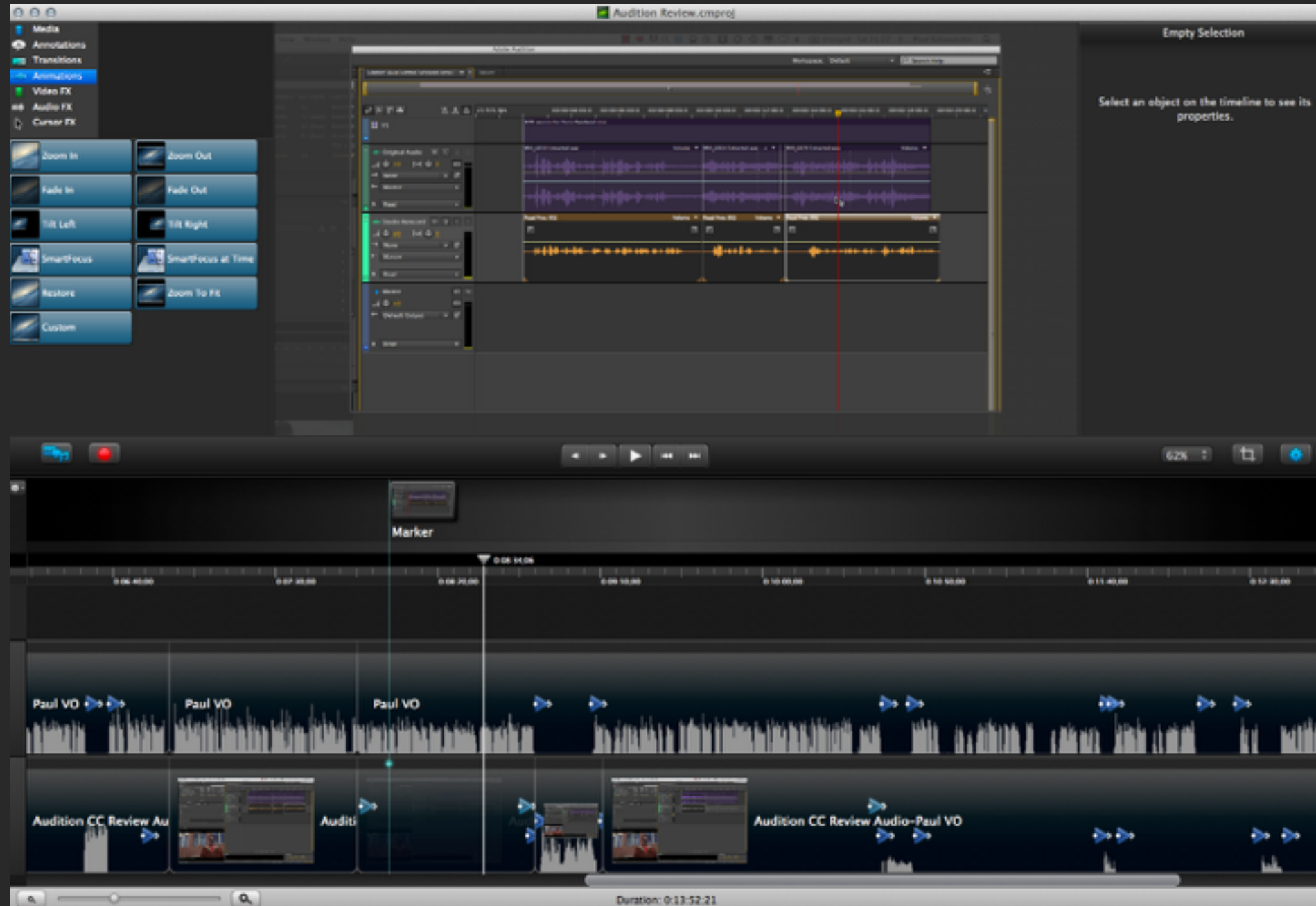
iMOVIE (FREE)



SCREENFLOW \$99



CAMTASIA \$300



PREMIERE PRO \$50/MO



FINAL CUT PRO X \$3000



HOSTING

YOUTUBE

* PRO:

- SEARCH & EXPOSURE

* CON:

- HARDER TO CUSTOMIZE

VIMEO

* PRO:

- FOR ARTISTS & FILMMAKERS

* CON:

- BACK-END ORGANIZATION & STATS

WISTIA

* PRO:

- SUPPORT, STATS, CUSTOMIZATION

* CON:

- EXPENSIVE AT SCALE

SELF-HOSTED (AMAZON S3)

* PRO:

- FULL CONTROL

* CON:

- EXPENSIVE, HARDER TO MANAGE

LEARNING RESOURCES:

1. [WISTIA.COM/LEARNING](https://wistia.com/learning)

2. [VIMEO.COM/VIDEOSCHOOL](https://vimeo.com/videoschool)

CALEBW.COM/GEAR



Q&A

Ask any question you'd like about video

SLIDES & NOTES:
CALEBW.COM/NMX