

Christina Fox 2010

PRODUCTION ON A BUDGET

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All of this presentation is on our website

www.urbanfox.tv/seminar

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How much money do you have to spend?

What type of production is it?

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BUDGET

Whatever your budget - don't forget you'll need to set aside some money for a tripod, mics, lights, editing.....

Think about 50:50

So if you spend £3,000 on the camera - you could easily spend £3,000 on all the other stuff.

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HOW WILL YOU USE IT?

- Internet broadcasting, podcast, vodcast
 - £500 - £2,000
- corporate, special interest videos (SIV)
 - £500 - £3,000

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HOW WILL YOU USE IT?

- Corporate, broadcast and stock footage.
 - £1,500 - £?,???
- Documentary
 - £3,000 - £?,???
- Drama
 - £1,500 - £?,???

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...

- The lens
- The imaging system
- The recording format
- Camera choices
- Audio
- Lighting
- Editing

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LENSES

- Cheaper cameras tend to have fixed lenses
- Probably won't zoom out wide enough
- Focus lag
- Face detection
- Face recognition

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LENSES

If you spend more you can get a camera with interchangeable lenses.

- JVC HD range
- Sony DSR, Z7 or EX3...
- DSLR

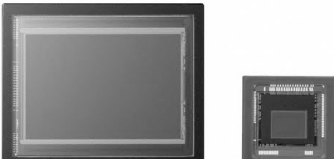
But, check your budget...
...will you be able to afford a second lens?

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THE IMAGING SYSTEM

- Bigger = better = more expensive
- More = better (max of 3)
- CCD and CMOS



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THE IMAGING SYSTEM

- CCD better for interlaced pictures
- CMOS better for progressive
- True progressive?
- 25f or 25p
- 24p anyone?

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THE IMAGING SYSTEM

CMOS - No smearing

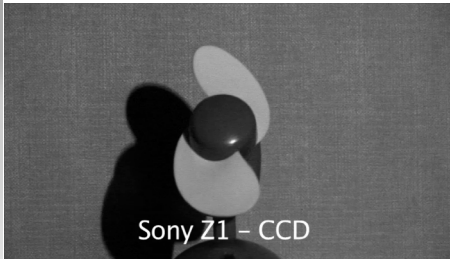
- Rolling shutter
 - Partial exposure - flash
 - Banding - fluorescent lights
 - Skew
 - Wobble

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THE IMAGING SYSTEM



Sony Z1 - CCD

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RECORDING MEDIA

- TAPE
- EXTERNAL HARD DRIVES
- INTERNAL HARD DRIVES
- OPTICAL DISC RECORDING
- SOLID STATE RECORDING

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...TAPE...

- Not dead yet!
- Cheap
- Very reliable
- Proven to be archive-able

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...TAPE...

- Try finding a tape based camera here.
- Most unreliable part of the camera
- Difficult to repair
- Restricted formats
- LTO-3,4,5 for archiving



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...EXTERNAL DRIVES...



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...EXTERNAL DRIVES...

- Expensive
- Good back-up
- Long record times
- - Sony NX5 11 hours
- Possibility of faster workflow

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Solid State Recording


Convergent Design - Hall 13.C18

- nanoFlash - Up to 280Mbps I-frame recording

AJA - Ki Pro Mini - Hall 7.F11



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Camera outputs

FireWire used to be the way to get video and audio into an external drive.

Now look for cameras with:


- » HDMI
- » HDSDI

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Mega bits

- DV/DVCAM (25 Mbps)
- DVCPRO 50
- DVCPRO HD (100 Mbps)
- HDV (19 + 25 Mbps)
- XDCAM EX (25 + 35 Mbps)
- AVCHD (various - officially up to 24Mbps)
- AVC-I (50 + 100 Mbps)

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...INTERNAL DRIVES...

- Only on lower cost handycams
- Usually highly compressed video
- Long recording times
- 40GB = 15hours
- You must archive to a separate drive





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...SOLID STATE...


- Getting cheaper
- No moving parts
- Very reliable
- Resilient too
- (washing machine safe)


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...SOLID STATE...

- Panasonic P2
- DVCPRO HD or AVC-I
- P2 still expensive
- £640 - 64GB card
- 1GB = 1min HD
- No moving parts



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...SOLID STATE...

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- Sony PMW-EX1R & EX3
- SxS Cards (S by S)
- 16GB = 50/70mins
- 16GB card = £370
- So, not cheap



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...SOLID STATE...

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- Canon EOS 550D/60D/7D
- 1080p 24/25/30
- 18 mega pixels
- APS-C CMOS
- MPEG-4 44Mbps
- SDHC cards
- From £550 (+ lenses)



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...Hybrids...

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- Sony HVR-Z5 & Z7
- Mini DV tape and Compact Flash
- Sony NX5
- SDHC or Memory Stick and External Drive



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...CHOICES, CHOICES...

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HERE ARE SOME CAMERA WE THINK YOU SHOULD TAKE A LOOK AT.

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Panasonic 700 series

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- Internet broadcasting - in car camera
- 1920x1080 @ 50fps
- AVCHD @ 28Mbps
- 3xMOS sensors
- SDHC/SDXC cards
- 5.1 surround sound...
- HDC-SD700 version £600



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Canon 5D MkII

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- Full Frame 35mm sensor
- Wonderful choice of lenses
- Very shallow DOF possible
- Good in low light
- Compact Flash
- Takes photos too...
- 24, 25 and 30fps
- £1,600 (body only) or £2,500 with lens



Also EOS 7D, 60D or 550D

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Sony HVR-Z5

- Pretty good in low light (1.5Lux)
- HDV (tape) plus Compact Flash
- Can record to both at same time
- Not too heavy
- £3,200



Also consider HVR-Z7 for interchangeable lenses

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Sony HXR-NX5

- Solid-state 2xSDHC cards or Memory Sticks
- Optional 11 hour external HDD
- AVCHD @ 24Mbps (has to be transcoded for use on Avid or Final Cut Pro)
- Has 'SD' but don't use it... (only 9Mbps)
- £3,400



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JVC HM700/790

- Shoulder mounted, comfortable
- Records native QuickTime .MOV for instant editing on Final Cut Pro (35Mbps)
- 3xCCDs (no rolling shutter)
- Interchangeable lenses
- SxS and SDHC
- £5,300/£7,300




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Panasonic HPX371

- DVCPRO HD and AVC-Intra 50/100Mbps
- 10-bit 4:2:2 recording
- Shoulder mounted
- Interchangeable lenses
- Records to P2 cards
- £7,250




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Sony PMW-EX1R/EX3

- 35Mbps SxS cards (4:2:0)
- Not always accepted for HD broadcast
- EX3 has interchangeable lenses
- £4,600/£5,600



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Ikonoskop A-Cam dII

- 1920x1080 uncompressed 12-bit 4:4:4 (DNG RAW)
- 80GB Memory card
- Tiny
- Variety of lens mounts
- 1xCCD (Super 16mm equivalent)
- Not shipping yet...
- About €7,000 - Hall 13.C48



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BBC HD Approved
FOR INDEPENDENT PRODUCTION

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- Canon XF 300 (£5,200)
- Canon XF 305 (£5,900)
- Red One (\$17,500 body only)
- Sony PDW 700 (£17,500 body only)
- Sony PDW 800 (£29,500 body only)



<http://tinyurl.com/3ayp858>


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Canon XF300/305

- 1/3inch 3CMOS
- 50mbps 4:2:2
- Face detection
- 13 assignable buttons
- HD-SDI
- Genlock
- Timecode sync




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Canon XF100/105

- 1/3inch CMOS (only one)
- 50mbps 4:2:2 !
- Face detection
- Infrared shooting
- 3D shooting assist functions
- HDSOI, Genlock, Timecode sync




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Sony NEX-VG10

- DSLR-sized APS-C sensor
- Interchangeable lenses
- AVCHD up to 24Mbps
- Built in stereo mic
- But, no XLRs
- Around \$2,000



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Panasonic AF101

- Micro 4/3inch camcorder MOS sensor
- Full 1080/720 - 60i, 50i, 30p 25p 24p
- AVCHD 24Mbps
- Variable frame rates
- 2 XLR inputs with phantom power
- SD cards
- Ships end of 2010
- Around £4,000
- <http://tinyurl.com/3755yzf>

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Scarlett

- 2/3inch - 35mm Full Frame
- CMOS
- 3K RAW (3072X1728)
- Red, Canon and Nikon lenses

"Everything is subject to change. Count on it."



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Tripods

- Spend as much as possible
- (£200 - £700)
- Weight (carbon fibre is expensive)
- Robust - outlive the camera
- Min and Max height
- Easy to use leg adjustments

Tripods

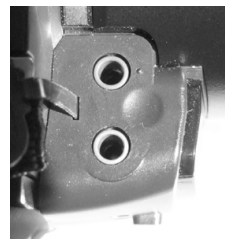
- Video NOT a photographic tripod
- Mid level or ground level spreader
- Spirit level
- Quick release hot shoe
- Pan and tilt head
- Separate pan and tilt head frictions

Alternative Support

- Monopod (Manfrotto 560B 561B)
- Magic arm with Superclamp



IF YOU ONLY HAVE A MINIJACK MIC INPUT



Then you may need an XLR adapter...

A BeachTek box



Cheap Alternative



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Basic Sound Kit

- Gun mic (hypercardioid) great for noisy places
- Sennheiser 416P
- Sennheiser ME66 (K6)
- Rode NTG1 and 2
- Beyerdynamic MCE 86



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Basic Sound Kit

- Personal mic (Tie, clip, lavalier)
- Omni directional - good for interviews
- Sony ECM77 or ECM88
- Tram TR-50
- Sanken COS-11



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Basic Sound Kit

Radio mic

Sennheiser Evolution (EW112-p G2)



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Basic Sound Kit

- Sony UWP-C1 series
- Diversity System



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Basic Kit

- XLR-XLR cables
- 30cm, 1m, 2m, 3m (quad flex)
- Closed Headphones – Sennheiser HD25



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Lighting kit

Lights are tools. You need the correct light to do a specific job well.

SO...

Please don't buy three identical lamps

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Interview kit

- Hard light
- Dedo aspheric2 (150W)
- Soft Light
- Lowell Rifa 44 (300W)



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Interview Kit

Around £1,000 +VAT




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LED On-Camera Light

- Cool light
- 0-100% dimmable
- No colour temp change
- Lamp life 10,000 hours
- Very low battery consumption (11h)
- LitePanels
- Dedo Fillini



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LED On-Camera Light

- Dedolight DLOBML
- On camera light with articulating arm
- £355 ex vat




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RUN OUT OF MONEY?

- ...buy a reflector
- Search for 5 in 1 reflector on eBay

Don't buy one that is too big unless you have an assistant to hold it.



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Trolley

- Folding sack truck (eBay)
- Carries 50-90Kg Load

Plus

- A good suitcase on wheels
- A rucksack - so you always know where your kit is



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EDITING

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You're not buying a computer...
...you're buying an edit suite

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BUY A MAC

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Buy a refurbished Mac ... <http://tinyurl.com/227sxz>

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RAM

Get lots of it

www.crucial.com

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