Videography

What is videography?

The art or practice of using a video camera

Videography in Agriculture

In a technological world, video communications are becoming a common practice.

Video Cameras

Video cameras are available in consumer and professional formats with special features found for each.

MiniDV Camcorders –

Both tapes and camcorders in this format are inexpensive. You can import the video from this format to a computer for editing.

HDV Camcorders –

These camcorders record high-definition video to the same MiniDV tapes listed above.

AVCHD Camcorders –

These camcorders are the newest available. They record high-definition video to a DVD or hard drive or some form of flash memory.

Flash Memory Camcorders –

Records video directly to a flash memory card, the same flash memory card often used by digital cameras.

Hard-Drive Camcorders –

Records video directly to the camera’s hard drive. Once the camera is plugged into the computer, it acts like an external hard drive and the video can be copied onto the computer for editing.

DVD/MiniDVD Camcorders

Records video directly to a DVD or miniDVD.
Hybrid Camcorders –

These allow recording in multiple formats. For example, a camcorder might record on flash memory and a hard drive at the same time.

Lighting Equipment

Proper **lighting** is essential for good-quality video.

Spotlights –

**Used to put direct light on an item, but they produce a harsh shadow.**

Softlights –

**Also known as, bounced lights, are used to create a diffused light over an area, minimizing shadows.**

Lighting Kit –

**Most field productions use a lighting kit, which includes portable versions of spotlights and floodlights as well as other equipment including:**

- **Reflectors** –
  
  Uses a light or shiny reflective surface to reflect available light and create additional light sources.

- **Light Stands** –
  
  **Support the lights.**

- **Diffusers, gels, and umbrellas** –
  
  **Used to modify the intensity and color of a light.**

Audio Equipment

For good-quality **audio**, it is better to use an off-camera **microphone**.

Omnidirectional –

**Equally sensitive to sound in any direction. Handheld microphones are mobile. Best in situations where the performer needs to control the position on the microphone.**

Unidirectional –

**Sensitive only to sounds coming from directly in front of it.**
Lavaliere –

*Considered mobile. They are small unidirectional microphones designed to attach to a person’s clothing. Also called a lapel microphone.*

Desk microphones –

*Stationary and used in situations where they don’t need moved during production.*

Headphones –

*Connects to the camcorder and can be used to monitor audio quality.*

Windscreens –

*Covers for the microphones, usually made of foam rubber, that reduce the sound of the wind passing across the microphone.*

Video Accessories

Tripod –

*An adjustable, three-legged stand for the camera. Camera mounts to the top, and the mounting holds the camera firmly but swivels to allow side-to-side and up-and-down camera movement. Always shoot video with a tripod to reduce camera shake!*

Adapters –

*Allows you to use different power sources for your camera. Portable cameras allow you to use battery power or, with the use of an adaptor, household electricity.*

Rules for Filming

List the 11 rules for filming:

1. **Keep it short**
2. **Test the auto-focus**
3. **Create a good shooting environment**
4. **Simple background**
5. **Use a microphone**
6. **Pay attention to the noises around you**
7. **Adequate lighting**
8. **Use a tripod**
9. **Zoom in**
10. **Make a storyboard**
11. **Write a script**
**Video Editing**

**Linear vs. Non-Linear**

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<thead>
<tr>
<th>Linear</th>
<th>Non-Linear</th>
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<tbody>
<tr>
<td>1. Tape-based (analog)</td>
<td>1. Digital</td>
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<tr>
<td>2. The editor copies from the source tape onto a new master tape.</td>
<td>2. The editor arranges digital video and audio files on a computer into a final form.</td>
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**Ethics**

**Copyright vs. Public Domain**

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<th>Public Domain</th>
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<tr>
<td>Permission to use material must be obtained from the copyright owners.</td>
<td>The state of belonging or being available to the public as a whole.</td>
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