

Video Shopping Checklist

Camera - *Canon 60D or Cannon 5D Mark III*: You might start with the Canon 60D and graduate to the 5D Mark III, once you know you will be producing a lot of video (same camera most professional videographers use). You could also look into higher grade consumer VIDEO cameras instead of low-end professional; this might give you a camera with more features for equal or less money. For instance, we have a *Cannon HR-20 handheld* and it works just fine in well-lit rooms. Our bigger, more expensive *Cannon XA-10* has a much better set of sensors to work in lower light situations.



Tripod - As long as the "shoe" or piece that clips onto the camera and into the tripod fits the screw size and pattern on the bottom your camera than that tripod will work. There are only 2-3 patterns for ALL cameras (it's a US standard). We recommend that you try to find a tripod with *65+ inches of overall height*; if you get a shorter one it can make filming tall people a bit of a hassle. You can always lower the taller tripod. If you can find a tripod with a *swivel head or pan head*, that will allow you to mount the camera and use the dials and bar on the tripod to move it.

Mic - This mic will work fine but it **MUST** be plugged into another device that can record the audio. Example, wear the mic and *plug into the camera directly*. Wear the mic and plug into a separate audio recording device (we use a *ZOOM brand X-Y recorder*) that is nearby or small enough to be worn in a pocket, etc.



Audio-Technica ATR-3350 Lavalier Omnidirectional Condenser

Microphone

Lights - This light kit is very similar to our studio kit. We've since upgraded to LEDs for better portability; you could consider looking at LEDs if you're ever going to need them outside the office (this hooded kit is harder to transport and TSA may ruffle through your kit and break the light bulbs if you are flying with it).



Cowboy Studio 2275 Watt Digital Video Continuous Softbox Lighting Kit with Boom and Carrying Case

ProPrompter - *HDi Pro2: Teleprompter hardware.* Works great with a DSLR camera (like any of the Canons) and an iPad. It reflects the script off a piece of glass. When you are looking at the glass you are looking right into the camera. We've used many creative ways to create a teleprompter (E.G., a computer with someone nearby scrolling as the speaker goes). This is a good solution when combined with the software below if you're really serious about a teleprompter being right under the camera so it looks like you're talking TO the camera as you go.

TelePrompt+ - *iPad app* used to display scripts on the teleprompter hardware above. You can use the desktop version and the iPad version.

AirTurn - This is a *wireless page turning device* that connects via Bluetooth to an iPad. It allows you to control your teleprompting software (see below) with your foot. It can be configured to start or stop the script or jump from cue point to cue point. Pair with the above.

iMovie - *If you want to do your own video editing.* **Our team uses Final Cut Pro**, but for editing simple video where you are talking straight to camera, iMovie is sufficient. iMovie, FinalCut, FinalCut Pro, Adobe Premiere, Etc. are all good consumer and professional level editors. Camtasia or other software may work in a pinch.

Vimeo - Once the videos are produced, you want to host them on *something better than YouTube*. We like Vimeo but *Wistia* is also popular. Both offer more customization as to colors, text, links, embedding, creating channels, portfolios, etc. YouTube will also work but with less customization, the upside to less customization is lots more traffic on YouTube so your views might be higher.

Chair / Props / Plants - *TBD based on your location and preferences.* Try not to have lights glaring in the video set, and watch out for plants or things "growing" out of your head (behind you). Go for a nice balance of how you'd like your office to look if you walked in to talk to you and then play with light placement and intensity until you like what you see. Sometimes it's hard to see on the little camera screen so shoot a quick 10 or so second video and look at it on a computer or TV with a larger monitor to check the set and the quality of output before committing to the whole segment shoot.

Consider using a logo'd pull up screen behind you if your background options as less than optimal: <http://www.aliexpress.com/item/Free-shipping-luxury-wide-base-roll-up-banner-stand-display-with-high-quality-printing-graphic/32229861867.html>

