

CREATING EFFECTIVE VIDEOS FOR DIGITAL SHOWCASING



PART 3: DIY VIDEO PRODUCTION GUIDE

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OVERVIEW

ThePitch.ca is envisioned as a fully-featured digital showcasing service that brings performing artists and touring musicians together with arts presenters and concert buyers 24/7/365. As a business-to-business application, The Pitch seeks to build a broad, trusted community of touring artists, agencies, performance companies, presenting networks, and presenters and venues seeking live or digital performances.

At its core, The Pitch seeks to offer high-quality video-based performance pitches in customizable showcase rooms.

DO-IT-YOURSELF PRODUCTION GUIDE FOR PITCH VIDEOS

Welcome to ThePitch.ca's *DIY Video Production Guide*, where you will find handy recommendations about gear and setup for your showcase video shoot, particularly for those on a DIY budget.

While we have organized our equipment recommendations for Basic, Advanced and Multi-Camera setups, we'll only be covering setup options for the basic level users.

Advanced users will most likely have experience with video production or may even be a professional videographer themselves, and will have an easier time sourcing information on different setups that can achieve the objectives outlined in ThePitch.ca's *Editorial Standards*. We also stop short of offering recommendations of full setups for the basic user, who are usually running a lean operation. Should you have the opportunity to hire a professional videographer, they will know everything that is in this guide and then some.

EQUIPMENT RECOMMENDATIONS

There is an overwhelming number of choices for video production gear out there. This section aims to help you by providing a short list of equipment as a starting point for your research.

There are 3 levels of kits described below:

- **Basic Kit** – for the DIY artist using minimal gear for maximum production value.
- **Advanced Kit** – for enthusiasts who are interested in more expensive camera gear.
- **Multi-Camera Kit** – similar to the advanced kit but focused on use of multiple cameras.

Keep in mind that gear recommendations below are not the only options out there. We made our picks based on quality, cost and availability.

BASIC KIT

Even minimal gear can yield a huge impact!

<p>Camera Phones</p> <ul style="list-style-type: none"> • iPhone 11 (<i>or above</i>) • Samsung Galaxy S20 (<i>or above</i>) • Sony Xperia 1 III • Google Pixel 5 • Zoom Q8 Handy Video Recorder 	<p>Apps</p> <ul style="list-style-type: none"> • Filmic Pro (iOS & Android) • Cinema FV-5 (Android) • iOS built-in camera app • Android built-in camera app
<p>Note: Turn off automatic face smoothing. This feature heavily modifies the final image.</p>	
<p>Audio Recorders</p> <ul style="list-style-type: none"> • Zoom H6 • Tascam DR-60D • Zoom Q8 Handy Video Recorder (built-in audio recorder) 	<p>Microphones (optional)</p> <ul style="list-style-type: none"> • Rode VideoMic Me (iOS & Android versions available) • Rode VideoMicro Shotgun • Sennheiser MKE 400 Shotgun • Rode SmartLav+ for Smartphones • Rode Wireless GO
<p>Headphones</p> <ul style="list-style-type: none"> • Audio-Technica ATH-M20x • Sony MDR-7506 • Shure SRH240 	<p>Optional Audio Accessories</p> <ul style="list-style-type: none"> • Microphone windscreen • Microphone shock mount
<p>Tripod / Mount</p> <ul style="list-style-type: none"> • Manfrotto Smartphone Clamp or similar • Basic video or photography tripod (Velbon, Manfrotto, Libec, or similar) 	<p>Lights</p> <ul style="list-style-type: none"> • GVM 800D-RGB LED Studio Lights • Impact Fluorescent Soft Box Lights • Ledge Bi-Color LED Ring Light
<p>Editing Apps</p> <ul style="list-style-type: none"> • iMovie (Mac) • Movie Maker (PC) • Final Cut Pro X (Mac) • Premiere (PC) 	

ADVANCED KIT

Better quality gear than the basic kit for those who are really getting into videography. More know-how will be required in operating the gear on this list.

<p>Camera Picks</p> <ul style="list-style-type: none"> • Canon EOS R6 *requires lens • Sony Alpha a7S III *requires lens • Blackmagic Design Pocket 4K or 6K *requires lens • Sony FX3 *requires lens • Canon Vixia HF G50 • Sony HXR-NX80 NXCAM • Panasonic GH5 *requires lens • Panasonic HC-V770K 	<p>Audio Recorders</p> <ul style="list-style-type: none"> • Tascam DR-60DmkII • Zoom H6 <p>Mixer (optional)</p> <ul style="list-style-type: none"> • Mackie 802 • Yamaha MGo6 • Zoom LiveTrak L-12 (recorder included)
<p>Wired Microphones</p> <ul style="list-style-type: none"> • Sennheiser MKE600 Shotgun (from a distance) • Shure SM7B (voice) • Audio-Technica AT4053b (all-rounder) • Sennheiser ME 2-II Lavalier (on person) 	<p>Wireless Microphones</p> <ul style="list-style-type: none"> • Rode Wireless GO II • Sennheiser EW 112P G4 • Sony UWP-D21
<p>Headphones</p> <ul style="list-style-type: none"> • Audio-Technica ATH-M20x • Sony MDR-7506 • Shure SRH240 	<p>Optional Audio Accessories</p> <ul style="list-style-type: none"> • Microphone windscreen • Microphone shock mount
<p>Tripod</p> <ul style="list-style-type: none"> • Manfrotto MVH502A Fluid Head paired with 546B or similar 	<p>Stabilizers (optional) *only use as secondary camera</p> <ul style="list-style-type: none"> • DJI RS 2 or similar <p><i>Special consideration: Track and Dolly type shots are very powerful when used at the opportune moments. You can have multiple cameras mounted on stabilizers to give your sequences oomph.</i></p>
<p>Lights</p> <ul style="list-style-type: none"> • Genaray Torpedo Bi-Color LED Light • Dracast LED1500 Bi-Color LED Fresnel • GVM 800D-RGB LED Studio Lights • Litepanels Caliber LED Fresnel 	<p>Post-Production – Editing Apps</p> <ul style="list-style-type: none"> • Final Cut Pro X (Mac) • DaVinci Resolve (Mac/PC) • Premiere (Mac/PC) • Vegas Pro (PC) <p>Post-Production – Synchronizing App</p> <ul style="list-style-type: none"> • PluralEyes (standalone, exports to any popular editor)

MULTI-CAMERA KIT

Building on the list of gear in the Advanced Kit, this list accounts for the additional gear you'll need to edit footage from multiple vantage points together in post-production. The key to accomplish this is to synchronize your devices using timecode (preferred) or a clapperboard (if you're in a pinch).

<p>Cameras Picks</p> <ul style="list-style-type: none"> • Blackmagic Design Pocket 4K or 6K *requires lens • Canon Vixia HF G50 • Sony HXR-NX80 NXCAM • Panasonic HC-V770K 	<p>Timecode Generator</p> <ul style="list-style-type: none"> • Tentacle Sync
<p>Audio Recorder</p> <ul style="list-style-type: none"> • Tascam DR-60DmkII • Zoom H6 	<p>Mixer (optional)</p> <ul style="list-style-type: none"> • Mackie 802 • Yamaha MG06 • Zoom LiveTrak L-12 (recorder included)
<p>Microphones (choices)</p> <ul style="list-style-type: none"> • Sennheiser MKE600 Shotgun (from a distance) • Shure SM7B (voice) • Audio-Technica AT4053b (all-rounder) • Sennheiser ME 2-II Lavalier (on person) 	<p>Wireless Microphones</p> <ul style="list-style-type: none"> • Rode Wireless GO II • Sennheiser EW 112P G4 • Sony UWP-D21
<p>Monitors</p> <ul style="list-style-type: none"> • Atomos Shinobi • Elvid On-Camera Monitor 	<p>Tripod</p> <ul style="list-style-type: none"> • Manfrotto MVH502A Fluid Head paired with 546B or similar
<p>Stabilizers (optional) *only use as secondary camera</p> <ul style="list-style-type: none"> • DJI RS 2 or similar <p><i>Special consideration: Track and Dolly type shots are very powerful when used at the opportune moments. You can have multiple cameras mounted on stabilizers to give your sequences oomph.</i></p>	<p>Lights</p> <ul style="list-style-type: none"> • Genaray Torpedo Bi-Color LED Light • Dracast LED1500 Bi-Color LED Fresnel • GVM 800D-RGB LED Studio Lights • Litepanels Caliber LED Fresnel
<p>Post-Production – Editing Apps</p> <ul style="list-style-type: none"> • Final Cut Pro X (Mac) • DaVinci Resolve (Mac/PC) • Premiere (Mac/PC) • Media Composer (Mac/PC) 	<p>Post-Production – Synchronizing App</p> <ul style="list-style-type: none"> • PluralEyes (standalone, exports to any popular editor)

BASIC CONFIGURATIONS FOR PRODUCTION

If indie filmmakers can produce entire movies with a mobile phone and laptop – you surely can produce impressive showcasing videos with even the most basic gear. You may be surprised by the high-quality image that your phone can generate with a little help from specialized apps, add-on microphone(s), and some lighting design. Check out ThePitch.ca's *Editorial Standards* for recommendations on how to light up your scene.

1. JUST A MOBILE PHONE

Phone + Mic + Tripod + Light(s)

Your **phone** will be your camera (a.k.a. full capture device). **Microphones** (like the Rode VideoMic Me or Smart Lav+) will plug right into the 3.5mm jack on your phone. Phones that no longer have a 3.5mm jack will need an **adapter** (refer to the make of the phone).



Use some sort of **tripod** or similar stabilizing device, this goes a long way for your final product. Camera shake takes away from your performance, disorients viewers, and reduces quality of the video on bigger screens even if you shoot at higher resolution.

Venues and locales where your show takes place will have **lighting**. Follow the lighting design of your live show and adjust intensity levels so that everything shows well in camera. Most of the time, this results in the actual space looking too bright to the naked eye but since this is for digital showcasing, let's make sure everything looks good on screen first.

2. MOBILE PHONE WITH AUDIO RECORDER

Phone + Audio Recorder + Mic(optional) + Tripod + Light(s)

In this setup, you will be capturing via the “two system method”. The main video image will be recorded on your phone and audio will be through the audio recorder (like the Zoom H6). The key here is to synchronize the two recordings during editing, which we will expand on below.

Your setup will look something like this: **Phone** mounted to a **tripod** and **audio recorder** operated separately. With this setup the audio recorder can be positioned anywhere to capture the best sound. The Zoom H6 or similar have high quality built-in microphones, therefore it is not necessary to use additional ones. However, if you like to use **specialized microphones** for vocals or drums, you can always connect them to the Zoom’s inputs. You can also make use of wireless microphones with this setup.



Pro video apps on your phone such as FilmicPro can get every last bit of pixel goodness out of your phone’s camera sensor. Quality is higher than the shipped photo app. They will need to be purchased but they are not expensive.

Setup your **stage lights** and enhance them with the ones from the kit using the recommendations in our *Editorial Standards*, while keeping in mind what the show should look like. Your best frame of reference will be viewing it through your phone’s screen.

Synchronizing video to audio in editing will be a breeze if you have good media management. Video editing software like Final Cut Pro X and Premiere have features that can automatically sync for you. To make it easier for the video editing software, keep one video recording file to one audio recording file. In other words, if you do one take of the video, make sure you start/stop the audio recording at the same time. This way you’ll have corresponding files, which you can name in an index fashion like “video take 1” and “audio take 1”. You’ll thank yourself for doing so when editing and you need to find these matching snippets and ask FCPX or Premiere to put them together for you.

3. ALL-IN-ONE ZOOM Q8

Zoom q8 + Tripod + Light(s)

The Zoom Q8 is an unique product that has a high quality audio recorder coupled with a video camera. Zoom has come up with this to make it easy for musicians and performing artists to focus on capturing beautiful sound rather than the nitty-gritty of video production. The all-in-one captures video footage with good sound recordings that are already synchronized for editing. So all you have to do is to stage your performance, light it up and go for it. By far this is the simplest setup that offers the highest technical quality of recording.



4. MONITORING YOUR SOUND AND VIDEO

Always remember to use headphones to monitor your audio recording. Be sure to check volume levels, listen for audio artifacts such as unwanted noises, hums and excessive background ambience. Do audio checks (tests) prior to an actual recording take.

Equally important is to scrutinize the image on your camera/phone screen. If it doesn't look good while you are recording, chances are it won't look any better later in editing. It is very important to check your exposure, white balance, focus and lighting. Like audio, do tests and review before an actual take.

Please refer to our *Editorial Standards* to guide you in planning producing and editing an effective video pitch and our *Technical Requirements* document for video file format requirements. Both are available in PDF format on thepitch.ca