

## **Taking Charge of your Performance Career: Performing Online**

### **Optimising your Video**

Presented by Simon Peter King

#### **LIGHTING & SCREEN COMPOSITION**

- Build a 'well lit' set
- Standardise your brand with a repeatable appearance
- Light positioning – use table lamps, panel lights and soft boxes to create a balanced look
- Use (or exclude) natural daylight
- Backdrops

#### **EQUIPMENT – CAMERAS AND OTHER IMAGE CAPTURE DEVICES**

##### **Zero - £50 investment**

- Make the most of your phone camera – clean the lens, ensure the settings are going to yield the best result
- Table top tripod or gimble phone selfie stick. Basic soft box lights.

##### **£100-£250 investment**

- Second hand Sony RX100
- Go Pro basic
- DJI Osmo
- Logitech Brio 4K
- Canon EOS 2000D
- Manfrotto mini pixy tripod

##### **£500-£750 investment**

- Sony A series
- Gimble mounts
- Basic tripods
- Panel lights
- Manfrotto beFree

## **EDITING**

### **Desktop Editing Software**

- Premiere Pro
- DaVinci Resolve
- Final Cut Pro
- Vegas Pro

### **Tablet and iPad Apps**

- Premiere Rush
- iMovie

### **Storage**

- Have a user-friendly cloud, Dropbox or Google Drive for sharing your video files
- Make sure you back up regularly!

**Make an intro logo/branding which establishes yourself to the viewer. Develop a viewer loyalty via consistency.**