

VIDEOGRAPHER IN THE HOUSE (PART II)

> “Video is the future of content marketing,” wrote Chris Trimble, director of content at Axonn Media, in a story last summer for The Guardian. Among other points, Trimble highlighted that YouTube gets more than 1 billion unique visitors every month and that Cisco predicts videos will account for 69 percent of all consumer Internet traffic by 2017.

Floral industry business owners should capitalize on this resource, especially since we have such a beautiful, video-ready product to share. Last month, we talked about shooting video on the go with a smartphone; this month we’ll talk about the tools you need to shoot, edit and process professional-quality video in your store.



Upgrade Your Camera

While a smartphone is capable of capturing quality video (1080p), these gadgets are also limited by the size and quality of their lenses. If you want to upgrade, you have a few choices. While some people spend \$1,000, \$2,000 or more on video cameras, our recommendation is to save your money and invest in a dual-purpose **digital single-lens reflex (DSLR) camera**.

DSLRs offer better lenses and better digital sensors than smartphones, and that means better video. Of course, a DSLR will help you take high-quality still floral photography, too, making it a sound investment.

Canon fans should consider the T5i (around \$750, including the lens kit) or older models, such as T3i or T2i, which will also capture 1080p (around \$500, depending on the seller). Nikon fans may consider the D5300 (about \$700). Believe it or not, people are now shooting feature films with DSLRs. Check out one example at www.imdb.com/list/ls059550382.

Can You Hear Me Now?

For crystal-clear sound, the built-in mics on smartphones and DSLRs are adequate but not ideal. We recommend a **lavalier (LAV)** or **boom mic**.

LAVs are attached to the speaker’s lapel or clothing seam. The LAV we recommend (Audio Technica, ATR3350iS, \$26) has a 20-foot cable and is inserted into the cameras or smartphone headphone or mic jack. The boom mic (Audio Technica, ATR6550, \$55) may require an extra set of hands; for best results, you must point the mic at the speaker.

Light Bright

If you’re shooting video on the road or at a venue, you can’t always control lighting, so we recommend using indirect, natural sunlight. If you don’t have a spot in the shop that offers this, invest in a **lighting kit and backdrop**.

You have lots of lighting kit options. We recommend the ePhoto Video Studio Portrait 3 Point Hair Light 2000W Photo Kit with Case VL9004SB (about \$180). Search “Three Point Lighting for an Interview - Tutorial” on YouTube to learn how to set it up.

To ensure that you have a clean, consistent and professional background, you’ll need to buy a **backdrop**. Search for “video photo backdrop” and you’ll see lots of choices on backdrops and stands. Be sure that the backdrop width matches that of your stand — we recommend a muslin backdrop and stand that spans 10 feet.

Continuing Ed

Stepping up your video game can be a challenge, but many resources exist to help you. If you purchased a new Mac for this project, check out Apple’s <https://onetoone.apple.com> program (\$99). You can ask any question or be trained on any Apple software by one of the Apple Store Geniuses.

Tutorials for all the software mentioned this month can be accessed with a \$25 per month subscription to lynda.com. Free resources also are available through YouTube.



Computer Hardware Specs

Capturing, editing and processing edited video is intensive work for your computer. You may need to upgrade this equipment, too. Following are the recommended specs for any PC or Mac you buy: **Intel Core i7** (the i5 or i3 will double or triple processing time); **32 GB of RAM**, a Nvidia GTX 760 **graphic video card** or better and a **1TB hard drive** (or more) — video files are space hogs. For Mac users, consider the Mac Mini (\$799). It satisfies most of the specs but you’ll need to spend another \$60 to max the memory up to 32GB. For a **monitor**, get the Dell Ultrasharp 29 U2913WM (\$499). Working with video requires more width than height and this monitor is plenty wide.

Editor’s Cut

You’ll also need to invest in some video editing software. For PC users, download the free **Microsoft Live Movie Maker**. Mac users have the free **iMovie** program preinstalled on every system. Both provide basic editing tools and built-in functions to upload to social media.

If you need fancier fills, effects and transitions or more control over audio, consider Adobe Premiere Elements 12 for Mac/PC (\$99). If you’ve already paid for an Adobe Creative Cloud license to get Photoshop or another suite program, it already includes Premier Pro. Mac users also have another paid option in Final Cut Pro X (\$299.99). 🎬

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