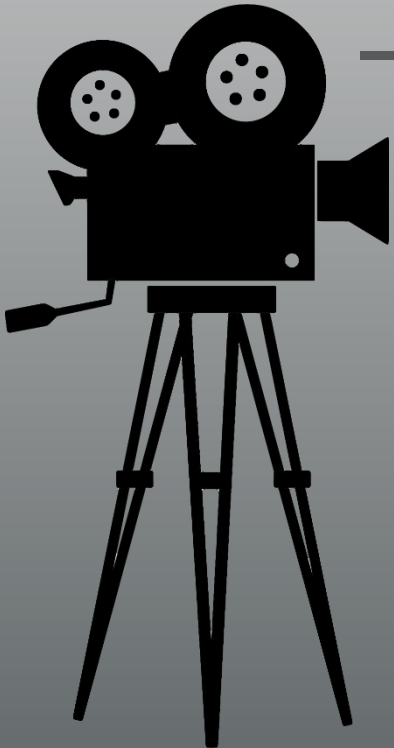


# Diploma in Video

## – Part 1

### Lesson 1

## Introduction to Video



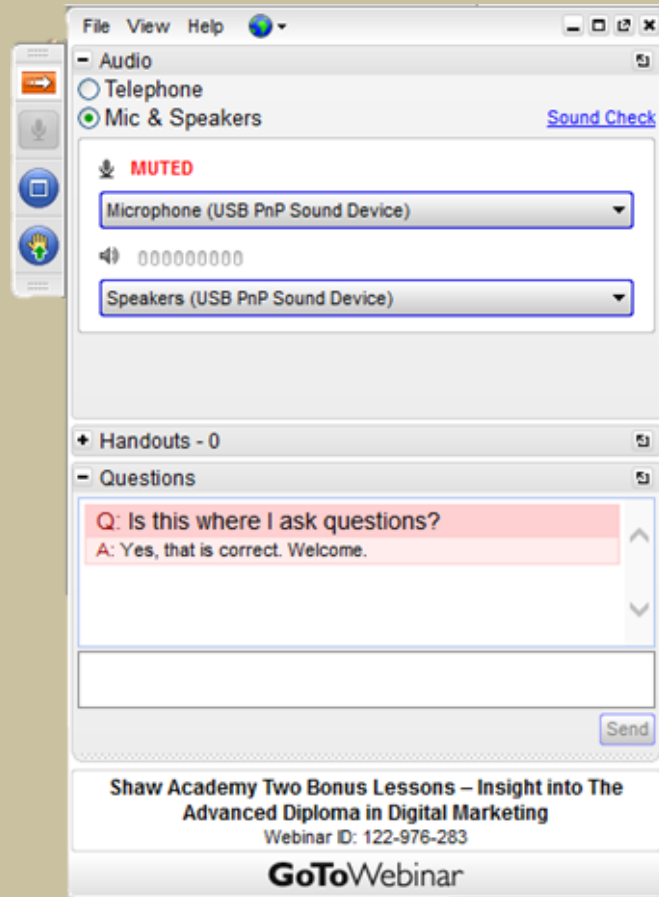
Presented by:

**Adam O'Reilly** Course Educator

F.E.T.A.C in Digital Media Production



# Webinar Interaction



- Chat box – Type responses to the Educator
- We will have a Q&A at the end of the lesson where you can ask questions



# About Us

- 4+ Years / 2012
- Largest LIVE Educator on the Planet
- 400,000+ new students per month
- Offices All Over the World
- 350+ full time employees (Shawsters)
- 10+ languages







# Lesson 1

- About us
- Course Agenda
- Member Area & Community
- Course Engagement
- Course Interaction
  
- What do you want to record?
- What camera should you use?
- Understanding your Camera
- Basic Steps
- Q & A





# Course Agenda

## **Week 1: Introduction to video and how it works**

**Lesson 1** : Introduction to Video

**Lesson 2** : How video works

## **Week 2: Composing the shot**

**Lesson 3** : Aperture and Lenses

**Lesson 4** : Compositional Techniques and Movement

## **Week 3: Taking Control of the Camera**

**Lesson 5** : White Balance and Lighting

**Lesson 6** : Shooting video Manually **Important**

## **Week 4: Putting it together and moving forward**

**Lesson 7** : Audio **Important**

**Lesson 8**: Basic Cinematography **Important**





# Course Competition

## Win a Shaw Academy Lifetime Membership

The image displays a grid of course icons for the Shaw Academy Lifetime Membership competition. The grid is organized as follows:

- Top Row (6 icons):** Advanced Nutrition, Ultimate Photography, Advanced Marketing, Advanced Social Media, Advanced Investment, Advanced Photoshop (Ps).
- Second Row (6 icons):** Advanced Graphic Design, Advanced Web Development, Advanced Mobile App Development, Advanced Weight Loss, Advanced Sports & Exercise Nutrition, Advanced Web Design.
- Center:** A dark blue banner with the text "Shaw Academy Lifetime Membership" in white.
- Bottom Section (3 rows of 10 icons each):**
  - Row 1:** Financial Trading, Digital Marketing, Photography, Nutrition, Social Media, Graphic Design, Web Development, Mobile App Development, Photoshop (Ps), Lightroom (Lr).
  - Row 2:** Blogging & Content Marketing, Wedding Photography, Sports Nutrition, Diet & Weight loss, Web Design, Investment, Career Advancement, Coding for Kids, Music, Beauty.
  - Row 3:** Psychology of Sales, Fast Track Business Success, Household Budgeting, Microsoft Excel, Health and Fitness, Child Nutrition, Cookery, Languages, Interior design, Fashion Design.





Diagonal banners with the text "coming soon" are visible on the right side of the bottom section.

Winner will be announced Live during lesson 6



# PHOTOGRAPHY COURSE TOOL KIT

## INCLUDED:

-  Exclusive Starter Pack
-  Webinar Slides for every lesson
-  Summary Notes for every lesson
-  Bonus Videos

**ONLY**  
**€19.99**

Enhance your learning experience!



# Final Assignment

- Multiple Choice Questions
  - Diploma - €19.99
- Free for Shaw members







A black and white photograph of a clapperboard resting on a wooden surface. The clapperboard is partially open, showing its top edge with alternating black and white diagonal stripes. The main body of the clapperboard is black and features the text "Where to start?" in a white, sans-serif font. The background consists of horizontal wooden planks with a natural grain and some knots.

Where to start?

What am I filming with?







How will it sound?

Have a plan & vision







How will I edit?



Where is my video going to be shown?



WHAT DO YOU WANT TO CREATE?

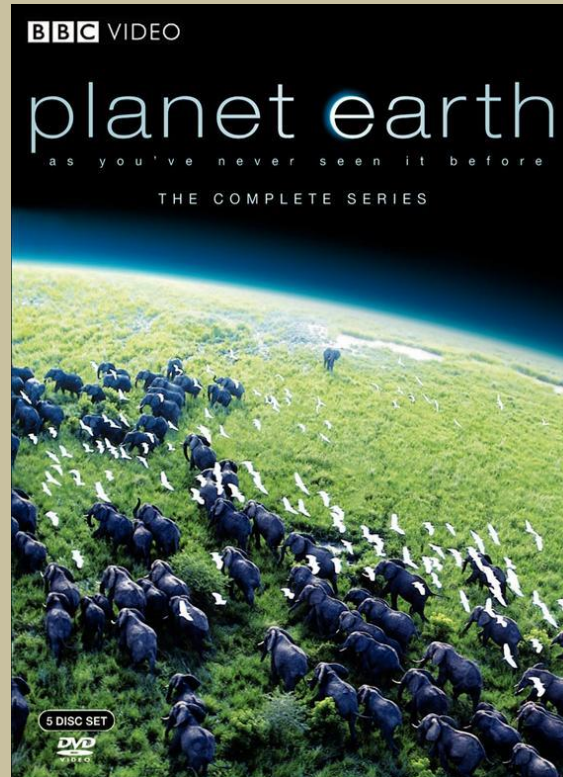
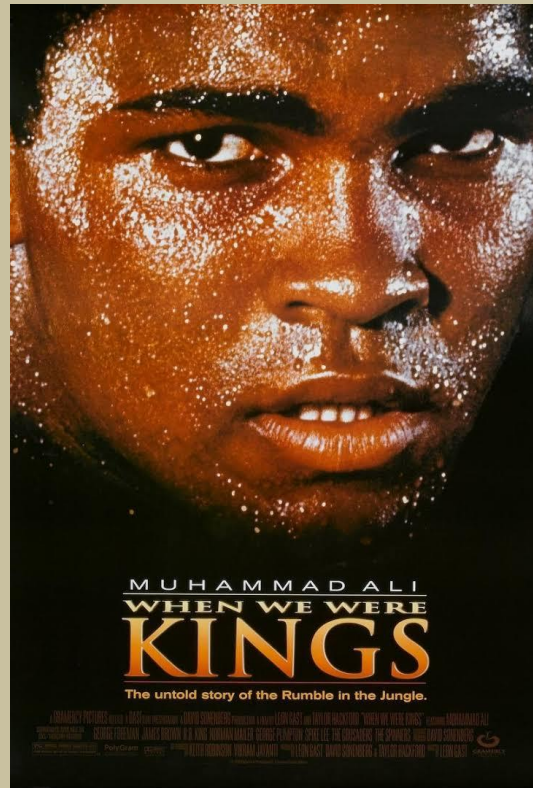
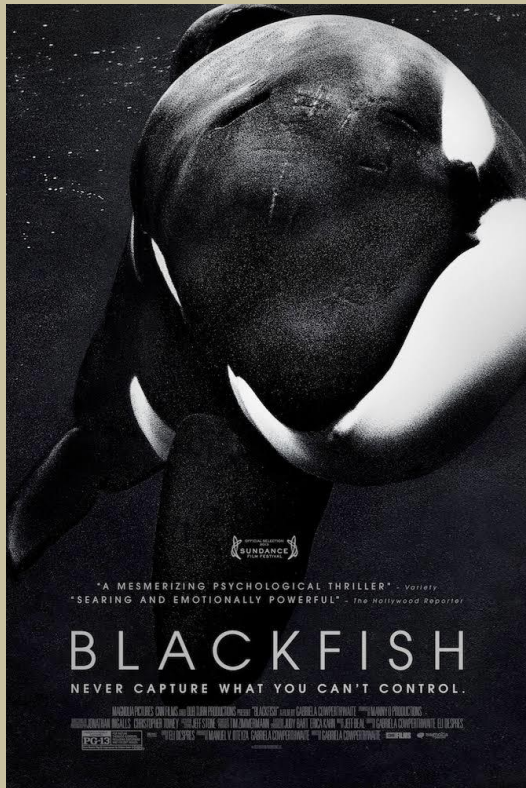
# Documentary

- Factual T.v or movies
- About events, people etc
- Little or no fiction





# Documentary





# Movies/Cinema





**TV/Broadcast/Commercial**



# Music Videos



# Home Movies





# Lifestyle/Social Media





# Sports/Action

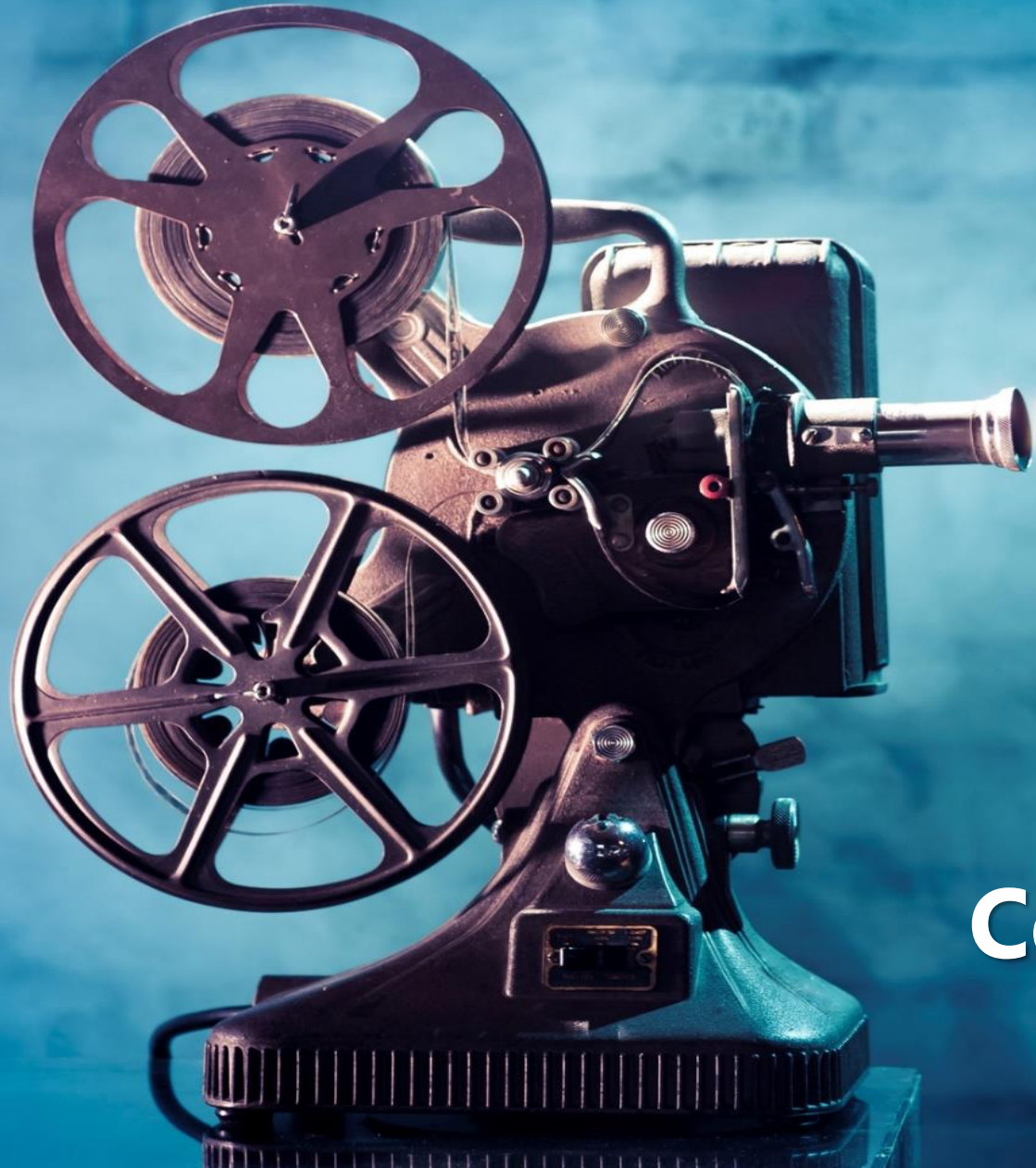


WHAT CAMERA SHOULD I USE?



# A quick note on equipment





**Equipment is important**  
**Content is more important!**



# What camera should I use? - Phones

+

- Simple to use
- Small and portable
- Apps available

-

- Limited lens options
- Sound quality generally poor



# What camera should I use? - Camcorders

+

- Good Zoom Ranges
- Continuous recording available
- Highly Portable

-

- Limited Sound options
- Limited Manual control





## What camera should I use? – Go Pros

+

- Almost indestructible
- Lots (and lots) of extras available
- Easy to use and edit footage

-

- Fixed lens can be restrictive



# What camera should I use? - DSLR

+

- Professional Quality
- Range of lenses
- Full Manual Control
- Accessories available
- Very versatile

-

- Poor sound
- Focusing can be tricky
- Recording Limits
- At heart is a stills camera
- Compressed file formats





# What camera should I use? - Prosumer Broadcast cameras

+

- Professional Broadcast Quality
- No recording limits
- Good native sound
- Manual control
- Easier focusing

-

- Very expensive
- Can be cumbersome



## What camera should I use? – Cinema cams

+

- Movie quality
- Control in every aspect

-

- Very expensive
- Difficult to operate

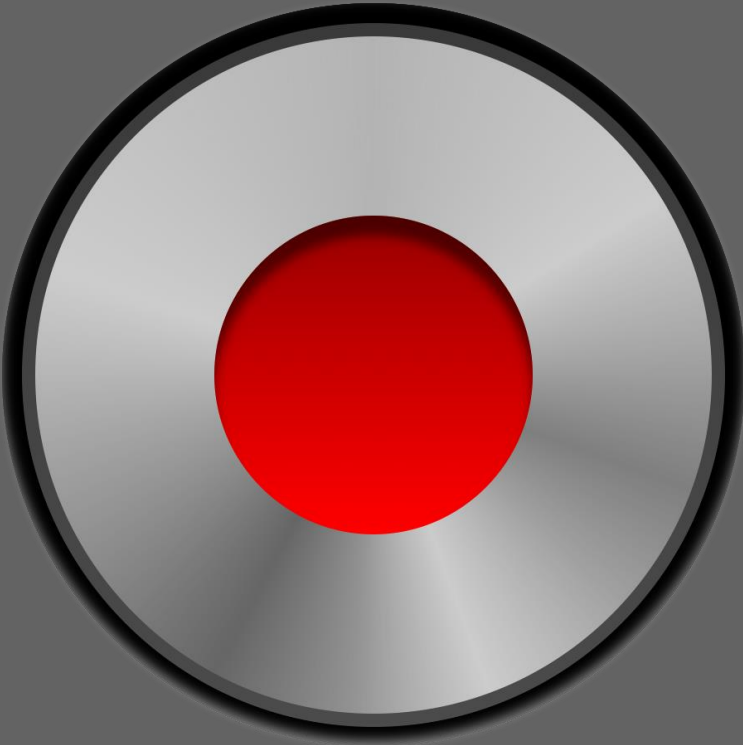




# Understanding your camera



# Understanding your camera - Record button





# Understanding your camera – Playback



# Understanding your camera - LCD





# Understanding your camera – Zoom Control

Zoom Control



T = Telephoto

W = Wide



# Understanding your camera - Microphone





Auto Mode





IMPORTANT ACCESSORIES

# Accessories





# Tripods - Considerations

Flexibility

Material – Plastic, Aluminium,  
Carbon Fibre

Weight – how much can it carry?

Weight – How much can I carry?

Price





# Memory cards



Capacity

---

Write Speed

---

Class

---

Ultra High Speed

---

# Getting started



# Keep it steady

- Use tripod/monopod where possible
- LCD screen is not an accurate representation of footage





# Take your time

- Take your time setting up
  - Get it set up correct
- Record more than you need
  - Shoot a couple of seconds at the start & at the end of the clip extra
  - Don't leave yourself short



# Mix it up

- Experiment
- Try new angles
- Get low/Get high
- Move around the subject



# Manual Focus

- Shoot manual if possible
- Auto Focus can be problematic





# Keep spare batteries and Cards



# Shoot for the edit

- Have a clear idea in your mind
- Prepare
- Give yourself enough shots to work with



# Our new YouTube channel

Check out my video



<https://youtube.com/shawacademy>



# Summary

- Questions to ask yourself before starting
- Genres & Styles
- Camera types

Congratulations you have just laid the foundations

- Attend all of the lessons live to ask Questions in real time and benefit the most
- We're here to help, so contact us anytime!

# Next Lesson

- The next session is **How video works**
  - **Frames Per Second**
  - **Resolution**
  - **Aspect Ratio**
  - **Shutter Speed**
- **Attend all of the lessons LIVE and your knowledge will grow**
- **Shaw Academy Lifetime Membership Prize during Lesson 6**
- **Recordings are available within 24 hours**

Go to [www.shawacademy.com](http://www.shawacademy.com) and then the **Top Right Corner – Members Area**



# Further Learning

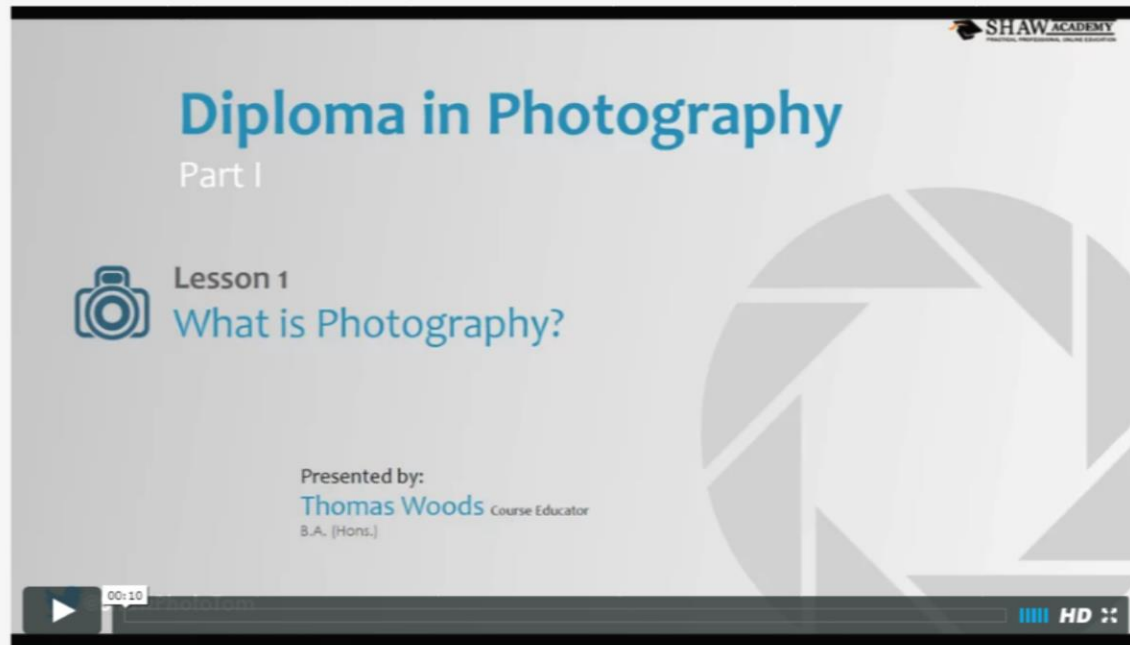
To expand upon the subjects covered in today's lesson:

- Using DSLR's in manual - lesson 8 Photography
- Composition - lesson 5 Diploma in Photography




## Diploma In Photography

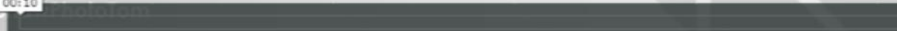


What is Photography?



**Diploma in Photography**  
Part I

 Lesson 1  
**What is Photography?**

Presented by:  
**Thomas Woods** Course Educator  
B.A. (Hons.)

00:10   **HD** 

# Lesson Recordings & Assignments

Log in to your members area:  
[www.shawacademy.com](http://www.shawacademy.com)

Recordings are available within 24 hours

 LESSON

COURSE DETAILS

**ASSIGNMENTS**

SUGGESTED READING

TOOL KIT

Lesson 1: What is Photography?

Lesson 2: Demystifying Camera Functions

Lesson 3: Capturing the Light

Lesson 4: Motion and Depth

Lesson 5: Composition

Lesson 6: Advanced Composition

Lesson 7: How Much Light is Enough?

Lesson 8: Manual Mode - The Relationship between Shutter Speed and Aperture.

Lesson 9: The Colour of Light : White Balance

Lesson 10: The Digital Image

*Course Deadline - Tuesday October 11th*

Assignment 1

Assignment 2

Assignment 3

Assignment 4

Assignment 5

Assignment 6

Assignment 7

Assignment 8

Assignment 9

Final Assignment

CLAIM NOW

# Lesson Recordings & Assignments

Log in to your members area:  
[www.shawacademy.com](http://www.shawacademy.com)

Recordings are available within 24 hours

# Social Media



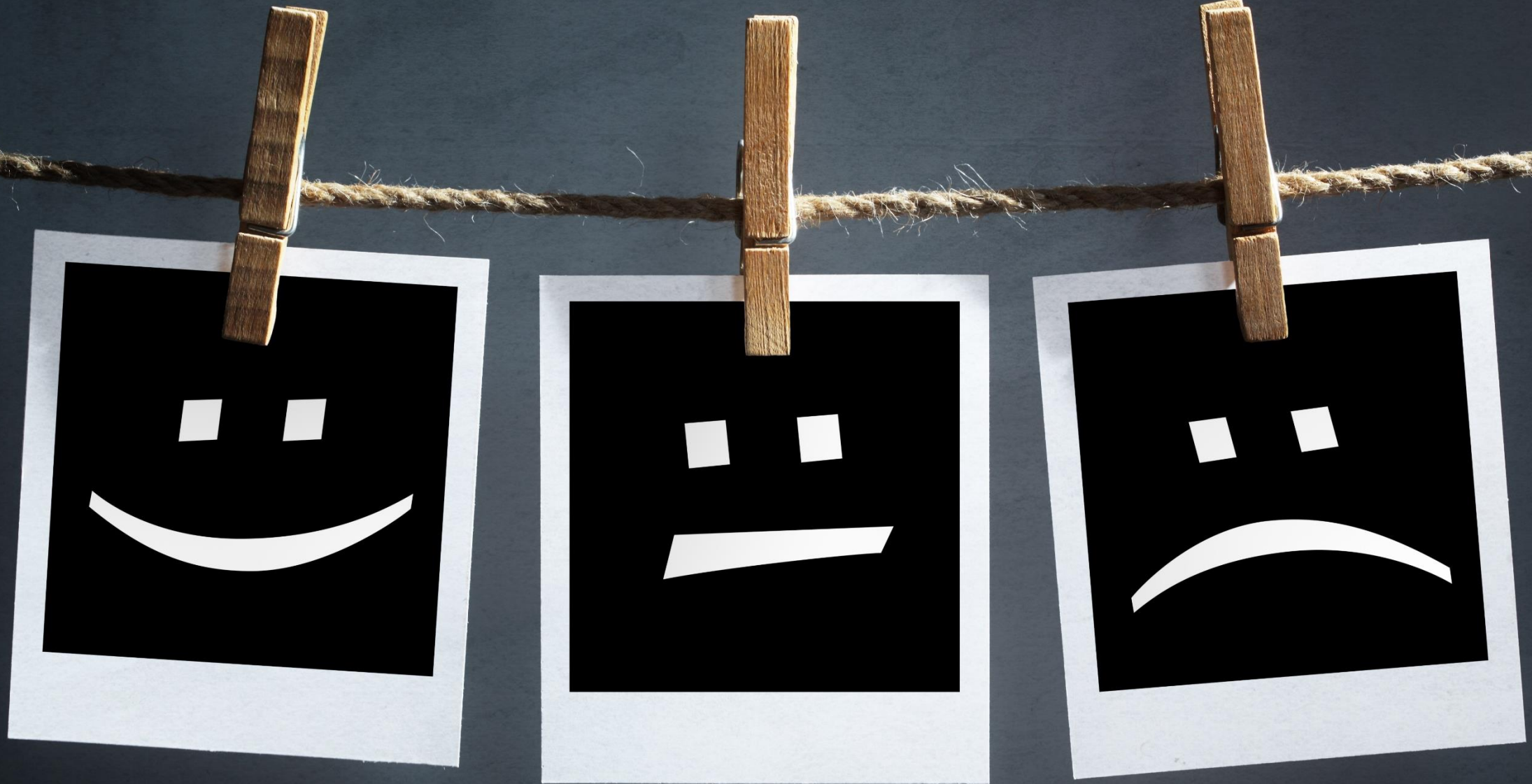
<https://www.facebook.com/shawacademy>



<https://twitter.com/shawacademy>



# Rate This Lesson



After the lesson we will ask you to rate the lesson on a scale of 1 (lowest) to 5 (highest).

# QUESTION TIME

See you back for Lesson 2  
How video works



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