

KODAK PLAYTOUCH VIDEO RECOMMENDATIONS and TIP SHEET

For use by distributed production teams and novice camera operators

Recommendations for Shooting Video With Kodak PlayTouch or Flip Cameras

Avoid backlit interviews. Try to have subjects lit from the front or side. Do not have their backs to the sun, windows, or bright lights. Natural light is preferable to other light sources.

Hold camera 30" to 48" from subject so their head and shoulders fill the viewfinder. This will also improve audio quality. Shoot with the camera close to your eye level and face.

Avoid using zoom. Instead move the camera closer or further away. Need a close-up? The Kodak PlayTouch and Zi8 models have a macro-lens that will do the trick.

Be aware of how much ambient noise there is. Sudden loud noises are worse than a steady hum of activity. The PlayTouch camera has a mic input...go to RadioShack and get a \$30 lavalier microphone for use during interviews.

Shooting where there is action behind the subject increases the interest of the composition & can enhance the story. Find a spot out of the way but in the subject's typical environment.

Get details of the subject's routine, things they do every day. When shooting this type of content, treat the video camera like you're taking a photograph. Hold the camera motionless on a scene for 10 seconds and let people/cars/objects move through it. If you want to follow or track motion, try to start or stop your movement with a still shot.

Shoot B-roll to illustrate detail and provide an overview of the scene. Get subjects to say/spell their names and titles so they can be positively ID'd later.

When interviewing someone, ask some softball questions first to get your subject comfortable. Look for an entry to a deeper discussion. Try to get them to summarize their thoughts in a sentence or two.

Have fun with the process and don't worry too much about getting it "right." Good content will compensate for technical difficulties (within reason).

Workflow and Media Management

Flip video cameras require 2 hours to charge on your computer's USB. Each charge will last for approx. 1.5 hours of video. Plan ahead. If you have a Kodak, buy (and charge) an extra battery. Swap in the fresh one and you're good to go!

Flip video cameras hold 1 hour of video content before they need to be "emptied". If shooting for more than an hour either have your second camera ready to go or have your laptop booted up and ready to receive video. Have a Kodak? Swap out the memory card! An 8gb card holds well over an hour of HD video.

The cameras are similar to accessory hard drives. When you mount the camera to your laptop's USB the camera will appear as a hard drive. Find the video files and copy them off to a designated folder and label the files with where they were shot. Remember: this is HD so make sure you have LOTS of storage space available. You may want to purchase an accessory hard drive for this purpose.

After transferring video files to your drive, spot check them and make sure the transfer was successful. If so, remove videos from the camera by dragging the contents to the trash and deleting them. Now you're ready to shoot more video.

If you wish to send video files up to 2gb via the web, zip the files into a folder and send via <http://yousendit.com>. Cameras, drives and/or media may also be sent in for editing via FedEx.

Files can be most readily edited in iMovie or Final Cut Pro. Buy a Mac.

Prepared by coBRANDiT

Video Questions? Call 617.823.9286 or visit www.cobrandit.com

