

# VIDEO PRODUCTION CRANNY

## Foundational Gear Suggestions

- Camera Types (The best camera is the one you have on you!)
  - Digital Camcorder: Short for “camera recorder,” this is used to record video and audio and saves on a memory card, as opposed to an analog tape, so that you can upload it to your computer.
    - Memory Card Types: SD, SDHC, SDXC (Depends on which camcorder you are using)
  - DSLR Camera: Short for “digital single-lens reflex camera,” this is used for taking pictures and recording video/audio. It has the same mechanisms of a film lens camera, but also senses the digital image and saves to a memory card, as opposed to film, so that you can upload it to your computer.
    - Memory Card Types: SD, SDHC, SDXC (Depends on which DSLR you are using)
  - iPad/Tablet
  - iPhone/Android/Google

**TECHnook Tip:** Make sure you have a computer, external harddrive, or cloud storage to store to immediately after filming on your tablet or phone. You don’t want client pictures on your personal devices. Suggested cloud storages are password protected DropBox or GoogleDrive

- Suggested Software
  - Mac: iMovie (Free), FinalCut, Adobe PremierePro
  - Windows: VideoEditor (Free), VSDC (Free), Adobe PremierePro
  - Online: Kapwing (Free), AdobeSpark
- Suggested Apps
  - Apple: iMovie (Free), LumaFusion, Videoshop
  - Android: VideoShow (Free), FilmoraGo (Free for certain features), ActionDirector Video Editor
- Extras
  - External Hard Drive to store finished videos
  - Boom, wireless, or lapel microphone to pick up more direct audio
  - Stabilizer/Gimbal to prevent shakiness when filming
  - Green Screen to add background images or clips

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Enjoyed the PDF? Don’t forget to check out the video for a deeper dive!

Need more help? You can always consult the authors directly for 1:1 tutorials, lessons, etc.