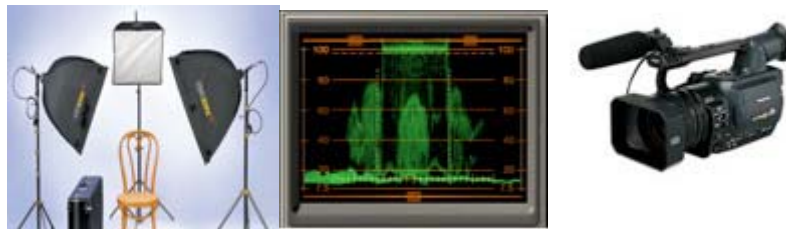


Production for Streaming Agenda

You can't have high quality streaming video without high quality video – compression is only half the story. Video Production for Streaming is a focused ½ day course that details how to optimize set design, lighting, and other production techniques for streaming quality. The course will help beginners achieve competency at these skills, while helping experienced professionals new to streaming understand the unique issues related to streaming production.

The course will combine lecture with on-site demonstrations of all equipment discussed, from lighting and audio to cameras and microphones. This will take students “beyond the PowerPoint” and enable them to immediately apply the lessons. Students will be given checklists and procedures for most common tasks, as well as a digital copy of the PowerPoint file used in class, and will return to their offices with the skills necessary to setup and shoot high quality for streaming delivery.



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| 9:00 – 9:15 | Introduction |
| 9:15-9:45 | Set design/clothing – theory and practice. Students will learn: <ul style="list-style-type: none"> • How set design for streaming differs from TV/DVD • How to design a set for inhouse/on-location use • Mistakes to avoid in set design • How to dress talent for optimal streaming quality |
| 9:45 – 10:15 | Lighting – theory, practice and application. Students will learn: <ul style="list-style-type: none"> • Lighting fundamentals like hard and soft lighting, color temperature and flat and three-point lighting. • How lighting for streaming differs from lighting for TV or film • When to use flat and three-point lighting and how to set up both types |
| 10:15 – 10:45 | Audio – choosing, connecting and controlling your microphones. Students will learn: <ul style="list-style-type: none"> • Why camera microphones produce poor quality audio • Factors to consider when choosing a microphone • How to connect a microphone to a camcorder or other audio source • How to control audio volume |
| 10:45 – 11:00 | Break |

- 11:00 – 11:30 Shooting for Streaming. Students will learn:
- The difference between progressive and interlaced formats, and why progressive is better for streaming
 - Which camera settings produce optimum quality
 - How to optimize exposure using zebra stripes or Adobe OnLocation
- 11:30 – 12:15 Optimizing the shoot. Students will learn:
- The various shot types and when to use them
 - How to shoot for the small screen
 - Why the rule of thirds is important and how to use it
 - What B-roll is and why you need it
 - What ambient sound is and why you need it

Overall, those new to video production will get an introduction to the most important concepts in lighting, sound, camera selection and configuration, and set design, with checklists and other documentation to ensure success once they start using these skills. Experienced videographers new to streaming will learn the key differences between shooting for TV/DVD and shooting for streaming, and get a high level refresher course on key production concepts.