

ENJOYING VISUAL TECHNOLOGY

**SYDNEY VIDEO
MAKERS CLUB**



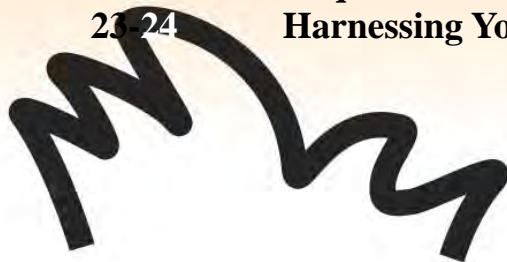
ELECTRONIC EYE

N E W S L E T T E R

MARCH, 2011

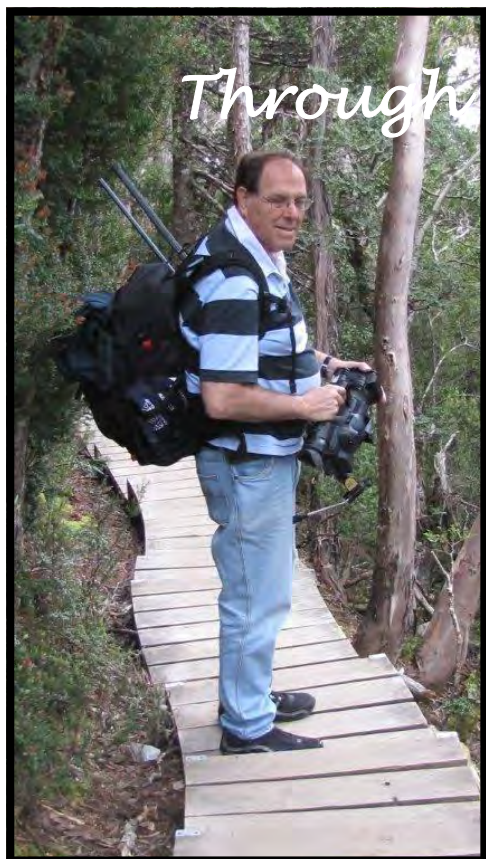
2011

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**Next Meeting
Wednesday
27th April,2011**

www.sydneyvideomakers.org.au



Through the President's Lens

Some years ago I decided to do SCUBA diving. I did a course, got a certificate, bought all the gear and started to go every weekend with a dive boat

operator. It's a wonderful world down under the water: you are weightless, "flying" through space and surrounded by colourful plants, curious fish,

occasional octopus and so on and so forth. Even saw a cormorant diving in, foraging on the bottom and zooming back up...

The only con to all this wonder is there is no air down there – except for what you bring with you. So air is a precious commodity while you're diving. I went once on a 90 foot dive (it sounds better than 30 metres) on a wreck. I should explain that at 30 metres, the air is compressed 3 times more than on the surface which means that you're breathing at 3 times the rate you breath at sea level.

So as I dived down, I made sure I had enough air! Every breath I made sure I filled my lungs and expelled quickly to make room for my next breath...

It took 7 minutes for our group to get down and I made sure I got enough air on the way. At the bottom, the dive master checked all our gauges for air content. To his surprise he found I already used up half my air supply while everybody else used a quarter! He pointed up for me to return to the surface immediately. At the rate I was breathing, I had only enough air to get back to the boat...

Inexperienced divers generally use more air than experienced divers because experienced divers breath just enough.

My point is that experienced videographers know in advance what they are going to record so they don't take as much footage – simply because they don't need it. I still haven't had time to go through my 64GB of video that I took in Tasmania. That amount is just overwhelming....

Next week I'm going to attend a wedding and I need to know what shots I need to have in order to get a reasonably artistic wedding video. A bit of research suggested:

Seq	Content	Duration Min:Sec
1	Pan across table, flowers, certificate, ring, roses, etc	0:20
2	Pan & zoom on the venue	0:20
3	Some of the decorations	0:20
4	Flower girls preparing	0:06
5	Flower girls walking towards camera	0:06
6	Close-ups of details of the Bride's dress, bouquet, tiara, whatever OR rising shot of the hanging bridal dress then zoom out to show the bride next to it.	0:08
7	Dissolve to the Bride's ceremonial entrance	0:30
8	Do the "I do's"	5:00
9	Details such as Marriage Certificate	0:04
10	Some speeches	10:00
11	Close-ups of best dressed	0:30
12	Bride with flower girls moment – medium close-up	0:04
13	Bride with friends group shot – zoom in on bride's face	0:08
14	Other group shots	0:30
15	Show brother, sister, uncle, etc – try upward shots	0:20
16	Children – low shots	0:16
17	Unusual angles of guests making merry	0:16
18	Romantic shots	0:10
Total =		19:08

So now I have a plan. If I stick to this plan – I'll have all the material for a good video. There will be other shot opportunities – that will be a bonus but they will not distract me from the plan and I won't run out of air... I meant video media 😊.

Of course you can do a wedding a thousand and one different ways but you should have a plan.

Technology News



The iPhone can take HD videos in an emergency. Not much control over exposure, shutter speed, etc.

Photojojo came out with a mini-telephoto lens - 8x zoom no less!

This will allow you to take a shot of Lindsay Lohan stealing something and sell it to the TV station for a pretty penny...

Only downside: the lens requires a custom case to support the extra weight. And, well, it won't take photos like a real camera with a real telephoto lens. But for the size, it's pretty killer.

So, who's laughing now? Cause we don't see your lens getting any longer bucko!

Garage Band and iMovie come to iPad

you're probably aware that last week saw the unveiling of the iPad2. Steve Jobs made a couple of other, perhaps not as monumental, but no doubt notable announcements: specifically that the new slate will offer iMovie and Garage Band.

That's right, Mac movie makers and rock star hopefuls can download them *now* for \$5 a pop -- and, this just in, it looks like iMovie for iPhone's getting a simultaneous upgrade.

Lifelapse app promises to turn your iPhone into a life-logger

Life lapse iPhone promises to simply record a time-lapse video of your entire day -- they've even developed a "Life Pouch" so you can conveniently wear your iPhone around your neck (no iPad version just yet). Unfortunately, the developers aren't offering a peek at the app itself just yet, but they are now accepting applications for those that wish to participate in the beta.

Researchers create microscopic disposable camera to see up in your guts.

It's true, a team of researchers have created a one-cubic-millimetre throwaway camera, and if they have their way, it could be peeking inside you in the next year. The new tiny shooters, which sport a 250 x 250 pixel resolution, are created using a streamlined process in which the lens and sensor wafers are affixed before being cut into a series of 28,000 little cameras.

We may have to add another category to VOTY....

GH1 for \$399

Right now you can get the Panasonic GH1 body only for \$399 at Amazon (Click here).



List Price: ~~\$999.95~~

Price: **\$399.95**

You Save: **\$600.00 (60%)**

In Stock.

Ships from and sold by [Samy's Camera](#).

11 new from **\$399.95** **2 used** from **\$650.00**

Of course, that's body only, but it's still a bargain!

Until next time,

Ami Levartovsky

Club President

A MESSAGE FROM THE PRESIDENT

I'd like to thank Dalia Ayalon-Sinclair for an entertaining talk and sharing her experiences as a one person filming crew. Hopefully she will join our club some day soon.



Ami Levartovsky with guest speaker Dalia Ayalon-Sinclair and Ban Nee Lim



Neville Waller

Thanks also to Neville Waller for organising and running a great Travel Night. Well Done - we all enjoyed it.

I would also like to thank Elmaz for the catering
- it makes the events seem like a family affair



Elmaz Kavaz



Gwen Roberts and her friends

but
not

Elvio Favalessa and Michael O'Shea



Andy Doldissen and Juan Maravillas



Our new Member David Rogers



And last but not least - we had a great audience!

Ami Levartovsky

President

GUIDE TO BUYING ONLINE

For those members that missed my presentation at the February 'Focus Night' I distill what I had to say about buying online in this article.

The way I go about it, purchasing video gear online involves three distinct steps:

1. **Research:** Identification of what is the gear that I want
2. **Sourcing:** i.e. ascertaining where online it can be obtained most cost effectively
3. Strategy to **buy and ship** at the cheapest possible price.

Identification

Before I actually know what I want to buy, I research a technical product and compare products from different manufacturers.

I like to compare the opinions of experts and also see what actual real users have to say. The latter in particular are very worthwhile – these are often amateurs like us and feature the full skill range, and what average users experience may be assumed to closely resemble what we will experience.

Some useful sites include:

www.trustedreviews.com	(experts' reviews)
www.dpreview.com	(experts' reviews)
www.bhphotovideo.com	(users' reviews and price check - USA)
www.amazon.com	(users' reviews and price check - USA)
www.digitalrev.com	(price check – HKG)

Sourcing and Shipping

Overseas suppliers such as B&H Photo in New York, Amazon in the US and Digital Rev in Hong Kong are often much more competitive than local suppliers. Even after taking shipping into account.

One element that renders them competitive is GST, even in the absence of anything else. The price of all locally sourced photo and video products include Australian goods and services tax, GST. This amounts to 1/11th of the advertised price.

Items sourced overseas do not include GST but GST is typically assessed by the Australian Customs when an item is imported, and the assessment is at the rate of 10% of the acquired cost of the item, including the shipping cost. However GST is typically not assessed or charged when an item or items in a shipment total less than \$1,000 (including shipping cost).

Suppliers in the US such as Amazon will directly ship some items to Australia, and will not ship others. Sometimes this is due to restrictions imposed by the manufacturers, who seek to maintain different pricing policies for different markets. Australia unfortunately appears to be one of those markets in which the manufacturers and suppliers are able to extract high prices – all the more reason to buy overseas and undercut them !

So how do you get the goods home if the supplier won't ship to Australia? Easy! Use a freight forwarding service. This works the same way as if you had a friend in the US take delivery of the item in the US at their address: they would receive the article, reliable with it with your address in Australia and then ship it to you. One advantage that a freight forwarding service has over a "friend" is that they are able to pass on cost savings from UPS or FedEx due to their tremendous volume.

Here are a couple of online freight forwarders specializing in online purchases:

www.shipito.com (tested as reliable, competitive charges)

www.bongous.com

www.myus.com

Note – before buying anything overseas it is a good idea to check the shipping cost to Australia (including the freight forwarder's cost and any GST if the package is worth over \$1,000 including shipping) and include this in your pricing for comparison purposes.

Note also that not all warranties on overseas sourced items will be honoured by the manufacturer's local agents and it pays to call them ahead and ascertain what is their policy before buying. Equally, it is important with video gear to check that it can operate on 240 volts and is suitable for our PAL colour system. Items for domestic consumption in the US typically operate at 115 volts and are NTSC.

Strategy

An important and competitive source is EBay. Particularly for used gear. Often the overseas EBay sites (US, UK) have a better selection and more competitive prices. Often sellers will not ship internationally, making use of a local freight forwarder mandatory.

You can add an overseas shipping address to your email account – being that of the freight forwarder you use.

Before buying off EBay, make sure you check the seller's credentials – their profile and read a few comments from previous purchasers.

To find items, take advantage of some advanced search features to narrow the selections. “+” and “-“ when added to an item enable you to include or exclude additional search terms. And order items by price including shipping. Typically most video items are “buy it now” but there are still auctions, more often for used gear.

Sniping is a very worthwhile technique that will often ensure you are the highest bidder on an EBay auction at a cheaper price. Sniping involves using some software (often online software) that will submit your bid in the last possible moment before an auction closes. This is advantageous because competing bidders do not then have the opportunity to up their own bids when your bid is submitted literally seconds before the end of the auction. With the use of an online sniping “agent” your PC does not have to be turned on at the end of the auction.

Note that it is impossible to “steal” an item on EBay using a sniping tool: your best strategy is to submit a realistic bid that reflects the maximum you are willing to pay and have it submitted on your behalf using the sniping tool. To learn more about siniping and how it works see: <http://www.auctioninsights.info/how-to-snipe-on-ebay.html>

Some useful **sniping websites** include:

www.hammersnipe.com	(3 free per week and paid service)
www.auctionsniper.com	(paid service)

Happy Shopping and good luck with your online purchases!

Important note: all trademarks referred to are owned by their respective owners. Use of the above sites is at the user's risk and no warranty express or implied is provided by the writer.

Peter Frohlich

Treasurer

FOCUS April 13th, 2011

Editing Sound

I have used the word 'sound' rather than 'audio' as it sounds a bit simpler than 'audio'. This subject can become quite a technical morass so I'll try to utilise the 'Kiss' principle, (Keep It Simple, See?)

I first started to try to edit sound way back in the early sixties. Pre-digital days, at least as far as amateur use of audio recording were concerned. Our principle tools then were a tape splicer and a roll of editing adhesive tape and a razor blade. And of course an open deck, reel-to-reel tape recorder. Compact Cassettes had just appeared but were not much used for film work or anything requiring close editing. Surprisingly good results could be obtained with quarter inch tape and very close edits were possible and one soon became expert at 'Rock and Roll' cutting. Having the right type of recorder was of paramount importance as one needed to gain visual access to the recording head. However, synching audio with visuals in film, (no video cameras) could be a nightmare and, thank goodness, those days are behind us.

Now, we don't have to worry so much about lip-synch and spot effects, as they are recorded as we go along and locked into the video track. One of the trickiest bits with the audio side of things is to get a good balance in the sound levels between video clips shot in different places in different conditions. The modern video editing programs provide a method of handling this side of audio and they are all rather similar. It would be difficult to cover too much ground in a relatively short session, so we will be taking a look at how this balance may be achieved so that the main video track with its recorded sound and the background music track will accommodate a voice-over track, if required, with a reasonable balance between them.



Phil Brighton.

RECORDING AND EDITING CELEBRATORY FAMILY EVENTS

Depending on the type and formality of the event, you may want to record some or all of the following

Part of event	Points to check
Pre-event	Preparations at home or hotel
Guests arriving	Capture important family members – elderly relatives, overseas guests, close members of the family Find out if there are any changed family relationships
Service	2 camera recording to get best results Find out what the process will be
Signing register	May be in the open church or small room
Photo shoot	May be around the function venue, park or city location The available time is often managed by a photographer May include family portraits
Table settings and reception room	Capture any special decorations Find out who has control of room lighting and discuss your preferred light settings for speeches and dancing Find out who the MC is Ask for a Run sheet Check on the amount of lighting over the lectern Check effectiveness of PA system
Cocktails	Capture people mingling – they are usually more relaxed as the drinks flow Often difficult to get a group to all face you unless you ask them
Entrance	Be aware if there is a formal entry into the room
Dancing	Some events may kick off with a dance bracket Be prepared if you want to stand on a chair – locate a spare chair earlier
Meal and table groups	Capture close up of meals or buffet, Capture table groups either by walking around the table or with the photographer who generally asks half the table to go to the other side
Speeches	Find out when they will start and be prepared with camera on tripod Find out how many will speak Find out who they will be speaking about and where those people are sitting 2 camera setup will produce the best result Be prepared for wandering speakers if they have wireless mics
Dancing	Find out how dark the room will become Talk to clients about any limitations pm video quality Try to negotiate your preferred light level
Finale	Check with the MC on how the event will end Check with musicians on what they intend doing

On the club night we will have time to focus on a few parts of the event in a little detail and I wish to demonstrate a 2 camera set up for the speeches, which you can do on your own. Of course there

are some tricky aspects to managing 2 cameras and these will be highlighted in a practical demonstration.

Some of those aspects involve:

White balance both in the same lighting conditions

Have a good tripod

Position the tripod in a spot that will experience minimum blockage by waiters

Being prepared for camera 2 (hand held) to take dominant role during certain periods such as audience standing and singing to a toast

On the night you will also have the opportunity to discuss your own potential family event and how best to record it.

If you would like to discuss any aspects of the above, feel free to contact me on:

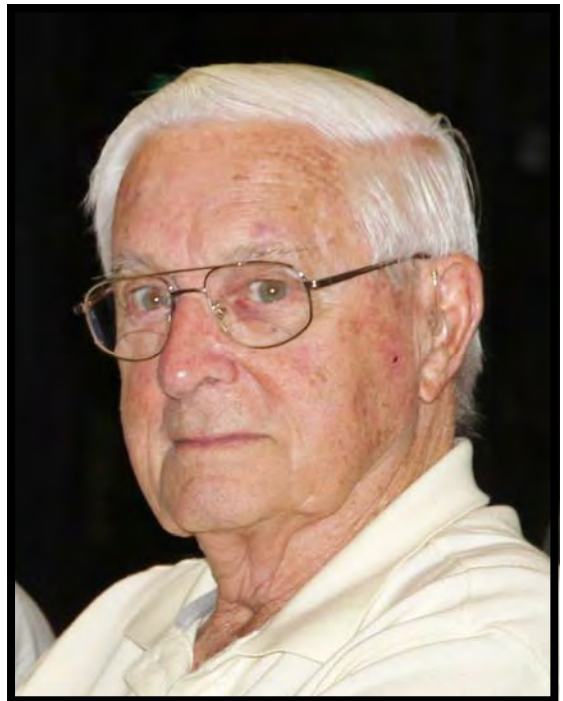
Ph: 9890 9319, Mob:0419 2388 41, E: peter@frybort.com.au



Peter Frybort

REMINISING WITH OUR LONGEST MEMBER.

Merv Blanch is the only original members left in our club . He with seven others started up this Video Club and now every meeting night you will see Merv sitting there taking it all in. I hope we don't let him down. This is what Merv has to say:-



When our first child was born in 1957 it was my beginning of my film making , first of family and then as a teaching tool and all on 8mm.

\ Super 8 was later replaced by VHS tape and by 1985 Sony had produced an on-the-shoulder camcorder with in- built microphone . Like Noel Leeder I had moved to having silent film come to life with glued-on sound track . Then

all my hundreds of feet of film was gradually transferred to VHS tape losing something in quality and changing to a 4: 3 ratio . but the horror of splicing film was over.

Twenty years ago seven strangers met in Chatswood to form the Northside Camcorder Club, I was the secretary and all we had were two VHS tape recorders and a very small monitor. We struggled to edit with the pause and record buttons and as the recorders took so long to get up to speed editing became tedious and inexact.

About 15 years ago Apple produced its computer with Avid editing system built- in and 3 of us bought one each for \$3500. Our PC colleagues struggled to find compatible editing suites at that time.

Before long Apple dropped Avid which was excellent and introduced i- movie, with, of course , no hand-book. Now in my seventies I had a long learning curve and as happens, every couple of years Apple up-dated i-movie until such time as it did all that I ever needed , especially in relation to sound control. Sound could be extracted and moved , inserts were now easy and music background could be faded down and up as voice- over was done. We usually need only four or five Transitions (and there were many more available) and myriad titles were possible . Apple had everything I ever needed.

High definition tapes brought the image up to near the quality of image that we had in films all those years ago and cameras became lighter as the old arms began to tire from holding the big Sony camera.

The club kept up with its knowledge, its equipment and through many different Presidents , each of whom made an enormous contribution ,we now have a lively, active and enthusiastic group which exceeds our expectations from all those years ago.

So in 54 years I have moved with from film to VHS tape , collecting sound in due course, then moved to mini tape and now even that has been superseded and cards are the go.

As each grandchild has turned 21 they have been given a disk which follows them from birth to university; christening , birthday parties, first teeth , missing teeth and their early first words are all there.

It has been an exciting journey-a hobby that has allowed for creativity, experimentation and a valuable mirror of life and growth over 54 years. What more could one ask?.

And then to enjoy watching others, through our club's focus nights, begin to take their first steps in video making makes being one of the club's founders a wonderful experience.

May they derive the joys that I have had through videography and live to see such advances that will render this reminiscence as the stuff of dinosaurs .

Merv Blanch.

MARCH FOCUS NIGHT



The ever popular travel night saw a good roll up of members and guests whom once again enjoyed the screening.

Thanks to contributions from Clare Waterworth, Mike Elton, Ian Howard, Nicole, Phil Brighton, Jim Whitehead and others.

We travelled around Sydney with Clare then on the road to the Northern Territory featuring the Devils Marbles with Ian.

Paris was our next stop, then onto the Mediterranean and Nice with Mike, followed by the Island of Brac with Nicole in Croatia .

Leaving Europe it was off to Tokyo and Kyoto in Japan, across to the USA with John Maher in Wyoming, ending with the Dragon Boat Festival at Darling Harbour with Phil.

I was happy to receive positive feedback from several members on their enjoyment of the evening. Thanks to all the helpers who helped pack up and made for a speedy exit.

Looking forward to our next travel presentation so get those cameras out for next Travel night.



by
Neville Waller



Ami Levartovsky and Elevyn Frybort

ENJOYING THE TRAVEL-NIGHT.



Sturt Plant, Michael O'Leary, Ian Howard and Graham Sainty



Mike Elton and Ami Levartovsky



Joy Saunders and Vistor



Kent Fry and Neville Waller



Nicole Else and John Maher



Eddie Hanham and Beryl Stephens



Clare Waterworth and Michael O'Leary

SYDNEY CAMERA MARKET

SUN, 27 March 10am-3pm

3 July and 23 October 2011

ULTIMO COMMUNITY CENTRE

ENTER VIA BULWARRA ST. ULTIMO



**EVERYTHING PHOTOGRAPHIC,
*DON'T MISS OUT!***

\$2 Entry and all the profits from running the event go to the Karonga School for severely disabled children. Organised by the:

Camera and Image Collectors Society.

Tables \$40. Free Parking in Wattle St. Walk up William-Henry St. to Ultimo Community Centre at hill top. Enter via Bulwarra St, left side.

Enquiries: 0425 211870

NOTICE

If anyone is looking for some photographic equipment you might like to visit the up coming Sydney Camera Fair held at Ultimo on March 27th.

There are around 40 tables on offer where you can pick up the odd size filter for five dollars to an old Nikon for a hundred dollars.

I will be sharing a table with a friend, hoping sell some of my excess gear.

It is a great place to pick up the odd piece of photographic paraphernalia from vintage cameras to modern items.

I starts at around 10 am and winds down around 3 pm

Check to flyer in EE

Hope to see you there

The one and only Sydney Camera Market is on again from 10am-3pm on Sunday 27 March at the Ultimo Community Centre, 40 William Henry Street, Ultimo. Enter via Bulwarra Street.

Need it, want it or don't even know it exists, you may find it at the Sydney Camera Market.

40 tables of photographic gear from a variety of sellers, from collectibles to the latest digital, are available. Filters for @ \$5, and complete SLRs from under \$50.

You won't know exactly what you may find unless you turn up!! I will have a Nikon FA body and a Nikon FM body for \$100 each, for example. The proceeds from these donated cameras, the \$2 entry fee and all profits from the running of the event will go to Karonga School for disabled children.

For table bookings or more information contact Emmanuel on 0425 211870.

Neville Waller

SHOOTING ON LOCATION

Making a video about Yarri and I think we need art forms to get us there .Storytelling around the Bora Rings , story- in- Dance , historic photos , acted scenes [short clips] might get us there. Liaison with Wiradjuri people would be required.

The last Weekend in August is proposed for shooting . The production is open to all interested Club members. One way or another, it will involve a good deal of work



John Maher

Vice President

REQUESTS FOR VIDEO MAKING

Requests for our Club to make Videos.

Two requests have been received , one for Africa Day on Saturday 19 March ,2011 and the other for a German Shepherd National Show over Easter , 23-25 April ,2011 . Some details :

Africa Day Celebration of African Cultures Festival , 11AM to 5 PM Saturday 19 March , 2011 . The venue is Auburn Park ,cnr. of Macquarie and Hutchinson Roads , Auburn . Markets ,stage performances. Food section, dance and drum workshops

German Shepherd Dog National Show , on 22-24 April , 2011 [EASTER] , at Canine Complex [Dogs N.S.W] 44 Luddenham Road, Erskine Park . There are a variety of age-based judging classes ,starting with pups , and performance trials . Two judging rings will be in use to cater for the large number of entrants .The President of the N.S.W German Shepherd Dog Club has requested that we supply his Club with a video of the event at no charge and supply copies to dog owners at a price we fix .

Club Contact for both events is John Maher –Phone 9634 7229 , email :johnmaher14@hotmail.com .

John Maher
Vice President

HARNESSING YOUR CREATIVITY

by Eddie Hanham

Below are some notes and references regarding “Harnessing your Creativity”. Click on the web links and continue your research, its your journey!!

1. What’s the first thing we need to harness – the faculties of your brain Refer Tony Buzan (click),



2.
 - once you take this step your brain will respond to reward you - its a super computer
 - Know that you have both a left and right brain with different skills see “How to Improve your Creative Thinking” (click).

Left Brain

Words

numbers

lines

lists

logic

analysis

Right Brain



rhythm

colour

shapes

maps

imagination

day dreaming

- Both sides of the brain need to be used in harmony with each other then you get an explosion of creativity
- Daydream constructively to realize your goal i.e. dream big like Edison to light the planet at night not just invent a light globe.
- Have the attitude that you can and persevere to make it come true

"Some men throw their gifts away on a life of mediocrity, great men throw everything they have into their gifts and achieve a life of success."

Greg Werner

How can we apply this to video making

It is a creative process all the way through, it requires creative skills associated with: the camera, script writing (there is a wonderful series on "Video jug" (click)), lighting, editing, voice over, music, titling, and directing the whole lot.



Eddie Hanham

President:

Ami Levartovsky

Vice President:

John fry

Secretary:

Ian Scott

Treasurer:

Peter Frohlich

The Club meets on the **FOURTH WEDNESDAY** of each month (except for November & December) at 8PM at the Dougherty Centre, Victor Street, Chatswood. Tea & Coffee are available from 7PM.

FOCUS nights, which usually cover technical subjects, are held on the **SECOND WEDNESDAY** of each month (except January & December) at 7.30 PM at the Dougherty Centre, Victor Street, Chatswood.

The Committee meets on the **FIRST WEDNESDAY** of each month. Members are always welcome to attend, and for meeting time and venue, see any committee member.

Member's guests may be invited to meetings; the first visit is free, subsequent visits are \$5. New members are always welcome. Annual membership is single \$56, self and spouse \$76, country member \$28 - with an initial joining fee of \$10.

Note: Equipment brought to a Club night is not covered by the Club's insurance. Members should study their household insurance and check whether their video equipment is covered away from their premises and consider whether their cover should be extended.

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Video Director		
Team Coordinator	Ami Levartovsky	0419 041 901
Catering	Elmaz Kavas	9402 5797

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Sydney Video Makers Club,
P.O. Box 1185,**