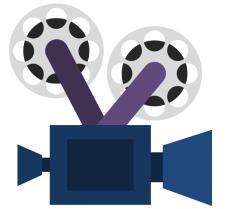




# PCCAC Education Sub-Committee Quarter 3 Café – June 14, 2022







### **ACTION!**







# Housekeeping



Please utilize the chat box to ask questions, or voice any comments, or concerns.



PPT presentation along with Zoom recording will be posted in *PostalPro* – Webinar/Café Folder.



Please note: All phones and videos will be muted due to the large volume of participants that we are expecting on today's call.





#### Meet the Team



Randy Slone
TEAM Concept Printing
South Suburban PCC
Industry Co-Chair



Cathy Rupard
Midwest Mailing Service
Central Missouri PCC
Industry Co-Chair



Glen Swyers
The Imagine Group
Greater Charlotte PCC
Industry Co-Chair



Rob Hanks
Suttle-Straus
Greater Madison Area PCC
Industry Co-Chair



Da Shiek Woodard
USPS
Southern Area PCCs
HQ Liaison





# Agenda

• Rob Hanks . . . . Icebreaker and "The Why"

• Da Shiek Woodard . . . Plan your Blockbuster

Randy Slone . . . Location and Lighting

• Glen Swyers . . . Ready for Your Close Up

• Da Shiek Woodard . . . Fix it in Post

• Cathy Rupard . . . Challenge Accepted





#### Icebreaker!

# How many of you have created videos before?

(put your answers in chat)





# The Why

# Why Create Videos?

- PCC Benefit: Education for PCC Boards and General Membership
- PCCAC Benefit: Increase number of videos in Education section of PostalPro, and capture history of our PCCs nationwide



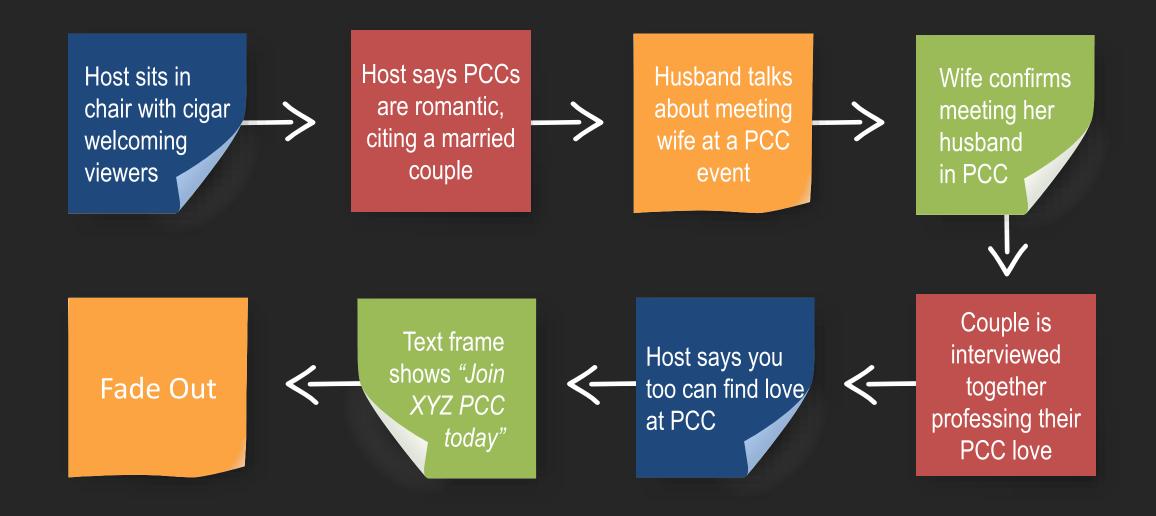


#### Plan Your Blockbuster

"If you fail to plan, you are planning to fail"



# STORYBOARD EXAMPLE: PCCs are Romantic







Picking a Location, Location, Location.







#### 1. Stick to The Script, Know the Scene

Sticking to the script is the first and most important tip in your location checklist. But there will be times when you cannot fully satisfy the scene's need.

#### 2. Take Note of Time and Weather Conditions

Lighting quality is heavily affected by the time of the session, along with its weather conditions.

Another factor would be the surrounding light levels.

Lighting is crucial to your scouting process.

As we all know, the quality of light changes based on the current time.







#### 3. Listen to Surroundings

Background noise is one of the main concerns when filming in a populated area.

#### 4. Hunt for Unique Captures

Sometimes we need to focus on the entertainment value. Your audience will always be ready to see the actor facing the camera, but did they expect an image/scene from a strange angle?

Play around with the framing and focal lengths. If you like it and it is engaging, then your audience will also feel the same.







#### 5. Search for Power Supplies

Starting from adaptors, generators, are there other sources where you have permission to pull electricity from?

#### 6. Choosing the Best Location for the Session

Locations and scripts are always correlated. But what if you stumble upon a good site or objects along the way?

Script changing may seem a bit challenging and unnecessary at first.







#### 7. Remember the Crew's Needs

Some locations may not be as practical for your crew, e.g., limited area to work.





#### 8. Get Permission & Be Honest

Getting permission is one of the problematic parts when scouting a location.





#### 9. Search for Back-ups

Although there is a clear distinction between over and under preparing, there shall always exist a back-up option.

#### 10. Always Return the Favor

With that in mind, try offering them something in return for the trouble, either cleaning the place up after you leave, offering them some promotion or endorsement, or any other viable options.







#### 11. Take Accurate Notes

Add in every nitty-gritty detail that should be noted based on the scene's need.

Bring your camera to reinforce these notes. This will serve as an example of what the lighting looks like at the said time, the audio quality in the site while also noting the details of the taking in the video.













#### 1. Light The Subject/Scene First, and Well

Draw The Viewers Attention, Set the Mood, and ensuring the audience has enough visibility.

#### 2. Stay Away From Overhead Light

Avoid Any Light From directly above, or below the subject.

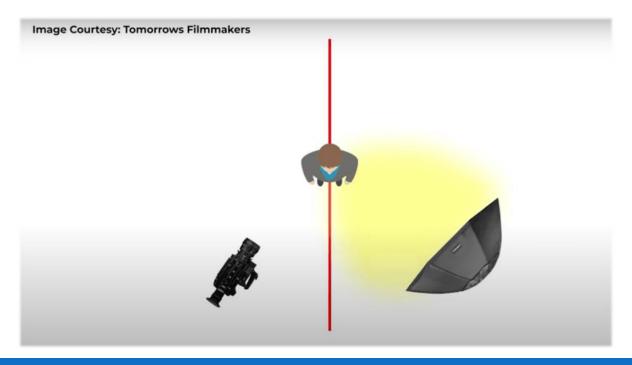






#### 3. Position Your Light and Camera to Accentuate Shadows

The right use of Shadows can give you a lot of depth, and the scene look more cinematic.



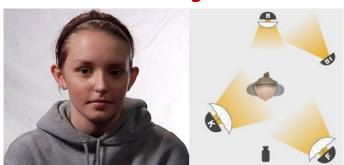




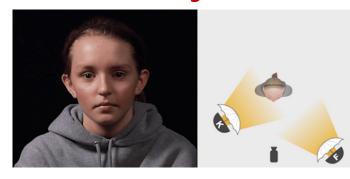
#### 4. Use A 3-Point Lighting Setup

Draw The Viewers Attention, Set the Mood, and ensuring the audience has enough visibility.

**Back Light** 

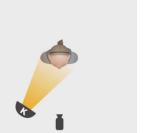


Fill Light













#### **5. Avoid Mixing Color Temperatures**

Think table lamp versus a fluorescent

Mixed Lighting can be rough on your camera sensors as they try to adjust to the white balance in your frame.



#### 6. Use Soft Lighting From Diffused Light Sources

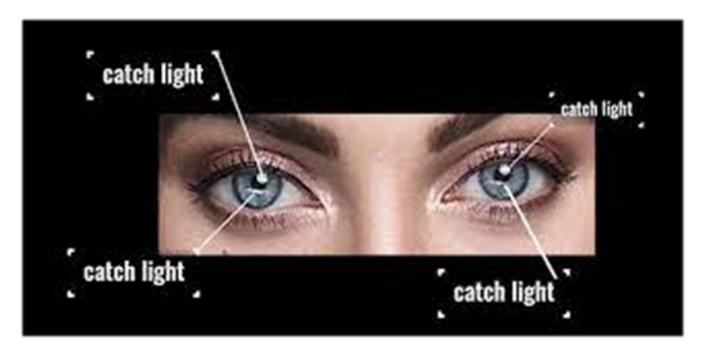
Understand the difference between Harsh and Soft Lighting.





#### 7. Pay Attention To The Catch Light

Catchlight is the reflection of the light source in the subject's eyes.







# Let There Be Light! - Review

- 1. Light The Subject/Scene First, and Well
- 2. Stay Away From Overhead Light
- 3. Position Your Light and Camera to Accentuate Shadows
- 4. Use A 3-Point Lighting Setup
- 5. Avoid Mixing Color Temperatures
- 6. Use soft Lighting From Diffused Light Sources
- 7. Pay Attention To The Catch Light







# imagine.

# Lighting Hardware

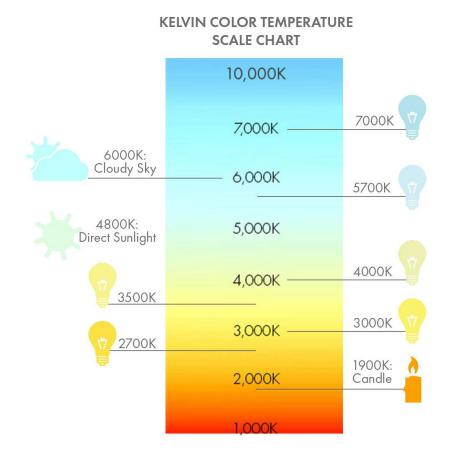


# **How to Measure Color and Brightness**



- Temperature Scale in Kelvin
- Warm home lights are 2700 degrees
- Can't use Watts anymore now use Lumens

			$\bigcirc$	<b>©</b>
LED WATT	CFL WATT	HALOGEN WATT	INCANDESCENT WATT	LUMENS (LIGHT)
4	6	18	25	250
5	10	29	40	<b>450</b>
7	14	43	60	( 630
11	22	53	75	C 1100
18	26	72	100	<b>1600</b>
22	30	100	125	○ 2000
27	35	140	150	○ 2600





#### **LED Panels**

POSTAL CUSTOMER COUNCIL

- Neewer 2 Packs Advanced 2.4G 480 LED Video Light Photography Lighting Kit with Bag, Dimmable Bi-Color LED Panel with 2.4G Wireless Remote, LCD Screen and Light Stand for Portrait Product Photography
- LED Beads: 480 Pieces(240 White+240 Yellow);
- Voltage: DC 12V; Power: 29W;
- Color Temperature: 3200-5600K;
- Lumen: 4000Lux/m; CRI: 96+
- \$195 on Amazon



# **Light Rings**



- UBeesize 12" Ring Light with Tripod, Selfie Ring Light with 62" Tripod Stand, Light Ring for Video Recording and Live Streaming (YouTube, Instagram, TIK Tok), Compatible with Phones, Cameras and Webcams
- 3000K-6000K (Warm to Cold),
- Doesn't say how many Lumens but does say 240 Beads
- \$36 on Amazon





# imagine.

# Capturing Audio for a Meeting



# **Most Common Microphone Types**





#### Lavalier

- Sound is picked up in every direction.
- Pro can be off axis
- Con picks up everything in the room (which can also be a Pro)



#### **Handheld**

- Most Common microphone used.
- Can be wireless or wired



#### **Earset**

- Most commonly called Countryman
- Great when you don't want people to see the microphone.
   Can use tape to hold
- Typically for speaking

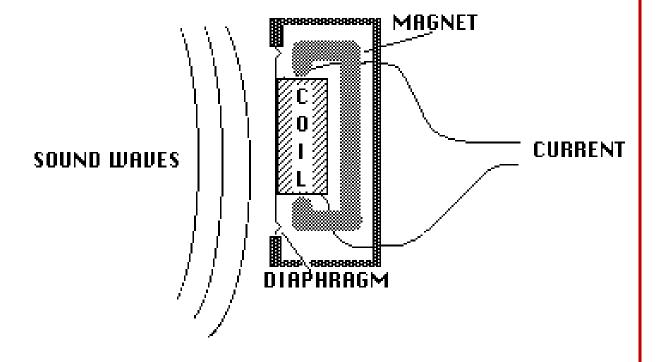


- Typically have spring loaded band to help hold in place.
- Stay in place better for active – aka singing and dancing.

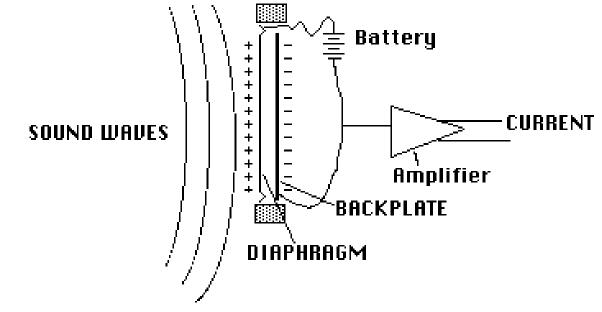
# **Two Main Types of Microphone Elements**



#### **Dynamic**



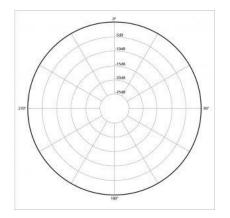
#### **Condenser**



http://artsites.ucsc.edu/EMS/Music/tech\_background/TE-20/teces\_20.html

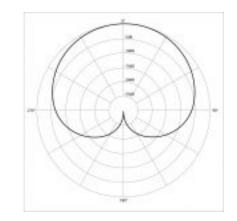
# **Four Most Common Microphone Patterns**





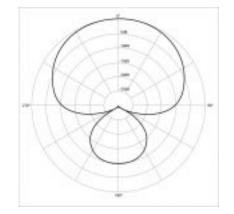
#### **Omnidirectional**

- Sound is picked up in every direction.
- Pro can be off axis
- Con picks up everything in the room (which can also be a Pro)



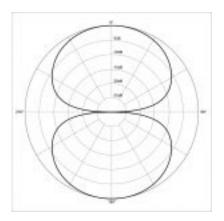
#### **Cardioid**

- Most Common pattern for Studio and home use.
- Pro only picks up what is in front
- Con- has a proximity effect.



#### Supercardioid/ Hypercardioid

- Same pro and cons as Cardioid.
- Goal is to tighten the pickup pattern for better isolation.



#### **Bidirectional**

- As the name implies it can pickup equally front and back.
- Pro great for interview microphone when you only want a single device.



# Sample Recordings











Internal Microphone

Omnidirectional

Cardioid

Omnidirectional

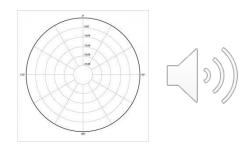
• Omni

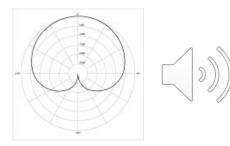
• Conference Room

# Portable USB Microphone



- Samson SAGOMIC Go Mic Portable USB Condenser Microphone
- \$40 on Amazon







#### **Wireless Lavalier**



- SAMSON Go Mic Mobile Professional Lavalier Wireless System for Mobile Video
- Omnidirectional Lavalier Microphone
- Output both Analog /
   Digital can plug in to the
   USB of your computer.
- \$179 Amazon



# **Conference Speaker / Microphone**



- Jabra Speak 510 MS Speakerphone
- Built-in Omni-Directional Microphone
- \$164 on Walmart.com



#### **Professional Grade Lav**



- Shure BLX14/CVL Wireless Presenter
- Optimized for Spoken Word
- Cardioid / Condenser
- \$329







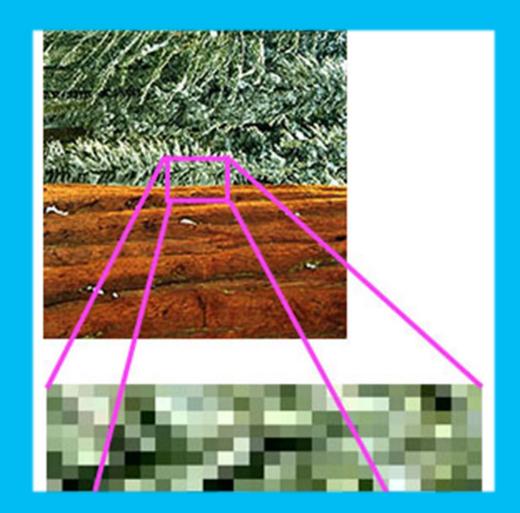
# imagine.

# Capturing Video



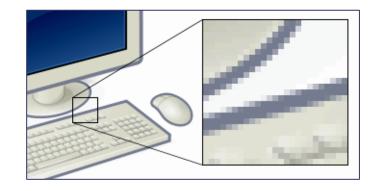
## What is a pixel

In digital imaging, a pixel, pel, or picture element is the smallest addressable element in a raster image, or the smallest addressable element in an all-points addressable display device; it is the smallest controllable element of a picture represented on the screen

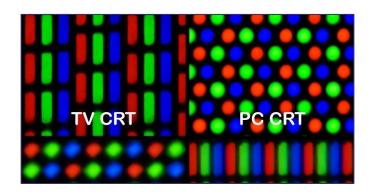


## What is a Pixel











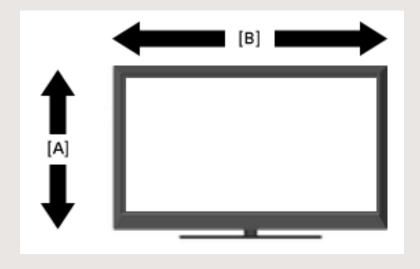
#### Resolution

What is a Pixel and why does it matter

Resolution	Description	Aspect Ratio	Width (in pixels)	Height (in pixels)
480i or 480p	Standard Definition (SD)	4:3	640	480
720p	High Definition (HD)	16:9	1280	720
1080i or 1080p	High Definition (HD)	16:9	1920	1080
2160p	Ultra High Definition (UHD) or 4K	16:9	3840	2160

Resolution is A

Aspect Ration is the relationship between B and A



# **Camera Options**







**DSLR** 



Smartphones



Professional Video Camera

## Webcam - Budget Friendly



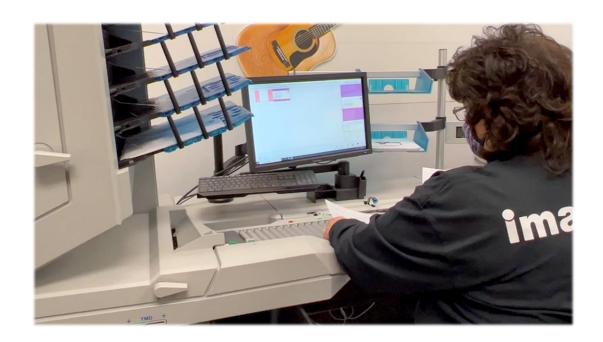
- Logitech C270 HD Webcam,
- HD Light Correction
- Noise-Reducing Mic
- (3 Foot Range)
- HD 720p video calling and HD video recording,
- Video capture: Upto 1280 x 720 pixels, Logitech fluid crystal. Focus type: Fixed focus
- Crisp 3 MP photos technology, Hi speed USB 2.0
- For Skype, FaceTime, Hangouts, WebEx,
   PC/Mac/Laptop/Macbook/Tablet Black
- \$18 on Amazon



#### **Smart Phones**



- Pro 12MP camera system: Telephoto, Wide, and Ultra Wide cameras
- 720p, 1080p and 4K
- \$1000





#### Webcam - Professional

POSTAL CUSTOMER COUNCIL

- Logitech PTZ Pro 2 Conference camera 1080p - motorized - USB - H.264
- HD 1080p video quality at 30fps.
- Zoom
- \$849



#### **DSLR - Camera**

POSTAL CUSTOMER COUNCIL

- Canon DSLR Camera [EOS 90D] with 18-135 is USM Lens | Built-in Wi-Fi, Bluetooth, DIGIC 8 Image Processor, 4K Video, Dual Pixel CMOS AF, and 3.0 Inch Vari-Angle Touch LCD Screen, Black
- 15 Minute Max
- \$1500

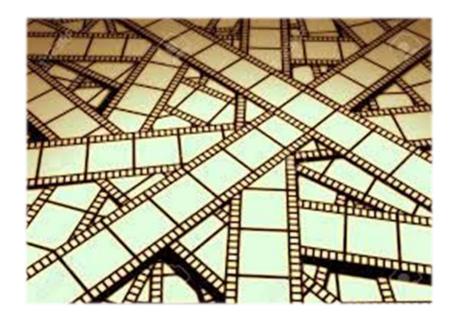








## Fix it in Post









#### Fix it in Post

#### 1. Phone Editing

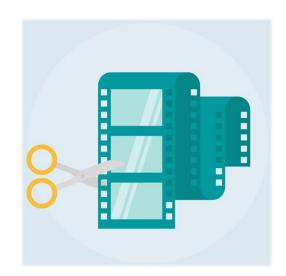
- iPhone iMovie
- Android Filmr

#### 2. Desktop Editing

- Mac iMovie
- PC Windows Video Editor









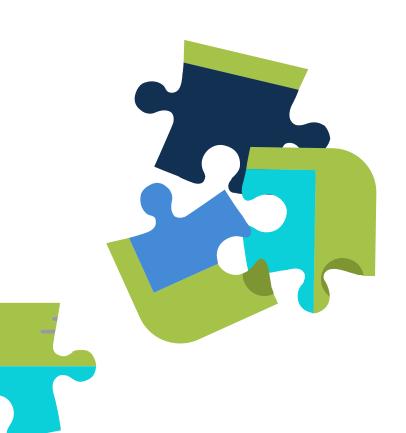


## **PCC History**

1961 to the Twelfth of Never...





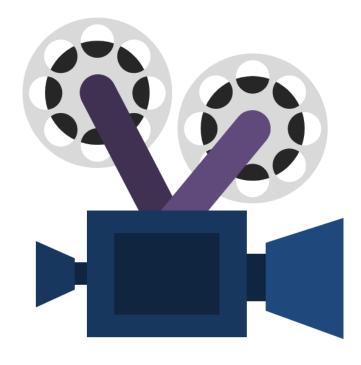






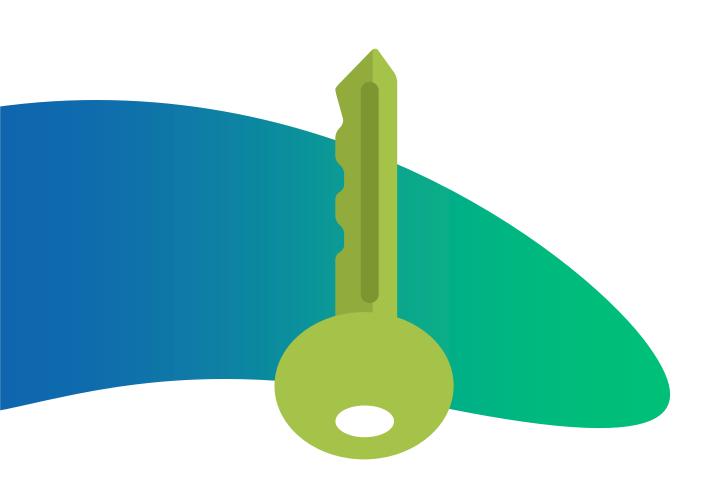
## Video Challenge

It's your time to shine!









# KEY

## **TAKEAWAYS**

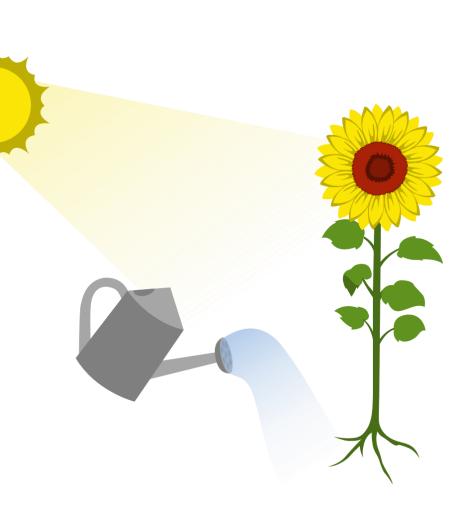
- P Think of something
- Make it Happen
- Tell the World





#### PCC 2022 Summer Series

- July 1, 8, 15, 22 and 29
- Back by popular demand from 2021
- Features guest speakers on topics such as:
  - CASS Cycle O
  - Mailpiece Design
  - Informed Delivery
- Look for PCC Alerts with links to join







## **Questions?**





