

# CAPTURING CONTENT

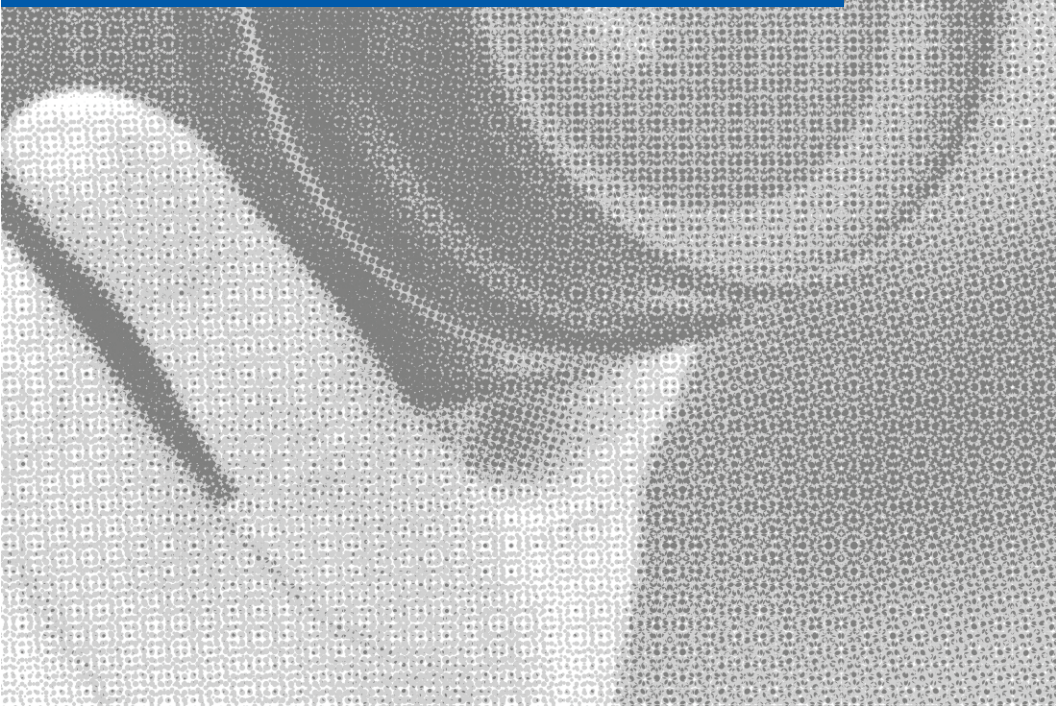
**A LESSON IN CREATING ASSETS**



**AVNU.CA**



**BEFORE YOU CAN BEGIN PROMOTING AND CAPTURING YOUR PROJECT OR BUSINESS YOU NEED TO LEARN WHAT TOOLS YOU NEED, AND HOW TO BEST USE THEM. IN THE FOLLOWING SECTION WE WILL BE DISCUSSING THE IMAGE AND VIDEO ASSETS TO YOUR PROJECT OR BUSINESS IN THIS SECTION. YOUR ASSETS WILL BE USED AS A MEDIA BANK BY ANYONE INVOLVED TO PULL FROM WHEREVER MARKETING MATERIALS ARE CREATED. THE PRIMARY FOCUS IS CAPTURING IMAGES AND VIDEO CORRECTLY WITH THE EQUIPMENT YOU HAVE AVAILABLE TO YOU, THIS ENSURES THAT THE MEDIA YOU PRODUCE IS REFINED. BY THE END OF THIS SECTION YOU SHOULD HAVE A CLEAR IDEA OF WHAT YOU WANT TO SHOOT, HOW TO SHOOT AND EDIT IT, AS WELL AS HOW TO PROPERLY STORE IT.**



# ESSENTIAL EQUIPMENT

There are several pieces of equipment that are necessary when capturing image and video for your project or business. While it is true that industry level equipment can be really expensive, the good news is with the right settings you can produce assets that can be used in your project or business. Technology has allowed us to do this on a wide range of devices.

The section will be speak to anyone who has a DSLR, a digital camera, or a smartphone from the last 3 years. It is true that using a DSLR with the right accessories will yield the best results. However, digital cameras and even smartphones can produce quality assets if the right tools are used. This section in particular speaks to the essential equipment you will need to produce the assets discussed in this section.

Device	Accessories
DSLR	+ Tripod + Kit Lense + 50mm Lens f/1.8
Digital Camera	+ Tripod
Smartphone	+ Portable Tripod + <a href="#">Camera+ for iOS</a> + <a href="#">DSLR Camera for Android</a> + <a href="#">Adobe Lightroom</a>

# THE CHEAT SHEET

Before we move forward, we should take some time to understand the language that will be used throughout this section. The following cheat sheet covers common terminology in the world of photography. The camera you use will make just a little bit more sense if you did not know what these terms were. If you already know, then this will be a solid refresher.

**Aperture:** The aperture is the hole inside the lens that allows light through. Aperture is measured in “f” numbers - a ratio of the diameter of the hole and the focal length of the lens. A larger hole allows more light in, a smaller hole less. A smaller hole (higher “f” number) produces a lot of depth. The reverse happens with a larger hole (smaller “f” number).

**Depth of Field:** Depth of field is a measure of how much of a scene (from the front to the back of the image) will be in focus. In landscape photography it’s common to want everything in focus, from the rocks in the foreground to the hills in the distance (“deep” depth of field). For portrait photography it’s usually best to have a shallow depth of field (i.e. keep only part of the image in focus).

**Exposure:** Exposure is the amount of light per unit area reaching a photographic film, as determined by shutter speed, lens aperture and light allowance. In digital photography “film” is substituted with “sensor”. Higher exposure produces brighter images with more details exposed.

**Focus:** The range at which a lens can focus on a selected subject. Most cameras provide auto focus however manual focus will allow you to focus on exactly what you want.

# THE CHEAT SHEET

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**ISO:** ISO refers to how sensitive the image sensor is to light. By making the sensor more sensitive to light, photos can be shot with higher shutter speeds and/or in lower light. The downside of making the image sensor more sensitive is that it introduces noise into the picture. Noise is the digital equivalent of film grain.

**Shutter Speed:** Traditionally, the Shutter Speed is when the shutter opens when you press the camera's button, exposes the film behind the shutter, and then closes again. A short shutter speed means the sensor is charged for a fraction of a second. You can capture fast movement this way. For longer shutter speeds, the sensor is kept charged and captures details over the longer period.

**RAW:** RAW files are the actual data taken directly from a digital camera's image sensor. They have not been processed by the camera at all. This means they are the purest image file possible in digital photography. Shoot in RAW to keep on file for your business or project. Edit a RAW file to suit the material you are producing.

**White Balance:** A function on the camera to compensate for the different colors of light being emitted by different light sources. If you are shooting in an area with an old light bulb for instance, you would adjust your white balance to compensate for the warm tint you would have.

# PHOTOGRAPHY SETTINGS

## Type of Shot

## Preferred Settings

**Headshots** - Headshots help bring a consistent format to have all stakeholders in your project look unified. This is used mostly on company websites or business cards to add individual or collective faces to your brand.

- + Fast Shutter Speed
- + Shallow Depth of Field
- + Low ISO

**Office** - Photography of your office is important as it can be used in your social media and website materials. Its a small touch of detail but it goes a long way.

- + Wide Lens
- + High Aperature
- + Low Shutter Speed
- + Low ISO

**Event** - Event photography captures your project in action, so it is good to document for sharing on your social media or website.

- + Flash (diffuses event light)
- + High Shutter Speed
- + Low ISO

**Stock** - Stock photography can be sourced online, however if the opportunity to capture content is available, use it as a chance to capture stock that is directly related to your project. This stock imagery is often used multiple times in a long term project.

- + Any preferred setting for the given environment. Play around with the settings you've learned until you are happy with the shot.



# VIDEOGRAPHY SETTINGS

## Type of Shot

## Preferred Settings

**Event** - Event video is good as it captures a large group of people tied to your project. It often shows your project in action, so to capture it for any video materials would be a great idea.

- + Camera Mode: Neutral
- + Low Camera/Sharpness
- + Low Saturation
- + Enable Highlight Priority

**Stock** - Often called 'B-Roll' this footage can be anything that you may find relevant to your project. It is often used as filler in video materials as a background to text or a voiceover on screen.

- + Any preferred setting for the given environment. Play around with the settings you've learned until you are happy with the shot.

# CONSIDER YOUR BRAND

Just a reminder to always consider your brand when collecting assets. Remember to add your own personality into it! Consider **Chris Tung, founder of Pink City** clothing went about adding brand personality with the quote below:

“For **Pink City**, we tried to emphasize our already loud shirt designs by contrasting them against urban imagery. Colour coordination is also extremely important to us in everything we do, so splashing some of our photos with some colours that complimented our designs helped balance out our photography. As a streetwear company, we needed to add an edge to our photography that was achievable mainly through great models, great locations, and of course, a great product.”

# THE EDITING PROCESS

Once you have captured your image and video assets, the next step is to prepare them. This will involve processing your images and cropping for your videos. It is important to note that this process is to make the adjustments to get an asset just how you intended it to look when you were capturing it. In short, this process compensates for anything you couldn't accomplish in the shooting stage.

**Quick Tip:** Remember, once you have finished editing an asset, label it with a helpful and easily searchable name.

Post processing your images is usually done in [Adobe Lightroom](#) (available on mobile as well) or [Adobe Photoshop](#). Both of these programs offer extensive tools for editing photos in RAW to capture just the right colour and lighting. If you happened to use a smartphone and didn't have the option to shoot in RAW, you can still import your images to either program and edit but you won't have as many options.

Regarding video, you will want to use [Adobe Premiere](#) or [Apple's iMovie](#) for your editing. If you are using a mobile device, [Adobe Premiere Clip](#) is a good substitute. You will want to cut out all unnecessary footage to reduce the size of your file and only have what the video encompasses. In this stage you should also colour correct your footage in case there was any colour shifts from an improper white balance.



# CREATING YOUR ASSETS FOLDER

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During the process of establishing your image and video assets, it would be a great idea to start a central repository. This would allow any member of your project to have access to the assets you've captured. It is recommended that you use [Google Drive](#) as it is a popular tool that offers the ability to store large files as well as share them with anyone.

Establishing your folders by file type would be a good starting point. [Example: Have a folder called 'Assets' and have two sub folders underneath labelled 'Video' and 'Image'](#). Creating sub folders within these folders on the type of content that is in there would be the next step. [Example: Having a folder named headshots within the image folder](#). From here, simply slide in your appropriately titled asset into the appropriate folder. A third sub folder should be created here called 'Brand' which will house all your brand assets once they have been created. This will be covered in the following section.

# SECTION CHECKLIST

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**COLLECT YOUR ESSENTIAL EQUIPMENT**



**UNDERSTAND PHOTO/VIDEO TERMINOLOGY**



**CAPTURE YOUR IMAGES AND VIDEO**



**EDIT EVERYTHING YOU HAVE CAPTURED**

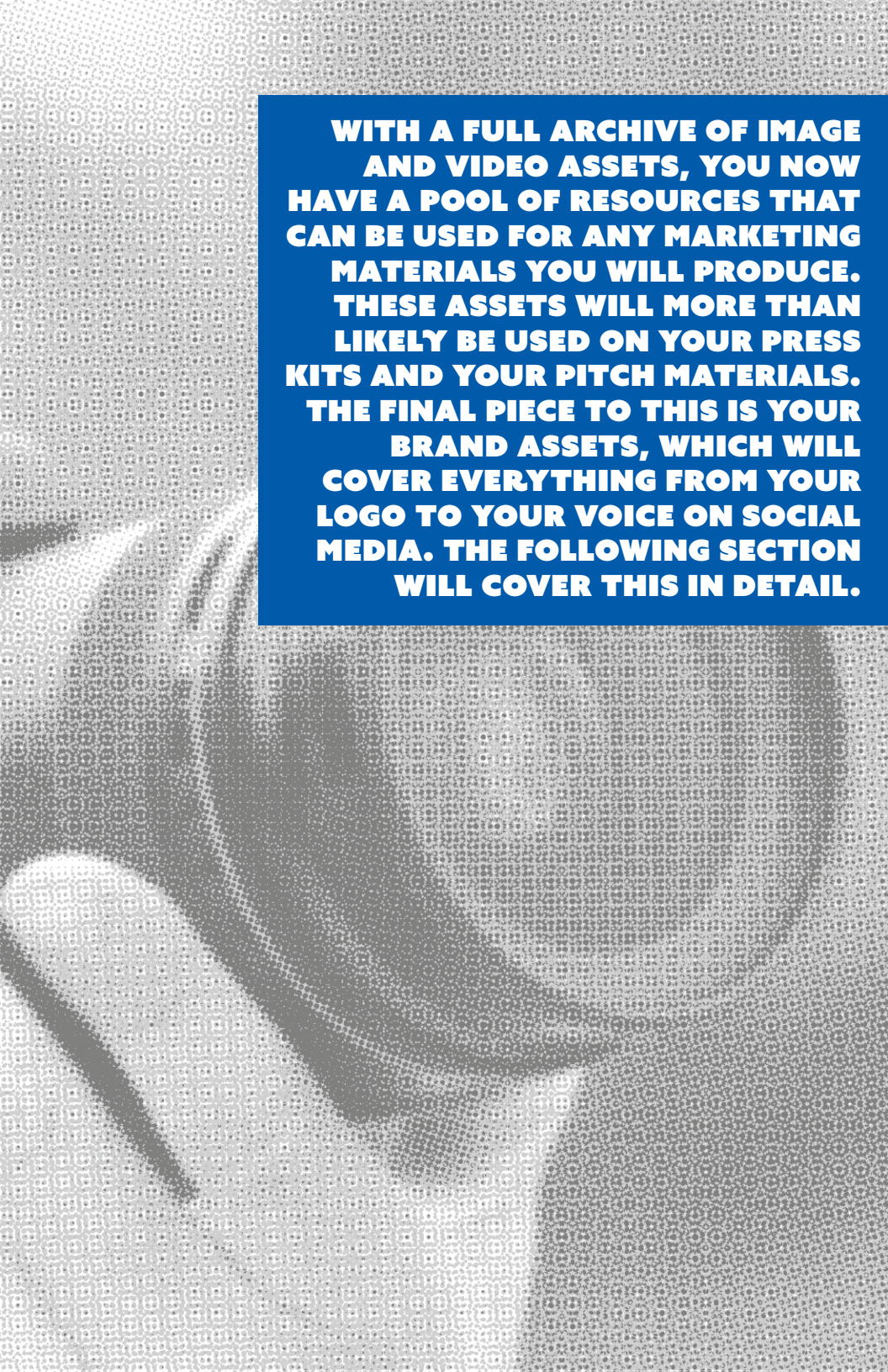


**CREATE AND ORGANIZE YOUR ASSETS FOLDER**

# ADDITIONAL RESOURCES

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- + [Photography Basics](#)
- + [Use Your iPhone Like A Pro](#)
- + [Touch Up Skin Tutorial](#)
- + [Taking Perfect Headshots](#)



**WITH A FULL ARCHIVE OF IMAGE AND VIDEO ASSETS, YOU NOW HAVE A POOL OF RESOURCES THAT CAN BE USED FOR ANY MARKETING MATERIALS YOU WILL PRODUCE. THESE ASSETS WILL MORE THAN LIKELY BE USED ON YOUR PRESS KITS AND YOUR PITCH MATERIALS. THE FINAL PIECE TO THIS IS YOUR BRAND ASSETS, WHICH WILL COVER EVERYTHING FROM YOUR LOGO TO YOUR VOICE ON SOCIAL MEDIA. THE FOLLOWING SECTION WILL COVER THIS IN DETAIL.**



# OUR SOURCES

- + Branded Conference 2014
- + Brand Channel
- + Business Insider
- + Forbes
- + HootSuite
- + Internet Live Stats
- + Investopedia
- + Pink City
- + Splash Effect
- + Search Engine Land
- + TastyTuts
- + US Small Businesses



This toolkit was created in partnership with Branded, and their Youth Marketing Conference. To find out more about Branded, visit their website at [brandedto.com](http://brandedto.com)

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