



## SHOOTING AND ON-SET PRODUCTION

Shooting production is all about execution. From a simple backdrop shoot to a multi-camera live event, our experienced team specializes in delivering high-quality video across a wide range of shooting environments.

But a successful shoot takes more than just technical performance – it requires teamwork, organization, and creative management. Generally, as a production becomes more detailed and intricate, it needs more creative direction and project management. We work closely with our clients to develop a unique creative vision in pre-production, and then we bring this vision to life on set.

High-quality video also requires professional equipment and in-depth experience with its workflow. Digital technology has simplified the shooting experience, but any proper shooting rig contains equipment that is complex, sensitive, and adaptable. A core component of our service is tweaking this equipment to meet each client's video needs.

### Basic Shooting Production

- Our basic shooting crew is a 3-person team: camera, light, and audio package along with creative direction and project management as needed
- A great fit for projects that involve a single on-camera talent: interviews, backdrop shoots, testimonials, and more

### Building a Team

- As shooting production becomes more complex, we build out our crew as the project requires.
- A series of real-life interviews or testimonials might not require a dedicated makeup artist; however, if we bring on professional talent, an experienced make-up artist is a must
- If a project calls for multiple actors or a variety of set-ups, we bring on other experienced crew members so we can give our full attention to creative direction and project management

### Digital Technology

- With the rapid development of digital technology, video cameras and equipment have become a popular topic amongst technology enthusiasts, even those who don't specialize in video and film
- We've happily embraced the growing public interest in emergent video technology, since it means more people are excited about watching videos than ever before
- We provide a boutique, professional video service, and our equipment reflects this

### Our Cameras

- We own and shoot on a Sony PMW-EX3 (HD video, 1920x1080)
- We love the EX3 because it offers top-notch image quality, interchangeable lenses, and versatility in a wide range of shooting conditions
- For multi-camera shoots we use another EX3, an EX1 (the EX3's lightweight cousin), or a Canon 5D MKII