

CHOOSING A VIDEOGRAPHER

NOT ALL VIDEOGRAPHERS ARE THE SAME. Experience the Masters Touch difference. Why are we different? We care about quality. You can choose to trust your special day with someone who cuts corners and an arbitrary monetary figure based on simple advertising or have the piece of mind that your video ***will be done right***. Since your wedding is a once-in-a-lifetime event shouldn't you give it a little bit more thought and research before for making such an important decision? After all it video is the **BEST WAY** to remember the most important events in your life.

Thinking of video? Why video? Ask yourself these questions.

Number one thing. **DO YOUR RESEARCH!!!! Educate yourself. Don't get locked into thinking you are getting a good deal for video by looking at the price only. After the wedding is over... THEN IT IS TOO LATE. There is no turning back.**

Prices and quality of video can vary significantly. Years ago when I was first getting started I contracted with a company that nationally advertises wedding videography for a low price of \$795. They never shoot any of their own videos but contract with someone with little experience "off the street" to video the day for them.

After shooting the video for this company I said to myself... **NEVER AGAIN!** I was required to lower the video **resolution** to their specs (cutting of the edges) and send the footage to an unknown editor clear across the country (maybe even a foreign country). It was clearly an assembly line approach. For this company I was a way for them to make money with little investment (only advertising) and by them using the labor and talents of others. They were counting on quantity and not quality to make money. I felt so bad for the bride because I knew she would receive something way below the quality of what was actually coming out of my camera. I couldn't say anything to her because I had accepted the contract to shoot for this company. I knew then that I wasn't into videography for the money. I cared more about my product and what I was delivering but in this case my hands were tied.

SOME VIDEO WEBSITES ADVERTISE SINGLE VIDEOGRAPHER WEDDINGS FOR A LOWER COST. SINGLE CAMERA VS TWO CAMERAS OR MORE? WHY MORE CAMERAS?

1. A single video camera cannot cover multiple events continuously. Every time a video camera moves or zooms the footage can become shaky, out of focus, distracting or even unwatchable. Two or more cameras give choices while shooting a live event. When multiple camera views are edited together the end viewer is able to quickly see a wide shot, close-up or something in between in quick succession to tell a story. Two or more cameras are able to capture events from different angles and perspectives. This is impossible with a single camera. Important events will be missed especially when there are multiple things happening all at the same time.
2. Camera footage as a rule looks much better manned than unmanned. Think surveillance camera vs a camera in the hands of a skilled artistic person. Hand the same camera to an inexperienced person vs a talented photographer and see the difference in results that you get with the same exact camera. Masters Touch using a minimum of two manned cameras in the hands of talented and experienced shooters for every wedding. Unmanned cameras on tripods are still used sometimes and provide other angles and views. These shots are no longer boring and become useful when edited and combined with the manned camera footage.

SHAKY VIDEO VS SMOOTH VIDEO

1. Some videographers shoot everything handheld and then say it is an “artistic decision”. What they don’t say is that it costs them a lot less to shoot like this. Not only in equipment costs but in time and skill. It is much more difficult and requires significantly greater skill to shot smooth video. It also requires the **extra expense** of tripods, monopods, sliders, glidecams and gimbals to get smooth footage and the extra time to set these things up. The expense can be significant. This is part of the reason photographers can shoot and move around much more quickly on a wedding day vs a videographer getting smooth footage. Shaky video can work good in a tense action scene but for a beautiful wedding video the opposite is usually much better.

VIDEO CAN REQUIRE MORE TIME THAN WHAT PEOPLE THINK THEY NEED.

1. Some of our potential clients come to us thinking they only need a certain number of hours coverage. What they don’t understand is getting awesome video is not done by simply walking in, pulling out a camera to immediately begin shooting. Setup time is required. Our packages include

additional time to get the footage that we desire. It can take an hour of setup time before a typical ceremony and ½ hour setup for the reception just to be ready to shoot. This is because we are hooking audio recorders into the sound system, putting lapel mics on the groom , preacher, lectern etc. We are also positioning stationary cameras on tripods in different key locations in order to get additional angles. This is in addition to what the two manned cameras are getting.

AWESOME VIDEO REQUIRES AN ASSORTMENT OF LENSES

1. Some videographers walk in and shoot a wedding with only one or two lenses. Sometimes the lenses they use are substandard from a professional standpoint. Good lenses can cost more than a decent camera. It can take years to collect a good selection of lenses. Not one lens does it all.

LIGHTING

1. Not all videographers use external lighting. Much of the time we don't either but we have invested in good LED lighting for those times when it is needed. During the reception weddings can get very dark and having lights available can make a huge difference in the video. We try our best not to be obtrusive by placing the lights high up on stands. Nobody likes to be "a deer in headlights". Our lights are also powered by batteries in order to keep cables from running across the floor as a trip hazard.

EXTERNAL AUDIO

1. Every one of our cameras also records audio. However the quality of this audio is not that good. The best audio is captured when a microphone is close to the sound source. Our cameras are usually several feet away from the sound source or even clear across the room. In a large church this is a real problem. The bride and groom might sound like they are in the "Grand Canyon" on the video when only onboard camera audio is used.
2. The solution to good audio vs really bad audio is using external digital audio recorders and hooking directly into a sound system whenever possible. Not all videographers go the extra mile and concern themselves with this part. Knowing the difference we don't even consider on board camera audio. More cost and more work but we care about our videos and customers!
3. Sometimes it is not possible to hook directly into a sound system. It is then that we use a lapel mic clipped directly on the groom for the vows. Another recorder and lapel mic may be on the priest or pastor. A third audio recorder might then go on the lectern.

4. Not all videographers go to the length of acquiring good audio. Keep this mind when price shopping!!! A videographer with less of an investment in equipment can charge less than one who is properly equipped to do the job right!

AWESOME VIDEO REQUIRES A LOT OF EDITING

1. In the early days of video a cameraman would just walk around and hand people the footage at the end of the day straight out of the camera! There was no editing done outside of the camera. Times have changed and most people know better than to expect awesome video and sound using this method. When price shopping at the low end of the spectrum you still may run into a videographer offering low quality audio and video. You must decide if that is what you want and not knowing any better when price shopping you could end up being very disappointed.
2. Masters Touch creates videos using multiple cameras (2 or more) and external sound recorders. The final videos are delivered at a later date after an extensive editing process. This is done using a powerful computer and expensive software. The equipment that is seen on the wedding day is only a small part of process that goes on in the creation of the final video.
3. Photographers have a choice of either shooting photos in jpg or a raw format. Photos shot in raw are generally edited by the photographer and then delivered in jpg. Raw files are much larger and allow a much greater level of control over the editing process. There is a much greater level of color information with Raw vs jpg. Your photos that you receive are a much higher quality when a photographer knows their stuff.
4. In a similar fashion cameras shooting video can use different profiles. The best pro cameras use a profile called S-Log to capture a higher dynamic range than with ordinary video straight out of the camera. Unedited S-Log video will look very dull and flat but after processing in a computer can have greatly superior quality looking more cinematic and film like than regular video.
5. Video quality can also be improved by using color correction and different "looks". Masters Touch utilizes these processes when making our videos.
6. All the video footage shot with multiple cameras and external audio recorders must be time synced together. In the old days this was only possible with wires strung across the room physically hooking the cameras together. Today this no longer necessary as the footage is time synced in the computer with special software designed for this task.
7. After the footage is transferred into the computer and everything is synced a final video is created by making cuts in the footage. The best scenes are chosen by the editor to tell the best story. This is done long after the wedding day is over and takes a significant amount of time. It can also

involve a lot of artistic decisions.

Video vs Photography

1. Many people confuse video with photography. A photographer is concerned with catching the perfect moment in time and freezing it. A photographer can do a great job with a single camera although most professional photographers will have a second shooter so they can be in two different locations at the same time. Unlike videography, photography is not concerned with capturing continuous frames... only that perfect moment.... a single image frozen in time and made to be awesome!!!
2. Photographers don't have to worry about audio or things such as tripods, monopods, sliders and gimbals (stabilizers). However they do use lights on stands sometimes along with a flash. Their setup time is usually much simpler.
3. Photographers use a lot less memory for their cameras. Video requires multiple cards vs one or two for the photographer. Videography usually requires a lot more batteries because the cameras are recording continually. There are also batteries needed for audio recorders, lights, motorized sliders, etc. All these batteries add up to an additional expense.
4. Our videos are shot using cameras that shoot in 4K resolution and the final product is delivered in stunning HD resolution. Why 4K? Even if you don't have a 4K television, shooting video in this higher resolution translates to a sharper higher quality image even when down scaled to HD or DVD. Masters Touch is one of the few videography services the St Louis area to offer this level of quality.
5. Photos can be captured from the video and still look great. The slideshow photos on our website are examples of photos taken straight from our videos. Bear in mind that these photos may not compete with a skilled photographer who spends a significant amount of time editing and capturing that ideal moment. We still recommend a separate photographer if the budget allows.

HOPE ALL THIS INFO HELPS!!! GOOD LUCK IN YOUR SEARCH.