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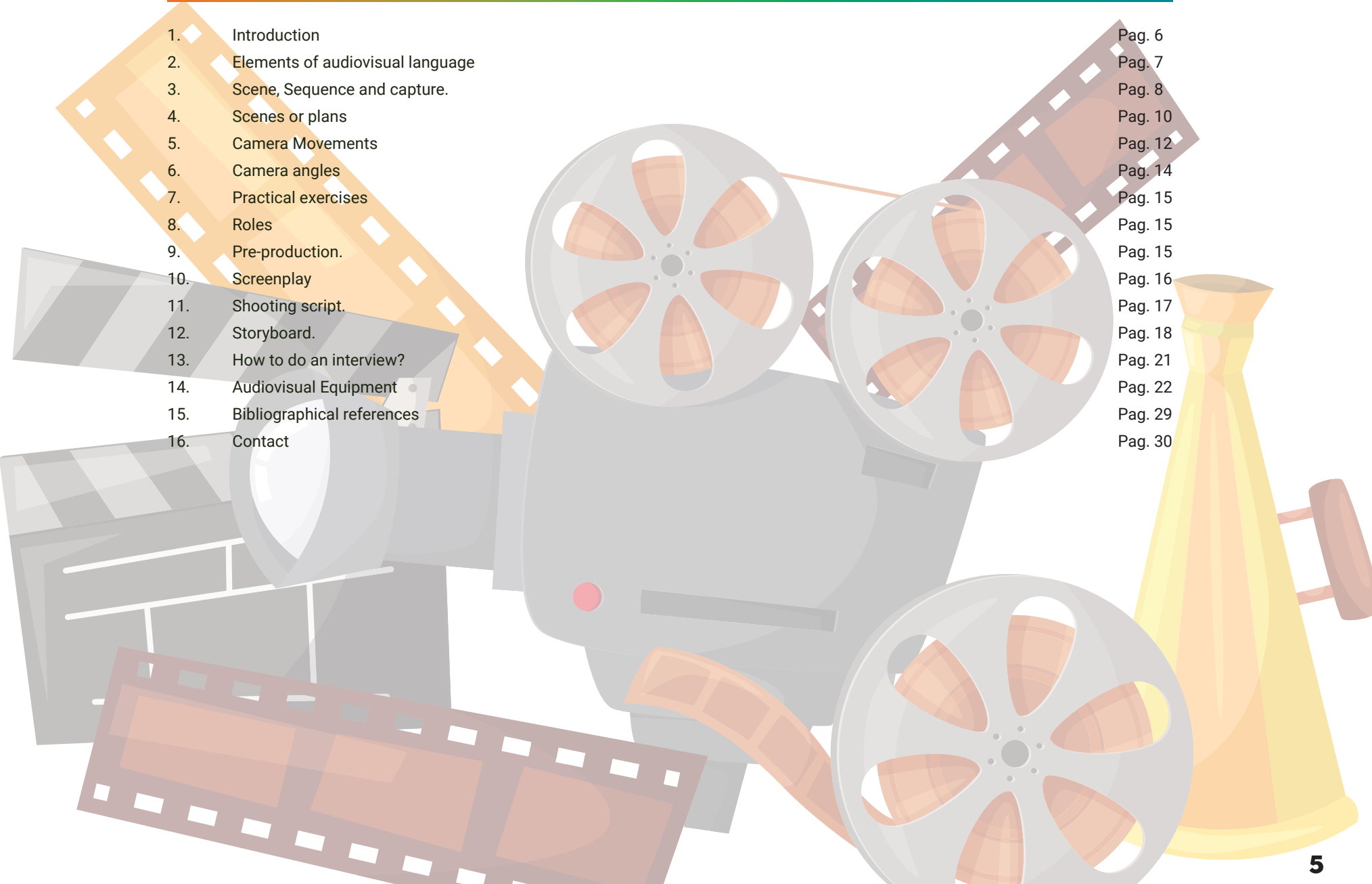
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# STRUCTURE OF TOPICS

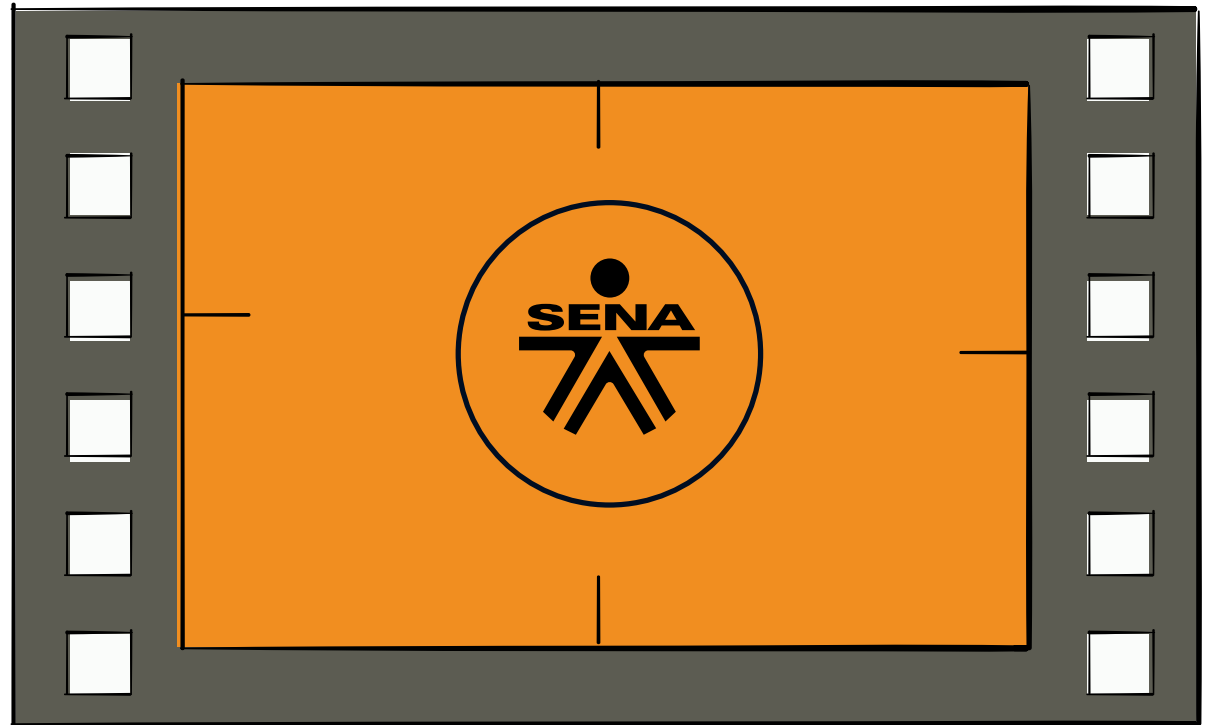


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## INTRODUCTION

The technological growth has allowed that media should exist to develop audio-visual creations. The telephones can be turned into cameras and there are a lot of programs that allow to edit videos with facility.

This document contains some keys to understand the audio-visual language as a powerful instrument of communication, capable of transmitting variety of messages to diverse kind of public. There will be checked the stages of the audio-visual production, from the idea, screenplay up to coming to the editing video and setting up and assessing in a platform, in order to be seen by people.



## ELEMENTS OF AUDIO-VISUAL LANGUAGE

### CHARACTERISTICS

It is a set of regulations and symbols that allows to communicate for the way of sounds and images. It is the result of the addition of diverse communication systems such as sound, music, theatre, photography, visual arts and literature, among others. The “audio-visual” goes through between the senses and the feelings that create to believe (the producers) and who receive (the spectators).

The audio-visual language has developed a grammatical structure and aesthetic rules, defined in more than 120 years of history, from The Lumiere Brothers projected their first movies to a massive public, at the end of the 19th century.

The “ audio-visual world “ is a representation of the reality and thanks to its language, the spectators reach to understand what they see, creating an affective bond, accepting the most incredible and varied situations in a normal way as space travels, extraterrestrial attacks, superheroes, time travels, impossible falls and bloody wars. In addition, it creates nearness and identification with simple or complex histories, with romantic loves, human dramas and absurd comedies.

# AUDIOVISUAL LANGUAGE ELEMENTS

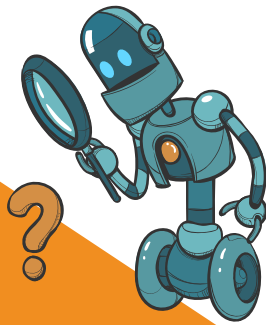
The structure is fundamental, since it delivers an order to the development of the stories. It is also what supports the audio-visual stories and is shaped by three acts. The First Act or Approach, it has an introduction itself, a body and a conclusion, that it will give step to the introduction of the Second Act of the general plot, and so on.

Broadly, the goals that look for each of indicated parts which are the following:

**i.**

## **INTRODUCTION:**

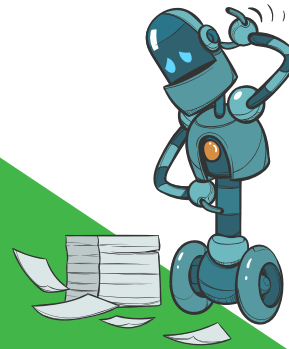
It presents the main characters and the conflict of the story. The conflict, it is the engine of the story, it is the fight of forces presented. For example, Oedipus is the king who tries to flee of his destiny.



**ii.**

## **BODY:**

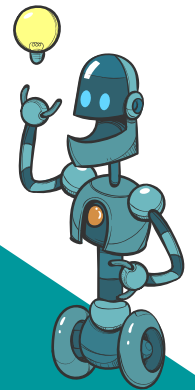
This is the main part of the story in an audiovisual story where it begins to take shape where forces fight and the characters move on. For instance, Oedipus is King and he got married with his mother, thus, it starts to happen facts that affect his town.



**iii.**

## **CONCLUSION:**

It begins with the climax, the exact point where the forces in conflict is faced and set off the final of the story. Our example is the moment when Oedipus discovered the truth and he brought out his eyes himself on Thebes's doors, for facing his destiny.



**NOTE:** The classical structure can be modified. Instead of starting the story by introduction, it can begin in an intermediate point or by final.

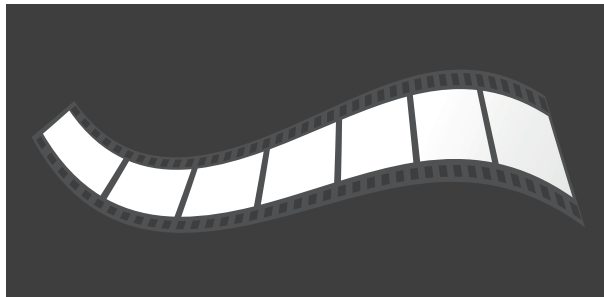
# SCENE, SEQUENCE, CAPTURE

About the audio-visual language, there are units that allow to separate an action from another one, to arrange them to write a script and to organize the recordings.



## 1. SCENE

The scene is a part of story that it is developed in an only stage. It does not make up indispensably in a dramatic unit (introduction, body and conclusion). In general, many stages constitute a sequence.



## 2. SEQUENCE

The sequence is a narrative unit of a visual story that is asked, developed and concluded with a dramatic situation (an action) which is a sequence from another one. The sequence can be built up in a unique stage.

### For instance.

"While Camila was fighting to go out of the water, Sofia was seeing it with dread. The girl who was only 9 years, was aware of danger that her fellow was, she might die drowned, similar if she dove to save her. However, after a moment, she thought and took risk and she threw to the water. Sofia did not have idea of swimming came up where her friend grabbed he and both began to swim. After a few minutes, the girls were resting on shore, tired and saved".



## 3. CAPTURE

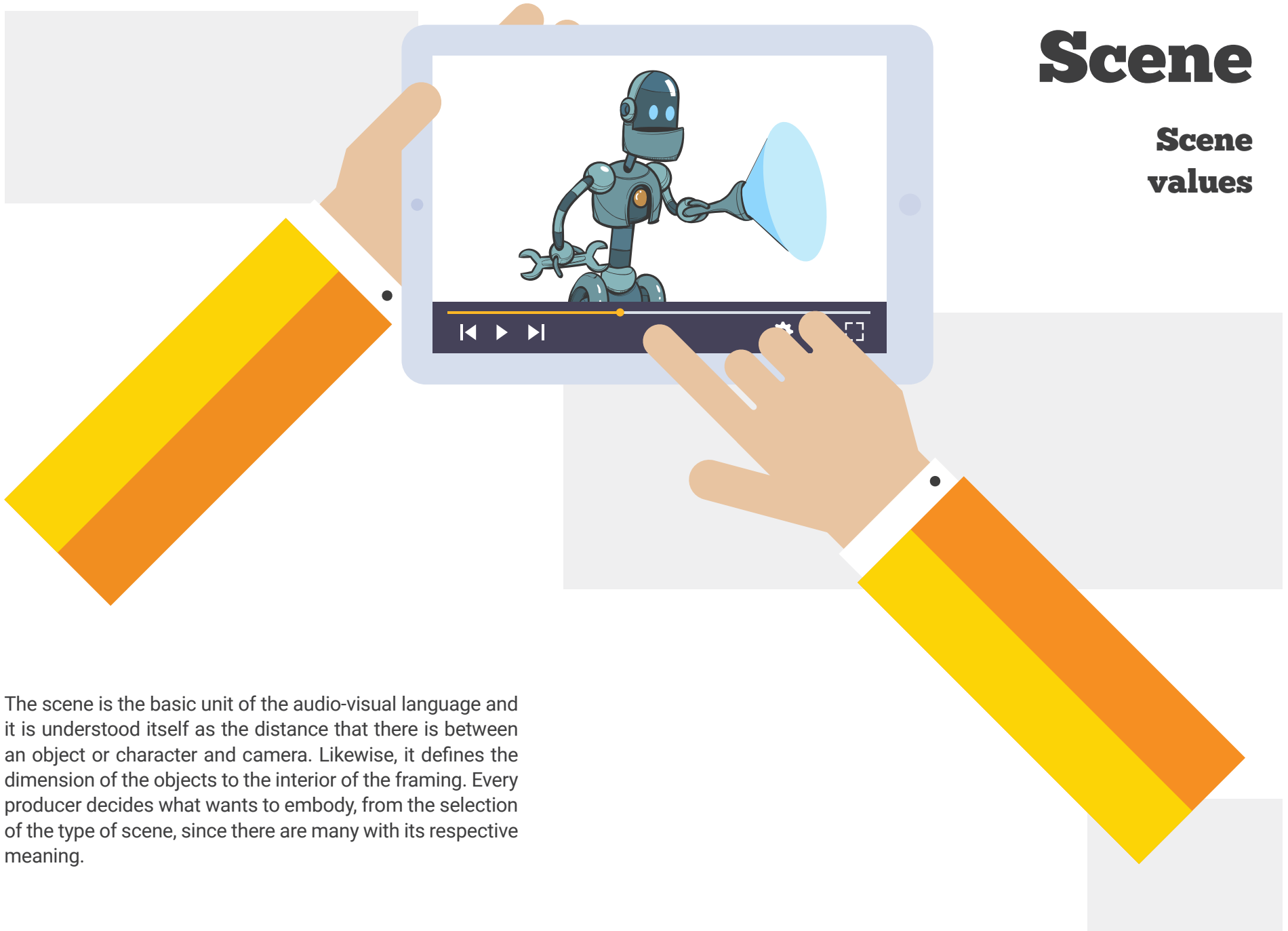
A capture is the period of time from it is begun and until stopping recording. In a recording there are many captures and can be made the quantity necessary when a scene is well done. The type of a scene depends on the initial framing, on the camera movements, the characters and final framing.

The registered capture or its parts, they can be put on. That is to say, selected or combined by means of editing. The capture part that is used in editing is called a "Film editing" and what is filmmakers have defined always as scene which it is a foreground for designating the part of the subject seen on the framing.



# Scene

## Scene values



The scene is the basic unit of the audio-visual language and it is understood itself as the distance that there is between an object or character and camera. Likewise, it defines the dimension of the objects to the interior of the framing. Every producer decides what wants to embody, from the selection of the type of scene, since there are many with its respective meaning.

# SCENES SCALES

---

## Panoramic scene, Great Scene or Large General Scene.

This kind of scene shows a wide landscape or scene, where the subject or shapes cannot be seen since they are distant and small in the immensity of the landscape. They serve to give a very wide local vision where they are going to develop the facts.



## General scene

It seeks to describe to the people and environment that they are surrounded. The whole scene appears and to the subject of entire body. It is possible to use for beginning the scenes and this way establish an idea of location of the environment.



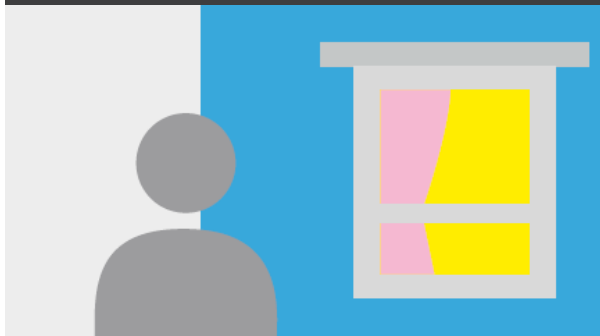
## American Scene

It is named American, because commonly it was used in the cowherds' movies to show to the subject with his weapon. This plane cuts to the subject for the knee or below them and is used to demonstrate physical actions of the prominent figures. Since it is nearest, it is achieved to observe the features of the face, his expressions and reactions.



## Median Scene

The medium perspective fits to the subject over the knees, preferably from the waist up to the head. It is used in news to show to the journalist, an interview between two persons or the nearness of two prominent figures, creating major intimacy.



## Foreground

It is a plane of expressiveness and allows to link with the emotive condition of the character. It is in use for highlighting the impact of an event on the face of the protagonists. Because of it, it cuts from the shoulders up, they leave - do only at sight the face. Example face of surprise or of extreme sadness.



## Big Close-Up

If it is referred to a human being, it is focused on a face part that includes eyes and mouth expression. It is much closer than the previous one and highlights more the characters emotion.



## Detail Close-up

It is used to stand out or highlight an element which another plan could be unnoticed, it is a different part of the person's face. It helps that the viewer continues with the plot of the story, when this object can have an important meaning on the story. Example: a hand with a ring, a coin that falls down over floor, etc.



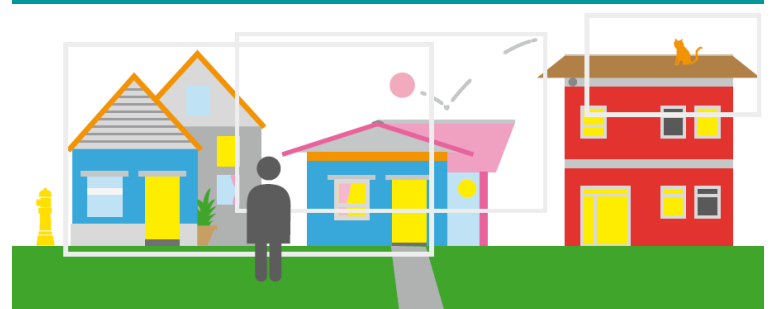
## Extreme Close-up

In this case, it is captured only a detail of face or a part of the person's body with a hand, a mouth, the eyes, the lips, etc. it seeks to highlight a part of the body. For instance: woman's lips.



## Plan sequence

It allows to present many characters and quantity of information to photograph the context where the action is developed. A shot that can move and change its framing, capturing one or many actions in continuity. There are not cuttings among shots. The camera is shifted with total care, after an adequate planning.



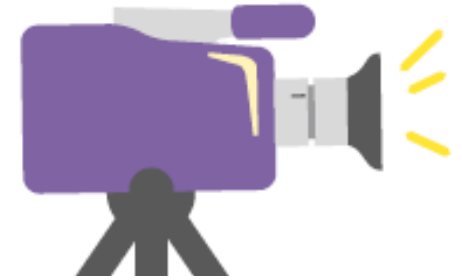
# CAMERA MOVEMENTS

There are two types of movements: camera moves itself or the lens is moved.

## I. SHIFTING:

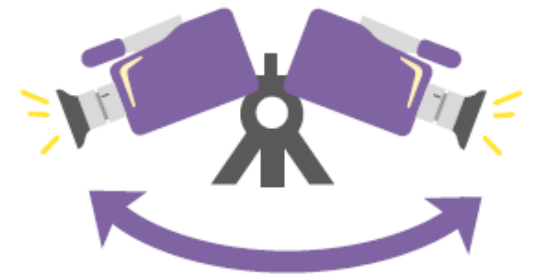
### Fixed capture:

In this shot, the camera is a fixed position. It captures the action core and plan vary, depend on the characters because it can be near or far from camera. This shot shows static images or it is used for situations where character presents dynamism for her or his movements toss.



### Panning:

Swiveling a still or video camera horizontally from a fixed position and normally this motion turns from right to left since the human being is used to following this directional control. It can be used on a tripod or with a hand-held camera. Panning function can be, for instance, describing a landscape or goes with the character movement.



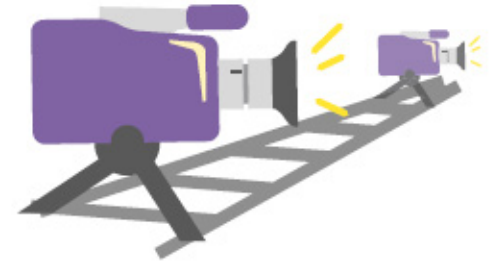
### Tilt Up or Down:

It is very similar to panning. Moving the camera's lens up or down while keeping its horizontal axis constant.



### Travelling:

It is a movement that involves a displacement. The camera can move onwards, backward or following an action. To do this kind of displacement, the equipment is over a "Dolly" (wheeled cart where it is located the tripod and the camera).



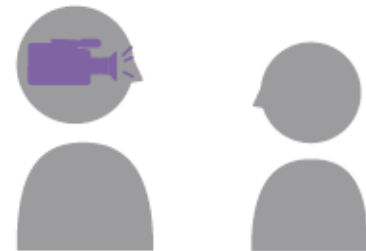
### Shoulder camera:

It allows to follow the character through the scene and there is not clarity which will be a subsequent movements. The cameraman acts up as a tripod and he/she must have skills to manage the camera due to the image does not appear unstable movements.



### Point of view shot:

This movement shows what a character (the subject) is looking at represented to the camera.



## II. LENS:

### Zooming or optical zoom:

It is a lens movement that allows to zoom in to or zoom out of the objects. When it is used phone mobiles, it is necessary to be careful since this zooming in can generate image pixels and it can lose definition.

### Pan Focus:

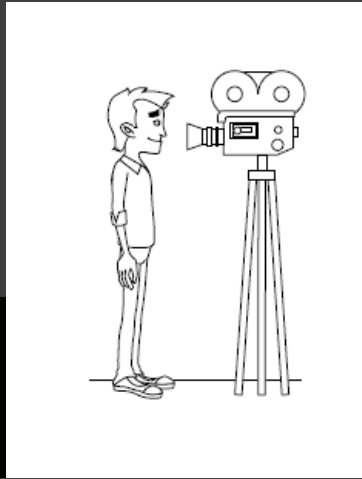
**Pan focus is a small lens movement referred to a wide depth of field to make sure foreground as well as background objects are in focus. That is to say, it changes the object that appears clearer.**

# CAMERA ANGLES

It refers to the position and angle, in which the camera is located. They are used to generate different effects on the viewer, either to highlight some features or achieve emotions, taking into account their inclination or height.

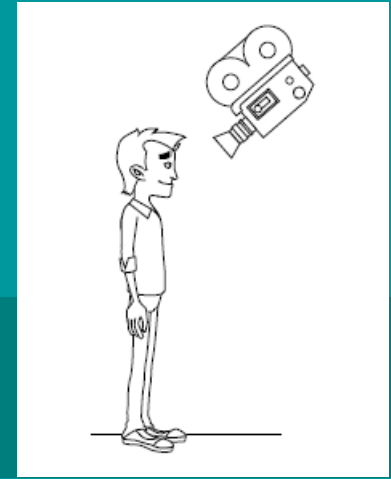
## Eye-level angle:

This standard shooting angle where it is parallel to the ground. To understand, a vertical imaginary line from eye level as the subject towards the camera lens and both are at the same height.



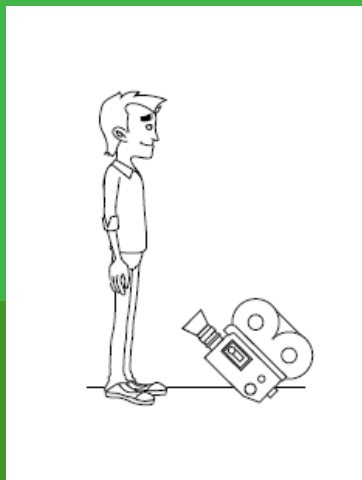
## High angle:

The camera is located at a higher height (45°), directed at the subject. This kind of angle tends to diminish the person or object-subject recorded. If it is used in landscapes, the background presence is reduced. Example: using this angle can represent a small object or a weak or inferior subject.



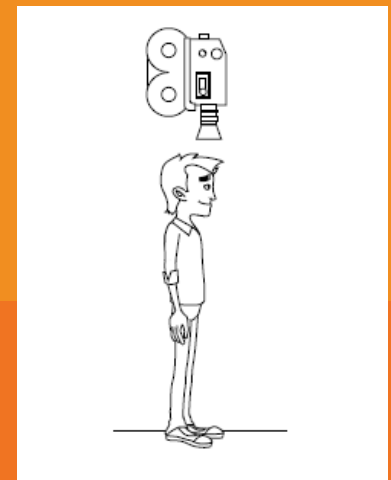
## Low angle:

In this case, it is opposite of high angle. The camera is located at 45° from the ground, pointing it upwards at the object or person. It is used to give superiority to the focus of the scene.



## Top angle:

The camera is located at a high position over the subjects or the objects recorded, that is to say, from the sky straight down. This angle is widely used in film productions, for instance, in shots from a helicopter.



# Practical exercise:

Choose a place to take a picture and record it. Stand in front of a partner and try to replicate all types of plane, camera and lens movements, described above.

## Roles:

In order to develop a good audiovisual project, it is necessary to be clear about the role that each member of the work will play. The following are therefore described:

**Director:** several authors define this role as the team leader who has clearly and precisely the main objective and therefore carries out. Promotes that the project is fulfilled and in some cases, writes the scripts and motivates to team working. . In addition, it plans the processes and leads fulfilment of the final product.

**Scriptwriter:** it is the person who writes the dialogues and the scenes, without participating in the shooting. In some occasions, the director is as the scriptwriter, as mentioned above.

**Producer:** is the director's right hand. It is in charge of keeping the entire logistic operation of the Project, from the preproduction stage to the postproduction. Likewise, it manages the proper implementation of resources and budgets. It is at head of organization. Contact the whole team and seek to ensure that fulfillment flows the best possible way.

**Actors:** he or she is a person who represents a role in the production. It can be real or fictitious, even animals, monsters and scenography. It depends on the type of the history.

**Researcher:** it is responsible for seeking the information necessary for the production of an audiovisual Project, which will help for the history, the production and other actions required in the planning and during the development of the audiovisual project.

**Cameraperson:** he or she records the pictures, under the operation of the camera, verifying lighting, composition, and sound, among others. Uses the equipment in different circumstances: either supporting on the cameraperson shoulders or on other mechanical instruments, such as a tripod or a crane.

**Editors:** can be audio, video or both. He or she is in charge of turning into captured pictures to audiovisual story. For this purpose, use the scripts or the different regulations of the director.

There are other types of functions that involve other roles. Sometimes it is necessary that functions be exchanged. For example, screenwriter – producer, actor-director, etc. One person can also be her or him.

## PREPRODUCTION

### IDEA

*Before undertaking on an audiovisual production, it is necessary to think about an idea can be turned into a video. Anyone, however small or large, can be captured through real images or animations. Therefore, the story should be defined to tell and the way to tell. It is important to take into account the resources available, to make a precise selection of the story, because it can use productions with the latest technology equipment or simply with the cell phone.*

*Once the idea is defined, the script is structured.*

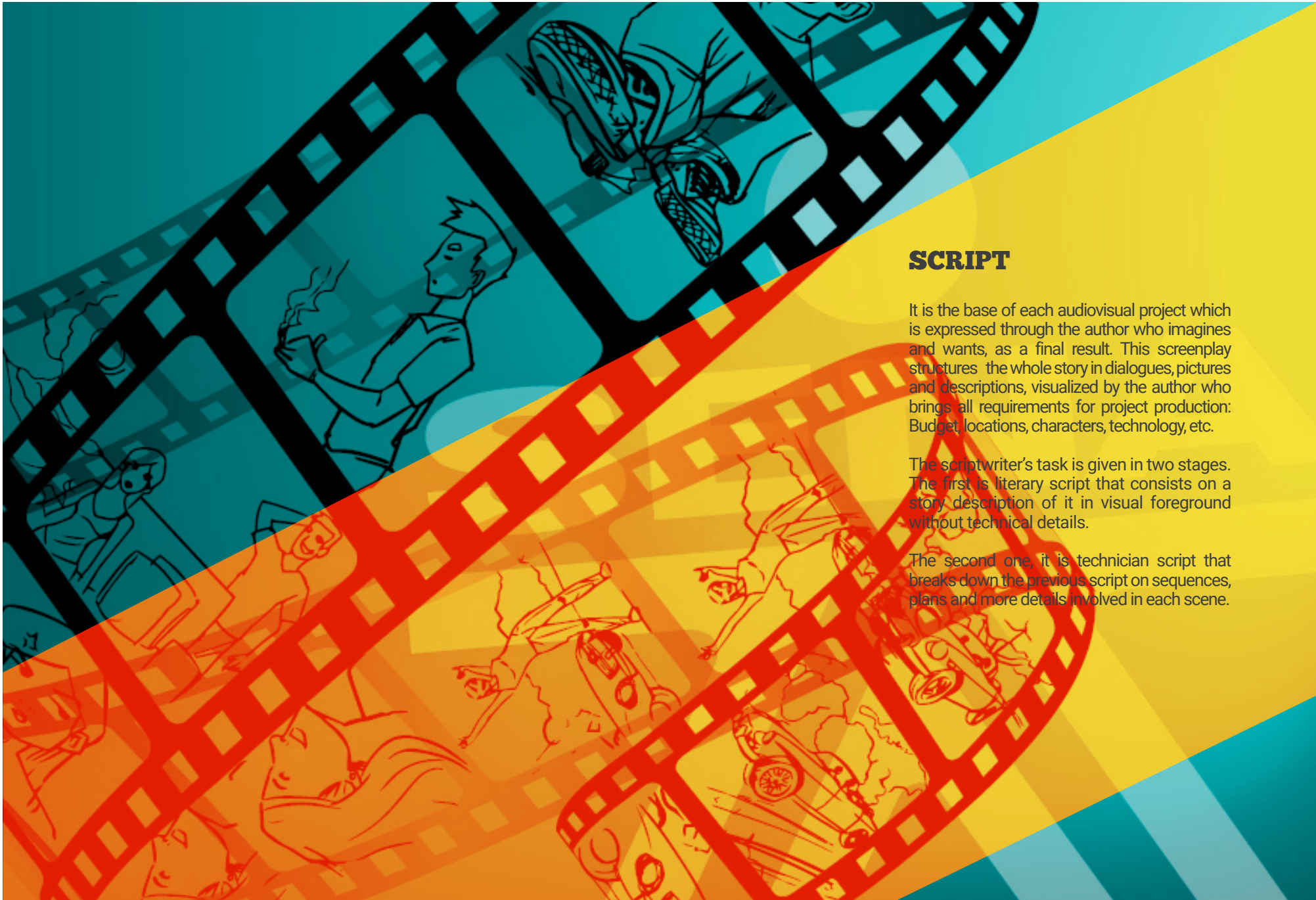
*A good method to make a script is to write the idea several times, first briefly in just one sentence and then progressively develop it more widely.*

*After having a clear structure, the script is started to write. That is to say, a text that shows a chronological and ordered way, to make a video. In audiovisual productions, usually the script contains the scenes, dialogues and situations will be recorded.*

*The script always undergoes changes during the shooting. In spite of this happening., it is very important to refine everything that can be, because it allows on paper, to visualize everything that is needed for production and the possible problems that may arise.*

*To know what is the script about, it is used the information from learning material in Learning Virtual Classrooms SENA, technology in Multimedia Production. Here, it is explained in a clear and simple way, what a technical and literature script is.*





## **SCRIPT**

It is the base of each audiovisual project which is expressed through the author who imagines and wants, as a final result. This screenplay structures the whole story in dialogues, pictures and descriptions, visualized by the author who brings all requirements for project production: Budget, locations, characters, technology, etc.

The scriptwriter's task is given in two stages. The first is literary script that consists on a story description of it in visual foreground without technical details.

The second one, it is technician script that breaks down the previous script on sequences, plans and more details involved in each scene.



## LITERARY SCRIPT

After collecting the information, the literary script is drawn up which is a text of a story, tale, documentary, etc., that describe with detail each of the situations presented, and then be captured with moving images.

This script includes the dialogues and situations in which the characters are immersed, narrating the introduction, body and conclusion, specifying main, supporting and antagonist characters, etc.

Each script page is divided into two parts or columns: the first part points out everything that will be seen on the screen (scenes, actors, gestures, movements) and the second one emphasizes on listening (sounds, words, music); a description is made scene by scene. Usually, on the literary scripts is detailed a series of scenes. Each scene is described doing  
uso de tres elementos:

## HEADLINE

On the headline, the information is described that occurs the action. It has four parts.

1. Scene number
2. Indicator of place where occurs the action: if a closed space is used with abbreviation "INT". If it is an outer space or opened field "EXT".
3. Exact place where occurs the scene: an example of it can be referred to "UNIVERSITY LIBRARY".
4. The Word DAY or NIGHT, to clarify the moment and/or time is developed the action.

Example of scene headlines:

1. INT. DINNING ROOM. DAY

## ACTION DESCRIPTION

In this item, the action expressions are described on pictures or sounds. It should be written up on a brief way with present verbs. The capital letters are used to name the characters and sound description.

Example of action description

### 1. INT. DINNING ROOM. DAY

We are inside a large corridor house. CARLOS goes into walking with a lighted cigarette on his hands. THE SOUND OF HIS FOOTPRINT IS HEARD.

## DIALOGUE

It is the text pronounced by the characters. At the beginning of the each dialogue must have the name about the person who talks in capital letter:

Example of dialogue: CARLOS:

CARLOS:  
- Hello Camila.  
CAMILA:  
(Without looking behind)  
- Mmmm ¡Hi!  
"(Only listening THE TELEVISION PROGRAM ON THE ENVIRONMENT).

"Example of literary script."

SCENE. 1. INT. LIVING ROOM. DAY

We are inside a large corridor house. CARLOS goes into walking with a lighted cigarette on his hands. (THE SOUND OF HIS FOOTPRINT IS HEARD). He stopped and to begin smoking, blowing the air towards the roof. He goes into the living room where Camila is and she is so much focused watching TV on the Carlos' back.

CARLOS:  
- Hello Camila.

CAMILA:  
(Without looking behind):  
- Mmmm ¡Hi!

CARLOS:  
- Are you still upset due to the situation yesterday?

CAMILA:  
(Without looking behind)  
- No. Why I would be?

CARLOS:  
(He put out the cigarette with the sole of his shoe)

SCENE 2. EXT. HIGHWAY. FOREST. DAY:

CARLOS:  
- This is a good place to solve certain personal problems.

CAMILA:  
- Mmm... What do you refer to personal problems?

CARLOS:  
- You should know by now, shouldn't you?

CAMILA:  
- Mmm...I don't think anything

CARLOS:  
(Laughing out loud):  
- Hahahaha my dear Camila (he looks at the sky)

## TECHNICAL SCRIPT

It is the cinematographic transcription plans of defined scenes on literary script. On this, the fulfillment is planned, precise technical indications are incorporated as the framing of each plane (remember the document of plans), the camera position, actors or scene elements, the details lightning, decoration or sound effects.

There are different systems of literary structure, but the most important thing is that reflects all indications to consider at the moment to its planning, performing and editing. It can be used different formats to write a literary script. Next, an example is presented how it can be structured.

Although, the literary and technical scripts has yet named, it is better to say STORYBOARD.

Inside	Outside	Scene	Shot	Description	Sound	Location	Make-up and clothing

**INS:** inside

**Out:** outside

**Scene:** number scheme of scene. Example: scene 1; scene 2; scene 3: etc.

**Shot:** nomination of shots. Example: first shot; Mid Shot; General Shot; etc.

**Description:** basic features image, as expected to be.

**Sound:** both the environment and the music to be used.

**Location:** Brief description of environment. Example: sunset, Manizales, inside a car.

**Make-up and clothing:** according to the purpose. Example: formal costume, masked dance make-up, etc.

## STORYBOARD

These are illustrations made before recording, shown in sequence, in order to produce an animating audio visual production. A storyboard provides a display of what is to be recorded, to know how it will be observed through of camera lens. The moment is essential for an audiovisual production, to give a better impression of the way that the scene will be with movement.

## ORIGIN

The storyboard was developed in Walt Disney studio during the decade of the thirties of the twentieth century, with the idea of drawing scenes on separate sheets of paper, after fixing them on an animation paper and tell a sequence story creating a graphic script as a first place.

## FUNCTIONS

**The storyboard saves time, money and communicates properly.**

- 1. Time:** 1. Time: because it discerns the role that the director wants in his/her project. In addition, when showing the necessary camera plans, the cameraman only has to be guided by the drawings.
- 2. Money:** when everything is planned correctly, the different teams involved on the shooting know about it is necessary for the recording (such as renting a specific machine for example). It will avoid not having problems due to last time, it saves time and money.
- 3. Communication:** results easier to explain an actor what his/her character has to do, the direction should take, the position according to the plans, etc. The same thing occurs with the camera, since it results easier showing the plans and the quantity of shoots to record.

# STORY BOARD FORMAT

## SPECIALIZED PROGRAMS TO PRODUCE STORYBOARDS

Taking into account the emerging point of new technologies, the ways and the storyboard purposes are not common, as they mentioned before.

The development of the programs such as "Storyboard Pro", "Storyboard That", "Storyboard Generator", "Shortbox", "Make Beliefs Comic", "Comic Life" o "Storyboard Artist", among others, it has facilitated the work process, carrying on the pre-production time.

During these workshops, app PIXTON (<http://www.pixton.com/uk>) can be used which allows you to digitally design a storyboard in a very simple way and which is available in several languages



OBTENER UNA CUENTA

INICIAR SESIÓN



## La mejor manera para CREAR COMICS

Make a storyboard

Annotate each panel with a title and description.



## AUDIOVISUAL PRODUCTION:

Ready!!! The concepts have been brought up (the idea, the script and the roles).

It is a moment to start shooting a video. Remember that the materials can be used easily such as phones, video cameras and/or photography cameras.

Remember being quiet and order. The following aspects should be realized during the shooting:

- Shooting plan: the scenes will be filmed on a day.
- Production report: the materials required for each scene.
- Team telephones number list
- Many copies of script.



## POST- PRODUCTION:

It is the final process in an audiovisual production process. This stage with pictures, music and script are given to join, order, cut, stick and organize all elements to turn into in an only piece, called "editing".

To achieve aforementioned, it must be carried all the audiovisual material towards a computer and load the files in an editing program, stage named as "to load material".

There are many free programs to edit videos that can find on the website: Avidemux; VSDC Free Video Editor; Windows MovieMaker; Cinelerra; Kdenlive; Kino GTK; Lives; OpenShot Video Editor; VirtualDub; PiTiVi; Lightworks; or through de [www.youtube.com/editor](http://www.youtube.com/editor), etc.)

Once editing is finished, the video must be encoded. This process, traditionally known as "export" or "load material", consists of transforming the video files into a format that other computers can understand, the most useful are found with extension app



## DISTRIBUTION:

The video is ready! Now it must Become visible.

On this case, the fastest way is to transfer it to an online channel, to YouTube or Vimeo platforms.

It is important to define what will be the target public to the video and if those people who were involved on the process, give their express consent for this. For example, if it decides to load a video of public position on YouTube platform to be available to all people around the world, whatever moment to be observed, shared and diffused.

For these reasons, to load the videos, it can bring different privacy options, which can be:

- \*Public: everyone can see it.
- \*Restricted use: only can be seen by a closed group of people, by authorization or they have URL. (On this case, the video does not appear on research results).
- \*Private: only can be seen who has the password.



## MUSIC:

It is important to take into account, music will be applied on video must find "free, that is to say, it has permissions needed to use it. If it is used a recognized song on a video which it is not "free", it is probably that it is removed from the web or blocked.

For this reason, it is recommended using music with right laws "creative commons"; that is to say, the authors who bring a permission to be used freely.

There are many web pages that have music and audios used without problems.



# HOW TO DO AN INTERVIEW?

It is very important to express situations through people proofs. For this reason, here it is indicated the correct way to do an interview, in an indoor and outdoor space, in addition, required implements to fulfill.



## 1. The questions:

Although the interview topic is on mind, it is a fundamental aspect the previous selection of subtopics to address that it will be the guiding axe of questions writing. It is recommended:

Short, clear and without closed questions (multiple choice questions for interviewee). It is accepted to ask again, if the answer is not clear or it is necessary to know more information.

## 2. Audio:

On editing process, it can make changes to many effects, to combine music and "voice in off", it is very essential that the interview audio is cleaner. In other words, without external noises, interferences, among others.

On that point, the question is: Which microphone should be chosen?

One of the most referred thing to do a formal interview is to use a lapel microphone because it is small and discreet. It is located at chest height and if a person can walk by the same space, it can use a wireless lapel microphone.

When it requires to capture surround- sound or a conversation among many people, it is advised a directional microphone, in general, it is adapted on upper-right part of the camera. The handling microphone, for example, it is perfect to do interview on the streets since it allows to eliminate the noise context.

How to place a microphone?

1. The microphone is take with the supporting.
2. It is requested to the interviewee locates the microphone inside shirt, blouse or jacket (to hide the cable). In addition, it can be kept on her or his pocket.
3. Using cable, to draw a small letter U, it is taken with a clothespin and it is hooked to a shirt, blouse or jacket or whatever clothes that the interviewee wears.

## 3. Lighting:

It is notable that the interviewee has a good lighting. In most cases, it should not project shadows on the subject on background, whereby it points out the light to avoid or soften, for this reason it is recommendable to put the highest point on the light focus, according to be observed.

Additionally, it is essential to identify the accesories that can be served, taking into account, if it is a photography session or an audiovisual production.

Camera flash: Hereafter, some reasons are listed which an external flash is needed by a camera

- Take photos to people or elements on movement, not taking into account the image is blurred.
- Take indoor photos, without calculating an extreme ISO for camera(s).
- Light dominance: intensity control, direction and hardness, impossible with natural light.
- "To freeze the movement", whatever thing.
- At night photography, it is illuminated on homogeneous way like a big part of framing.
- To macro photography, it can close the camera iris until unexpected limits.
- It can create special effects which are almost possible, only using a natural light.

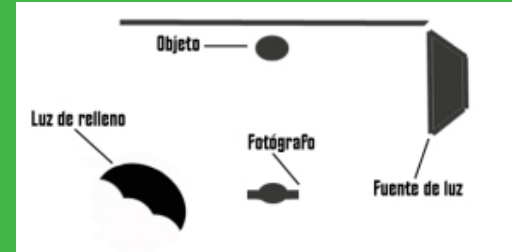
# Lighting equipment

An optimal lighting is basic to obtain good results on photos. It can be classified according to position or nature:

According to the position:

## Lateral light:

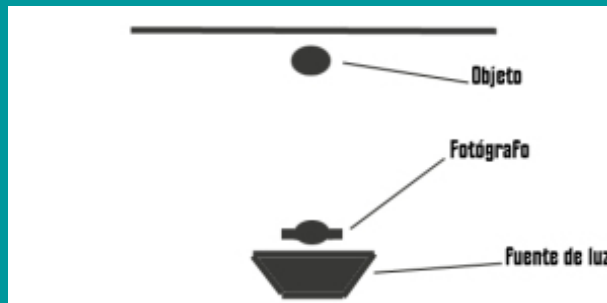
This kind of lighting, the light influences over the object in lateral way. Normally, it has a right angle (90°), relate to an imaginary line that forms the cameraman and the photographed object. On this lighting, the light source is put on side of cameraman to get a stronger lighting and the opposite with a marked contrasts of shadows



## Front flash light:

This kind of lighting, the light source is located behind the cameraman focused directly to the object/person.

Due to the closeness between the light source and the object, shot photographs are obtained with little texture, few shaded areas and too illuminated sectors. Although it is possible to increase the amount of details that can be observed of the object, it is recommended to bounce the main light against the ceiling, to soften the effect of shot light and to avoid reflective backgrounds, as they would produce unwanted reflections.



## FLEX reflector kit:

It allows many functions to be performed, including "cutting the light" (black surface), reflecting it (external white, silver, golden surface) or softening it (translucent inner white surface).



## LED light:

Because it does not generate heat, people may feel more comfortable. In case of food photography, it does not alter the products condition.

Since LED bulb lights have shelf life, it is unlikely that it can be changed in the way of photo shoot.



## Cameras and lens:

Although the closeness of the information has generated that anyone use his/her mobile device to design an audiovisual product, there are many types of cameras, brands, technical specifications, etc. The lens can help to improve image quality and to get better definition or make good shots from short or long distances.

The characteristics and functions of the cameras are described below, in addition to the lens. Which are currently available:

### Professional camera REFLEX:

EOS 5D Mark III, is a 22.3 MP full-format DSLR with 61-point auto focus and 6fps series shooting. Record high quality Full HD video, with manual control over all functions, from frame speed to audio.



#### General description:

22.3 Megapixel Full format sensor – 6 fps Continuous shooting - Full HD video with Manual Control – Compression – Free HDMI Output in Full HD 4.2.2 with 8 bits – Processor DIGIC 5+ from 14 bits - 8., 11 cm (3, 2”) screen and 1.040.000 pixels – Protection against bad weather - HDR Mode.

## Detailed Characteristics:

### 22, 3 megapixels Full – format.

High- quality image capture and full of details with a CMOS sensor from 22, 3 megapixel and DIGIC 5+ image processor. The colors are bright but natural and the most precise details are kept even in the dark shady areas and high lights.

### High quality performance, even in low light.

EOS 5D Mark III offers outstanding image quality, regardless or lighting conditions. It continues to shoot without a tripod even , after sunset , thanks to a sensitivity range ISO 100 -25 600, (expandable to 102 400 ISO).

### High Dynamic Range HDR.

Details in the areas of high lights and shadows with image creation in the camera.

### Full HD Video with Manual Control

Enjoy high quality Full HD videos with 1080p resolution. A compression- free HDMI output allows for 8 bit recordings from 1920x1080 to 4.2.2 on external recorders, to suit different workflows. Use Canon's manual controls and full range of EF lenses for cinematographic visual effects.

### High quality sound

The EOS 5D Mark III records digital stereo sound at 48 KHz and offers manual control over the audio level. A standard 3, 5 mm microphone socket enables the use of third- party microphones; a headphone socket permits audio monitoring while recording.

### In-camera editing functions.

Images can be classified on a scale from one to five and compared two images simultaneously on the screen. Raw processing on camera, to explore other creative possibilities such as change from white to black, also, retrospective white balance.

### Created to take it everywhere

The magnesium alloy offers strength and durability without adding weight. The special seal, against bad weather, offers protection against dust and moisture.

## EF 35mm f/1.4L II USM Lens

A modern classic: standard wide-angle lens, which reporters love for its natural perspective, low-light results and excellent optical performance.



### General description:

- Offers wide-angle vision with a natural perspective.
- Provides low light performance and depth of field control.
- Sets new image quality standards.
- Focuses quickly and discreetly.
- Obtains even in the most demanding conditions.

## Detailed Characteristics:

**Offers wide- angle vision with a natural perspective.**

It has a classic and slightly wide-angle focal length of 35 mm that documentary photographers prefer, because of its ability to capture the causes around the environment, without distorting the perspective.

**Exceptional performance with low light.**

The large maximum aperture f/1, 4 allows the entrance of two more light transitions steps of light than in an optical lens f/2, 8, it is ideal for photographing without a tripod, with little light.

**Setting new image quality standards**

Blue-spectrum refractive optics, made of organic optical material, avoid the color distortion image by improving chromatic aberrations to a point that was previously impossible.

**Thanks to its quick and discreet approach, the unexpected one can be captured.**

The USM ring-type auto focus sets a precise focus quickly and almost silently, allowing it to work without disturbing the scene.

Continuous manual focus allows it to make focus adjustments without changing the mode or removing the eye from the camera.

The structure of Canon's legendary L series inspires confidence and adds durability. The special seal against harsh weather, protects against dust and moisture, while the fluorite sheathing protects the front and rear element of the lens from fat and dirt, facilitating its cleaning.

**Blue spectrum refractive optics**

Canon has developed blue spectrum refractive optics to prevent color distortion in large diameter lenses. This organic optical material corrects chromatic aberration better than other technologies, such as fluorite and ultra- low dispersion glass (UD) or super UD. The color distortion is caused by chromatic aberration, a phenomenon in which light of different colors is focused at different points. This effect is minimized with the use of blue spectrum refractive optical material in EF 35 mm f/1,4L II USM. In addition, other lens elements can be optimized for better sharpness, contrast and resistance to the optical fog.





## EF 24-105mm f/3.5-5.6 IS STM

Adaptable standard zoom lens that offers the ideal track to the world of full-frame photography. Great for portrait pictures and landscapes when somebody wants to take a single lens with him or her. Soft and quiet focus to record videos which have a professional aspect.



### General description:

- Standard Zoom lens in high quality for full- frame cameras.
- Soft and silent automatic focus AF, the photos and videos.
- Allow for shooting low light conditions with a 4 stops image stabilization.
- Light weight design to take anywhere: the perfect travel companion
- Capacity of capture all types of photos from landscapes, portrait pictures with a single lens.

## Detailed Characteristics:

### Standard Zoom with high quality for full-frame cameras.

It is ideal for portrait and landscapes photography; at the moment of transporting, it is advisable for travelling with a single multifunction lens. The high quality optics allows for excellent images throughout the framing.

### Soft focus, almost silent, to create photos and videos.

When recording videos, STM (Ultrasonic Motor) lens offers a soft and quiet AutoFocus AF showing a professional aspect. To take pictures, focus is fast and precise allowing scenes to be captured in full detail.

### Portable camera for travelling

EF 24-105 mm f/3, 5-5, 6 IS STM only weights 525g. Its flexible zoom range, from wide- angle to focus, letting us to deal with a broad variety of situations without the need to change lens. It also provides a high performance in low light, with 4 stops image stabilization that protects the image from a blurred effect, produced by the camera trepidation images (repeated vibration), at the moment of shutting.

It also offers high performance in low light, with the 4-step image stabilizer, which protects the image from the blurred effect, produced by the camera's trepidation (repeated vibration), at the moment of shooting.



## EF 8-15mm f/4L USM Fisheye lens

A versatile “fish-eye” lens that offers a complete or circular format image. EF 8-15mm f/4L USM Fisheye belongs to the high performance lenses of Canon L series and provides excellent image quality even with such a wide-angle.



### General description:

- Full frame or circular Fisheye lens
- Belongs to Canon L series
- Hardy and durable design.
- Fast and silent autofocus.
- Continuous manual focus
- Easy to clean.

## Detailed Characteristics:

### Full frame or circular Fisheye lens

It is not necessary to acquire two specialized lens when EF 8-15mm f/4L USM fisheye lens that presents full frame or circular fisheye images when are used with cameras given by a 24x36mm sensor (Full frame). Pictures of this type are already a reality for those photographers who use SLR cameras with a smaller sensor. Thanks to a 180 degrees diagonal field of view, it has never been easier to capture a complete scene in a single image.

### L-series lenses quality.

Canon L-series lenses is an emblem of Canon’s professional lens range and offers a precision designed EF option. L-series lenses combine extraordinary performance with exceptional handling, offering high resistance to dust and moisture.

### Fast and quiet automatic lenses

A USM ring-type (Stepper Motor Technology) uses ultrasonic frequency vibrations to continue an extremely fast auto focus with almost silent operation. A high-speed CPU and optimized AF algorithms contributes to speed up AF. The continuous electronical auto focus can be overridden, without unplugging AF mode.

### Improved image quality with SWC lining (Sub longitudinal Wave Structure)

Designed for use in digital photography, the Sub longitudinal Wave Structure (SWC) was patented by Canon’s helps to minimize flashes and shadows caused by internal reflections. By eliminating the cause, the lining reduces reflections providing clear and Sharp images.

### Easier lens to clean

The latest newness on the surfaces of the lenses in the fluorine lining that makes it easier to clean the Surface, compared to existing ones



## EF 28-300mm f/3.5-5.6L IS USM lens

Wide- angles to TV, single lens. The flexibility of an 11 x zoom focal length combined with the quality of Canon's L-series glass, makes this lens as a final tool for photographers on movements.



### General description:

- 11 x Zoom
- L-series Lens quality
- Image Stabilizer
- Focus Distance Lower range: 0, 7 m.
- Continuous Auto Focus
- Durable design against dust and liquid splash
- Diaphragm with circular opening.
- Distance measurement E-TTL II.
- Lens lining optimized for digital cameras.

## Detailed Characteristics:

### A genuine "all-in-one" lens

With local zoom lengths that cover everything from the wide angle to super telephoto lens, Canon's latest professional series is designed for professional photographers, seeking to reduce lens changes and the overall weight equipment. It is perfect for photojournalists and take pictures in movement.

### Three stops of Image Stabilization IS

The IS technology incorporated in EF 28-300 mm f/3,5-5,6L IS USM lens provides a three- step advantage in low light conditions. It permits the use of slower shutter speeds without blurring, rather than the camera movement which is useful in situations that the use of tripod or flash is not allowed. If the lens detects that photographer is creating a sweep to track a moving target disabling IS in that direction.

### Ultrasonic focus

A ring-type Ultrasonic Motor activates AutoFocus extremely fast and practically silent. The maintenance pair is excellent and guarantees that the focus point is reached with precision without excesses. In addition, it has suspension of the continuous auto focus which allows to adjust focus, without stopping AF mode.

### It is perfect for digital cameras

The shape and lining of the lens have been optimized to eliminate parasitic lights and the optical veil, making EF 28-300mm can be ideal for use with digital cameras. When SLR cameras are adjusted with an APS-C size sensor, the lens offers a range of equivalent focal in 45-480mm.

### Precision optics for high quality images

Excellent contrast, low distortion and high resolution among corners which are evident throughout zoom range. An EMD (Electromagnetic Diaphragm) gives fast, quiet and high precision opening control. An opening circular diaphragm provides a nice blurred background effect.



# TRIPOD

To achieve a static image, it is recommended using a tripod, which can adjust according to at a height of the person or object that wants to be recorded.

In addition, to offer a dynamism to the interview, a good option is the use of two cameras, which allows to have more scenes to choose, because one can have more visual perspective or dynamism.

## Example:

1. A person interviews to another one with a camera in a foreground and the second person with a medium or large scene.
2. To include the interviewer, the second camera will point to him or her and another person only has a camera.
3. A camera pointing out to the subject and another one taking scenes in detail.



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