

Video Production by Photos By Passy – Production Approach



Our mission is to digitally capture and preserve great events.

We take sole responsibility for producing the best possible media productions for our clients.

Our approach is not to produce full songs. Instead we take 1 to 2 minute segments of songs, and put them into a continuous smooth flowing sequence in post processing.

This results in a video production of 5 to 15 minutes in total duration.

We do not produce full feature length videos of entire sets or shows.

Our videos contain a "best of" montage of clips, which reflect what it was like to be at the event.

The reasons we only use short segments, and do not produce full songs are as follows:

- We capture a section where the band is fully "warmed up" and "in the groove"
- We capture a section where the audience is fully engaged
- We use a section where the best technical quality footage was obtained
- Using short sections maintains viewer attention by providing ongoing variety in the final video
- We are able to choose a selection of segments that showcase a variety of music, which is well known to the audience, and best reflects the band's style and performance at the event.

A second key part of our approach is to exclusively use live audio that was captured at the event.

We do not use mixing desk feeds, and we do not incorporate any post event overdubs.

The sound in our videos is primarily as originally captured; however some Graphic Equalisation, Clipping Limiting, and Volume Control is occasionally applied during post processing to some segments, mainly to slightly boost the bottom and very top ends of the audio spectrum.

We always endeavour to have the best possible sound while maintaining the integrity of the original live performance. As far as possible, we try to capture and preserve the original experience of the event from the perspective of the audience.

If a song has any technical issues, or musical mistakes or anomalies, it is not included as part of the production. We always go for the "very best of" approach in our selection of material.

A third part of our approach is to convey the audience experience as part of the production.

As part of each video we make, we like to include images of audience involvement.

We make every effort to avoid filming individuals in detail, and at all times do our best to respect the privacy of people assembled in venues.

We also endeavour to notify venues in advance that we will be taking image captures of the event.

Video Production by Photos By Passy – Production Approach

Although this has never happened to date, if a person is visible in the audience, and makes a formal request to Photos By Passy to have themselves removed from a finished published video, then legally under the Privacy Act we must comply with their request.

This would mean that the Video would need to be removed from all Internet locations, re-edited, and then reloaded to the Net.

This is a contingency which all stakeholders need to be very aware of.

We do our best to only use mass group shots of the crowd sparingly, and screen these audience clips for any controversial individual activity, as the best risk minimisation we can make in this area.

A fourth part of our approach is to endeavour to be pre-aware of Venue Lighting and Sound Quality.

The best video capture will always occur in venues with quality bright professional lighting, and a powerful and clean audio sound reinforcement system.

While we are more than happy to film clients at small intimate venues, it does need to be recognised that we cannot perform technical "miracles" and make significant improvements to basic lighting and sound. In fact video shot at 25 frames per second, will often not be in sync with pulse driven automated light shows, and the lighting may even appear less good than it was at the actual event.

We also believe that we can bring a lot to video production, and produce something that is far better than merely a better quality version of a Mobile Phone clip.

Paul and Nicole from Photos By Passy are both singers and musicians, and so are a number of our third camera shooters. This gives us far more of a feel for what is going on than the average punter with a mobile phone. It also makes us better aware of what makes a good music video, and what needs to be put in, and what needs to be left out.

Certainly an iphone held up at the front of a stage can obtain reasonable event footage, as can a strategically mounted GoPro device. However what will usually eventuate is *a distinct lack of sound quality.*

At Photos By Passy, we overcome this problem by using professional stereo microphones mounted onto our main DSLR cameras as well as a Zoom H6 Location Recorder. Doing this we capture quality 44kHz CD/DVD quality sound. We find that this is the difference which makes the difference.

The other problem with iphone and Gopro footage is that it generally does not give a total experience of what it was like actually being an audience member at the event.

Given that the Client is willing to pay for the extra personnel, we can use multiple cameras to capture all aspects of the event. Our usual set up is three cameras: a wide angle view from within the Audience, a side angle camera person looking at the stage and audience, and a roaming front of stage camera person doing medium to tight close ups of vocals and solos.

The final part of our approach is for us to take full responsibility for all artistic, creative, and technical post production.

Video Production by Photos By Passy – Production Approach

This way we are able to build our client videos to a predictable and consistent format and maintain full quality control of the final product.

We strongly advise Clients to view previous video productions on our www.photosbypassy.com website, to get an idea of the type of product we make, prior to engaging our services.

We would love to have the time and resource to jointly produce the end product with our clients, but our approach is that the client has produced the great performance, and it is fully up to us to produce the great video summary of this.

If a client is really unhappy with a final result, we are open to discussion, and if they really feel badly enough about it, then they can forego full or part payment for the product. Basically a "money back guarantee" applies to our work.

If it is required, we can also preload the finished Video to a password protected private area on the Web, for the client to view prior to giving final approval for online publication.

Alternatively, if a client would like to have the raw footage and produce it themselves, we can enter into agreement to do this, with all of our video editing fees removed from the project costs.

Clients are free to ask us in advance to target certain songs and aspects of a performance and we are more than happy to do this.

However it does need to be realised that despite the best intentions of all concerned, there may be musical or technical glitches during any of these targeted sections, or we may not have the best footage of these featured segments, and would be better off using other segments instead.

Completed videos are uploaded to Vimeo as 1080p HD footage with a total duration of 5 to 10 minutes. (Although we can do 15 minutes if required). We prefer Vimeo, because Vimeo guarantees HD quality streaming. (We can load to YouTube upon request).

If you have any questions or concerns, then please do not hesitate to contact us:
photosbypassy@hotmail.com

Photo and Video Job Inclusions

It is taken as a given that there is door list free admission to the event for all members of the Photos By Passy Team (1 to 3 people depending on the event and client needs).

PHOTOGRAPHY – Job Breakdown

Photographer provides own personal transportation to and from event
One still camera operator at event for 1 to 2 hours:

Photographer requires Door List admission to the Event.

Video Production by Photos By Passy – Production Approach

3 to 4 hours Post Processing comprised of:

- Camera Downloading
- Photo Selection and Culling
- Photoshopping selected photos
- Resizing images for the Web
- Designing and Creating an Event Specific Watermark
- Watermarking all Images
- Uploading Images to the Web
- Sharing images onto Social Media
- Job completion correspondence

for 40 to 80 images

(Number of Images is variable,
but a minimum of 40 photos is guaranteed.

Total Labour for Photos: 6 hours.

Images are available within 1 to 7 days of Event completion.

Example Photo Set: <https://www.flickr.com/photos/122078592@N02/albums/72157654347352963>

VIDEO PRODUCTION - Job Breakdown

Job breakdown for Video varies according to the “Package” – Silver, Gold, or Platinum.

This is detailed in the following web pages on our site:

Silver: http://photosbypassy.com/?page_id=917

Gold: http://photosbypassy.com/?page_id=932

Platinum: http://photosbypassy.com/?page_id=939

Our Camera Operators supply their own personal transportation to and from the event

Each Camera Operator requires Door List admission to the Event.

Two or more cameras are needed to be able to have Video cut ins and close up shots, as well as side view of band with crowd shots.

Time spent filming at the event is 1 to 2 hours.

The rest of the Production time is spent on Post Processing and Online Distribution.

Video Production by Photos By Passy – Production Approach

Total Labour for Multi Camera video: 20 to 28 hours.

Total Labour for One camera video: 10 hours.

Video is available within 7 to 21 days of Event completion.

Payment for Services

Unfortunately due to our current set up, we prefer strictly cash only on the day and off the books. (Please let us know if this causes any inconvenience, as we can explore other options to invoice.)

We don't request deposit as a matter of good will, trust & respect, and we will commit our time and availability on the same basis.

Contact us by email for Pricing

The number of hours labour for a Production are fixed as per the details in the Silver, Gold, and Platinum Packages.

A Plumber gets \$90 an hour to turn up and do work, and a kid at McDonalds gets \$10 an hour. Our rate is negotiable but we will not work for a ridiculously low hourly rate.

Feel free to contact us with any questions or issues.

Looking forward to working with you,

Paul and The Team at Photos By Passy
Email: photosbypassy@hotmail.com
Website: www.photosbypassy.com



Tips for Getting a Good Band Music Video

Getting the best possible video production requires the following:

The best possible lighting and sound are the primary requirements.

An acoustic drum kit which is miked up comes up much better in the video sound than an electronic kit.

Fingerprints as well as grease and grime on guitars does not look good, dirtiness reflects in the light and is very obvious in a video.

Polished highly reflective drum cymbals which reflect plenty of light also look great.

Performers not feeling the light on their face.

If you cant feel it, we cant see you!

Please ensure you are standing in the light at all times.

Video Production by Photos By Passy – Production Approach

However white and very light colored clothing may be too bright in lighting.

E.g. Avoid Wearing White T Shirts

Performers drinking during a song does not look professional and produces a noticeable audience disconnect on video.

Performers chatting to each other during a song does not look good as it comes across in the video as a distinct disconnect with the Audience.

The same applies to performers talking or signalling to people who are side stage and cannot be seen by the person watching the video.

Performers wandering off to twiddle with knobs on Amps or Mixers or queuing up iPad lyrics during songs also does not look good in a Video Product.

Smiling at each other, signalling, nodding, etc between performers is fine, but **standing centre stage and having a chat during a song does not look good on Video.**

Singers going off stage into the crowd is not good unless there is a spotlight which follows them, or bright house lights which get turned on. Otherwise in the video the singer just disappears into the darkness, causing a viewing audience disconnect.

Letting F-words rip while talking to the audience is not well received by many viewers of a video.

Turning your back on the audience while performing looks

like a distinct audience disconnect during video.

Photographers walking all around the stage taking pictures during songs, especially with red IR beam focusing or flash does not look good in performance videos.

Any photographers should be dressed all in black and be subtle and as "ninja-like" as possible in their presence and movements.

The primary focus of the performers is on the music and entertaining the crowd, but where possible and **occasionally smile at a camera, or do some singing to the camera.**

This really adds a lot to the audience connection factor for subsequent viewers of the video.

Great energy produces a great video, smile and enjoy yourselves, it really comes across.

In Summary:

Audience Connection - no backs turned, no chatting, no looking side stage, no drinking from cans on amps, no bad language, no adjusting amps and mixers, look at a camera now and then, move

Video Production by Photos By Passy – Production Approach

around with energy, SMILE and be seen having a good time.

Be Visible in the Light - Stand in the light, feel it on your face, do not go offstage into the crowd unless there is light on you.

Use Acoustic Drum Kits and Clean Guitars and Cymbals