STUDENT creative services ASU

studio
EDUCATIONAL OUTREACH and STUDENT SERVICES

▪ client information guide ▪

Fall 2021

studioreminders

There are a few things to keep in mind when shooting video in front of a green, or chroma-key screen whether indoors or outside.

don't wear green!
Without going into a lot of technical detail, suffice it to say the reason you don't want to wear green is because the color of the screen is what the camera "keys" on for selection and removal in post-production (editing). The we composite any background in it's place, be it photo, video, graphic, texture or color.

avoid busy patterns
Solid colors are always best and multiple colors are fine (other than greens), but any pattern that is considered "busy", especially lines in any direction can fight with the lens. Even shiny fabrics like satin or some polyesters can moire' or shimmer when filmed.

avoid excessive jewelry
Especially large hoop earrings or large areas of reflective material. Since everything green is being keyed-out fine jewelry not unlike fine, whispy hair, can "fall off" in terms of being able to hold a crisp edge when trying to superimpose a background.

script or not to script
If you are planning on having us teleprompt your time in front of the camera, or even a voiceover, send us your script as soon as possible. Preferably the day before. It can be as text in an email, a Word or .txt file. We'll use the same prompting device for voiceover to avoid the rustling of paper while reading.

it's black and white...
Not everything is shot against our green screen. We also have a black and a white backdrop that can be used as is. However, it is best not to wear black against the black or white against the white.

STUDIO OPTIONS and PROCEDURES

The following information will explain what is involved in studio processes and the advantages of one versus another depending on need or budget. In some scenarios, pro-rated or discounted amounts may apply.

Pre-Production

If you are unfamiliar with common studio procedures, or the filming production process in general, the pre-production phase is critical. It's a time to meet with you, go over your project, and give you a tour of our facility. We'll walk you through what you'll need to prepare or provide and how to go about it, discuss timelines and demonstrate the teleprompter (if needed). Then, fire up the system so you can see what each component does.

Post-Production or Live Production

Traditional editing, also known as **post-production**, is completed after recording and involves cutting clips, transitions, color correction, media integration like slides or title screens, etc. If what is shot in studio is against a green, or chromakey background, any color or image can be composited in during the editing phase. Our **Standard** option requires our post-production services, unless all you need is the recorded content in the event you're editing it yourself.

In contrast, **Live Production** can best be described as editing in real-time. In order to edit during the recording process all the media assets need to be created by us or client-supplied in advance, then arranged and saved on the BlackMagic Live Production system in our control room. This requires a great deal more planning along with some rehearsal time in studio. However, it does save time and cost, if done correctly, because everything is integrated during the recording, even green screen compositing, if used.

Set Design

Other than a standard black, white or chroma background, we can arrange for a variety of different looks, or set environments for you to film in, see https://vimeo.com/217739716 Something like a behind-the-scenes feel, or maybe a more high-tech look will work. Depending on the specific need it will require some time in advance, during pre-production meetings, to plan for and execute. There may be additional cost for props or materials as well as time for labor in setting up.