



Issue No. 14

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## DO IT YOURSELF VIDEO

Greetings!

As much as I encourage you to hire a professional for your video needs, I know you will try to do it yourself.

The reality is its cheaper and it appears to be pretty easy to do. You got that new iphone 4s with the great looking HD video capability, some software to edit you got with your PC or iMAC, so just do it.

Well hang on, at least consider hiring someone to consult on getting the best results.

I am willing to talk you though the best possible scenario for doing it yourself. In fact I do have a consultation service that includes on site consulting and rental of video gear and editing so you can do it yourself...well almost.

I can assist with scripting, and location considerations, technical challenges with lighting and audio, camera work

And other video production factors.

If you need a special mic or lighting I can provide that. Even a better quality camera can be rented.

I will give you full instructions in the rental of any gear.

So if you insist in doing it yourself then consider hiring The Studio as a consultant on your next video project.

Sincerely,

**David Cooperstone**  
**The Studio Video Facilities**  
www.studiovideo.com

To view our past newsletters,  
[click here](#)

### This Month's Event Video



This month's event video is: [Tu Shvat - Mordechai Edel](#)



David at the podium

### Q and A at The Studio

Recently the following questions were

info@studiovideo.com  
604-612-9767

Hire a professional from The Studio Video Facilities.

*Providing professional video services....since 1985*

## Vendor of the Month

Bevan Thomas



Bevan Thomas is a freelance writer and editor who works with numerous clients to present their documents and other text in a clear and engaging format. He has revitalized websites, written press releases and advertisements, and even developed scripts for graphic novels and television shows.

Among his various projects, Bevan has:

\* Created and edited copy for numerous clients of [Personae Concepts](#), a Vancouver communications company.

\* Wrote the press release for the [Viscera Film Festival](#).

\* Scripted a one-page comic strip ad for [STUD underwear](#).

\*[Developed Cloudscape Comics'](#) web content and

posed to me. Here they are with the answers.

If you have a question I can answer please e-mail it to me.

Q. What support do you have for more complex productions?

A. I use what I call associates when in need of assistance on a project. If I need a second camera, I call upon an experience camera operator, who I have worked with before and knows what I need and want. When it comes to a larger production that needs extra lighting or has special audio/microphone needs, I call on specialists in these areas.

Q. Why do you do you do what you do?

A. To make a living. I feel I have a good feel and understanding for producing videos. My 27 years running The Studio and 10 previous years teaching media have been time spent doing something I truly enjoy. I have a creative drive to see an idea come to light. On a personal note when I create videos of events as weddings and other celebrations, it gives me great pleasure to think I have created something which will be looked back on for years to come. It will most likely be the defining record of that event.

Q. Do you need to be an artist to do what you do?

A. It helps. I say I am three things. A business man, a technician and an artist. Being an artist is the hardest to be. One can really not learn to be one. It is part of one's make up. I try to put a little artistic flair in everyone of my projects.

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Facilities**

optimized it for search engines.

\* Wrote stories for [Cloudscape](#)'s graphic novel anthologies.

\* Developed a television pilot that is currently being optioned by a producer.

\* Blogged for [Broken Frontier](#), a comic news site

A consummate storyteller, Bevan devotes much of his free time to writing comic books and teleplays, and engaging in improv acting. He is never happier than when telling tales or building worlds.

Bevan Thomas  
604-710-1659

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<http://www.bevanthomas.ca>

Bevan's wide experience with both copy and storytelling projects has allowed him to combine a crisp and focused writing style with an engaging sense of narrative that keeps the reader interested and involved. He always strives to present his client's information creatively and compellingly: he has turned advertisements into comic strips, used anecdotes to introduce web content, referenced urban legends in press releases, and incorporated other innovative material to capture the readers' attention.

"Making sure your writing says what you want it to say."

## Bevan Thomas



Writer, Editor, Storyteller

## Corporate Video of The Month

## STUDIO NEWS

Auto Art uses a PowerPoint and video made by The Studio to help propel interest and sales.

[Check it out](#)  
on their site!

[Visual Revolution](#)

Andrea Zeitz's curate site

## Something To Take Away

Need or want a video?

When you call or e-mail, or I meet with you, here are some things to consider:

1. What exactly do you want video taped?
2. Who is your audience?
3. What is the final length of the video you are considering?
4. How and where are you going to distribute the video, DVD, internet web site or social media ?
5. When do you want the video to be completed by?
6. Do you think multiple cameras are necessary?
7. Is narration, music, titles, graphics going to be needed?
8. Are there any specific shots or scenes you are considering?
9. Is there any AV involved in the event i.e. PowerPoint?
10. What is your budget?

## The Studio Video Facilities



Our own 1 minute green screen promotional video

## This Month at The Studio

Kollel Kyle Oberndorf  
(not available)

[RCC AFTER 5 at  
The Executive Airport Plaza](#)

[BNI Camera One Photography](#)

[BNI Grace and Joy Yoga Studio](#)

[BNI LeGear - Pelling](#)

[Tu B'Shvat - Mordechai Edel](#)

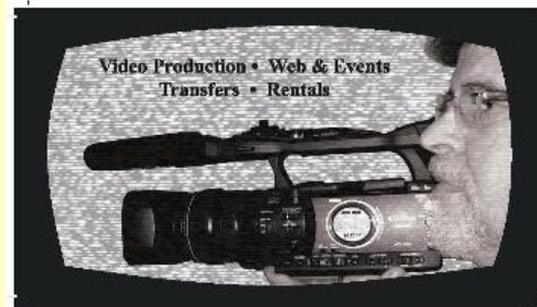
Kollel Jonathan Greenstein

Let The Studio create an ever-lasting memory for you!

## Our new business



card



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