

Billy Calzada:

SHOOTING FOR MULTIMEDIA PRESENTATION:

Have a clear idea of what the story is. A story should be a character; a person, moreso than a place.

Shoot your scene setting picture, then shoot lots of tight pictures; details, and pictures that can be used in sequence; pictures that can tie one idea to the next. These are transitional pictures. I suggest that your edit should be roughly 20 percent wide angle, 60 percent telephoto medium and tight, and 20 percent details, closeups and transitional pictures.

Embrace the opportunities that shooting for multimedia gives you.

Always ask for help in editing. Step away from your work and ask a photo colleague, or wife or husband, to look at your work.

MY PHOTO GEAR ON ASSIGNMENT:

For me, the key is to travel light, but with enough gear to do the job.

I am always ready to shoot both still pictures and video. And I am always ready to gather audio.

I pack gear according to the assignment:

On an assignment where still photographs are paramount, I pack two Nikon D2H bodies.
14mm f2.8, 17-35mm f2.8, 70-200 f2.8, 1.4x teleconverter
Flash, off-camera cord, pocket flash reflector
About a dozen compact flash cards, ipod touch for taking notes,
A Sony compact handycam for shooting video or gathering audio.

On an assignment where video is paramount, I pack a Sony Z1-U HD video camera
one dozen tapes, a light, shotgun microphone, remote wireless lavalier microphone,
plenty of batteries, monopod,
A Panasonic Lumix FZ-20 digital camera (because it is very versatile (zoom 35-420mm f2.8).

I daily copy my pictures from the memory cards to my computer. I then burn two CDs or DVDs, and keep them in separate places. I usually give one to a travel partner. I also try to not reuse the memory cards on assignment.

AUDIO FOR SLIDE SHOWS:

Download Soundslides from the internet (You should always check with your assignment

editor to see what format they use for audio slide shows on their website). Soundslides is an industry standard right now for creating audio slide shows (<http://soundslides.com/>).

Download Audacity software from internet (<http://audacity.sourceforge.net/>).

Or if you already have commercial software, that's great!

Get your hands on an audio recorder; preferably one that writes onto a compact flash or SD card (versatility, universality). Marantz, Edirol and Olympus make good recorders.

Before you start shooting or recording, try to be clear on what your story is. What is the story? "Place" is not the story. The "homeless shelter" is not the story. A person is the story.

Audio drives what we do. Where does one start? With emotion, rather than facts. Followup questions yield better results. Always followup.

Have good audio beginnings and endings.

Audio: music, narration, ambient, interview.

Record your interview. Remember to ask the basics; I find that the best material is found at the end of the interview, when I ask, "is there something that you would like to say that I haven't asked about?"

Very important - Allow people to reflect. Do not fear a long pause.

Record some ambient sound. Put the microphone or the recorder in an unobtrusive place, where it can gather ambient sound for you. Or place it in the pocket of someone as they go about their day, and come back for it later.

Audio software is easy to manage; it just takes times to learn it.

In the end, you should have an audio track for your audio slideshow that should be able to stand on its own, as if for radio.

I am always happy to help.

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