

## Video Equipment Workshop - June 20

- 7:00 am** Welcome and Introductions
- 7:15 am** Pick Your Poison: Matching your video needs with your equipment  
From iPhones to 4K professional cameras, we will discuss the purpose and caliber of each class of cameras, help attendees determine their best camera solution and learn the must-have tools for video shoots.
- 8:45 am** Setting up an Interview and Audio 101  
Learn how to setup and film an interview like a pro using natural/available light. Begin to capture good audio in a variety of situations while learning the ins and outs of audio equipment.
- 10:15 am** Break
- 10:30 am** Engineering Your Video to Meet a Goal  
Learn how you can create a script, sketch a storyboard and get organized for a shoot to ensure your video project meets expectations.
- Noon** Lunch
- 1:00 pm** Lights, Camera, Action!  
There's no time for bystanders! In this session, you'll get behind the camera with pro gear and put your new knowledge to the test for some hands-on learning.
- 2:30 pm** Putting the Pieces Together  
The Herdmark team will walk you through the post-production workflow, including import, edit, color, soundtrack, voiceover and delivery. Using the content you shot before lunch, each attendee will implement their new knowledge while creating their own video.
- 4:00 - 6:00 pm** Open Shoot around the Farm  
Head out when you need to leave or stay around for critiquing and Q&A with B.J.

**Supplement Material:** Introduction to Premiere Pro and Editing Apps for iPhone videos to be provided.