



CARRICK AVE PROJECT

Tech @ 25

Workshop Outline & Recommended Gear

www.25carrickave.com/education

For questions, contact pete@25carrickave.com

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Recommended Gear

Microphones

- [Blue Snowball USB microphone](#)
 - \$50
 - Often used for streaming, pretty much plug & play
- [Audio-Technica AT2020 USB microphone](#)
 - \$100
 - Professional studio microphone made USB compatible for easy usage

Lights

- [Neewer Professional Photography 3-piece Lighting Kit](#)
 - \$60
 - Professional quality lighting setup that allows for 3-point lighting
 - Comes with reflective umbrellas for gentler lighting 'washes,' stands, & carrying case
- [VLD360 LED Ring Light Kit](#)
 - \$45
 - Comes with stand
 - Multiple color temperature modes

Cameras

- [Logitech C920](#)

- \$80
- Built-in stereo microphone
- Auto adjusts lighting
- [Logitech C310](#)
 - \$50
 - Built-in mono microphone
- [Razer Kiyo](#)
 - \$88
 - Built-in ring light with adjustable brightness

Workshop Overview

Purpose of the Workshop

- Be seen & heard clearly, with a clear message in your Zoom meetings, videos, & live streams
- Understand the technical factors, including audio, lighting, and video
- Understand the importance of planning using scripts & storyboards
- Know the software & streaming platforms used to stream
- Know the affordable options for upgrading video, lighting, & audio
- Introduction to our entertainment technology program

Audio

- The acoustics of the room you're in will affect how you sound. For example, a tile floor will reflect sound & a carpeted floor will not
- Minimize background noise by finding a quiet space & shutting windows & closing doors
- Advanced Zoom audio settings - minimize background noise, use built-in noise suppression settings if necessary
- Microphones
 - Mic placement should be as close to your mouth as possible (within reason).
Don't worry about the mic being in the shot - audio is more important than video & nobody will mind it.
 - Project when you speak, don't mumble or whisper
 - Don't use copyrighted music in a stream, it will get shut down
- Headphones or earbuds will make it much easier to hear others in a meeting/conference

Lighting

- Color temperature: the accuracy of color in your video. If the color temperature is off, your skin color may look unnatural. Whiter temperature light bulbs generally make you look better than yellower temperature bulbs
- Daylight is ideal, try to sit near a window
- It's helpful to have multiple light sources pointed at you in order to avoid shadows
- Don't point a light directly at the camera, it will make everything else in the picture look dark (including a window directly behind you)

Video

- Virtual background - set this up in preferences if you want to have a cool background behind you /// can't rearrange your whole room just for a live broadcast
- Zoom video settings
 - Choose your camera source
 - Touch up appearance (smooths skin & textures)
- Streaming Websites & Software
 - Zoom, Facebook, Youtube, Instagram, [Discord](#), [Twitch](#)
 - [OBS](#) (freeware), [Ecamm](#) (Paid, OS X), [Restream](#) (Paid, used to output to multiple destinations)
 - Choose the streaming platform where most of your audience spends time
- Tech Test
 - Test your connection speed at <https://www.speedtest.net/>
 - [Article on required upload speeds](#)
 - Always do a test stream before you livestream - test audio, lighting, video, & internet

Content Planning

- Script
 - Write out what you're going to say, at least the first 30 seconds or so
 - Create bullet points to make sure you hit all your points
- Storyboard
 - A visual representation of what your video will look like (camera angles, types of shots, camera movement, etc.)
- Promotion
 - Promote via social media to drive traffic to your event (announcements, teasers, previews, reminders)
 - Create content consistently to keep your audience interested

- Be creative with your content (include interviews, workshops, 'best-of' compilations, etc)
- Monetization
 - Have a clear 'call to action' (a message that tells your audience to subscribe, follow, etc) at the end to keep people coming back