

Samy's HD Seminar

Making the Transition: SD to HD

SATURDAY APRIL 28TH

10AM – 6PM

***Seminar Fee: \$75**

Featured Gear: Canon XHA1 – HV20 - Arri Lighting Kits - Adobe Premiere Pro

FADE IN:

INT. SAMY'S CAMERA DAY OVERVIEW

Just as DV Production in the Standard-Definition world has started to become commonplace, the industry focus has shifted to High-Definition. Nowadays with HD you get eye-catching stunningly detailed images. Ah but there is a trade-off. Full resolution HD files contain enormous amounts of information and require massive hard drive capacity...we're talking Terabytes...plus tons of processing power is required. Regrettably, what that means to Do-It-Yourself filmmakers is Big Bucks!

Now there is a solution! The engineers sat down and came up with the HDV format. Basically, that means using DVD-style compression to record the hefty uncompressed HD signal onto Standard Definition mini-DV tape. Very impressive indeed; again some trade-offs but we'll talk more about that at the Seminar.

Accessible HDV technology in various flavors has begun to strike every price point imaginable and that's where it gets interesting. Right now, the superb **Canon XHA1** tops the list of affordable, feature abundant, user friendly HD/HDV compatible Camcorders on the market. The transition to HD including SD record capability has never been easier

INT. SAMY'S CAMERA DAY **CANON XHA1 HD CAMCORDER**

We start out with a basic overview of the **Canon XHA1**. You learn about all those buttons, menu items and a lot more. Talented cinematographer Greg Salman will be on hand detailing the impressive list of features like native 16:9, 24fps, SD, true HD 1080i plus these guys make it easy to understand. **Buzzline:** You learn fast efficient HD Camcorder settings, so your center of attention is focused on supporting the creative vision of the director and preserving the integrity of the story.

Finally, Pro-HD Cinematographer Taylor Wigton will be on-hand to screen sample narrative clips, music videos, and commercial spots all shot specifically with the **Canon XHA1**. You be the judge.

INT. SAMY'S CAMERA DAY **ARRI HD LIGHTING KITS**

Nothing wrong with auto green box does-it-all mode; some situations call for it. However, expanding your creative image capabilities will require a fundamental understanding of basic lighting principles. **Buzzline:** Unquestionably, learning innovative lighting techniques is the single most important skill to advancing your career as a Cinematographer; Lighting Rules!

Arri film lighting guru John Gresch covers basic HD Lighting tips and tricks. Topics include three-point lighting, soft light, hard light, gels, flags, bounce techniques, judging exposure, contrast control, color temperature and much more. To do the job, guerrilla filmmakers need compact, affordable, power efficient lighting sources. **Arri** Lighting Kits are undeniably a state-of-the-art choice.

INT. SAMY'S CAMERA DAY **ADOBE PREMIERE PRO HD/HDV**

Post Production HDV Editorial Workflow further crunches the whopping HD byte size for compatibility with most top-of-the-line non-linear editing systems.

Buzzline: Adobe has native HDV support essential for real-time HD productivity.

Premiere Pro is one of the best edit apps for HDV workflow. Indeed, it's now available on the Mac Platform! With Production Studio you get amazing flexibility and picture perfect end-to-end HD Workflow.

If you're new to **Premiere Pro** or need a tune-up various topics include multi-format and native HDV editing, multi-cam editing, embed video in PDF files, DVD authoring timeline, enhanced color correction and more. The session is conducted by Adobe Certified trainer.

BENEFITS

1. Contemplating step-up from SD to entry-level HD Camcorder
2. Recently purchased a Canon XHA1/G1 and you want to know more
3. Learn about the HD/HDV Workflow
4. Considering HD Lighting Kit, HD Pro-edit app or accessories purchase
5. HD tech jargon demystified
6. Invaluable professional tips and tricks for your current/upcoming projects
7. Canon XHA1 is available at Samy's rental dept
8. Coupons, discounts or show specials ☺

SEMINAR REGISTRATION

Seminar Fee: \$75

*Free w/receipt of purchase XHA1/G1 between 3/15/07 - 4/28/07

Sign-up Only: Online at www.Samys.com Call: 323.938.2420

Seminar Questions: email staff@DVCamps.com Call: 800.525.5854

See website for ALL Pro-Instructor resumes

CUT. PRINT

THAT'S A WRAP!