

Next Club Meeting: Wednesday, June 9th,  
7:30 - 9:30 p.m. Cupertino Room,  
Quinlan Center, 10185 N. Stelling Rd.,  
Cupertino, CA



IN THIS ISSUE: JUNE 2010

**Nimitz Kids Screen Latest Movies**  
The young students explain their ideas through the medium of video.  
Pages 1 and 2

**Be Prepared Before You leave Home**  
Gordon Peterson's Video-To-Go kits save you missing your shots in the field.  
Page 3

**Theme Challenge**  
This one's on "Creatures". Be sure to have an entry for the June club meeting.  
Page 4

**President's Message**  
Jack Gorham says Board works hard to arrange club programs. Are they hitting the mark.  
Page 5

**VP's Message**  
Milt Kostner says Look Out! The trusty Firewire transfer cable may be on the way out.  
Page 5

**Tech Tips**  
Frank Swanson's continuing series looks at Shoot to Show and Shoot to Edit.  
Page 6 and 7

May 2010 Meeting  
**Highlight**

**Annual Nimitz School Children's Movies Screened**

Each year the Viewfinders Club has been treated to a screening of videos produced by the third grade children of Nimitz Elementary School. The film program, initiated by their teacher, **Susan Woods**, has paid off not only in student enthusiasm but also gained semi final and finalist

Seeing through Eyes the World Children's



entries in a contest sponsored by the Cupertino Educational Endowment Foundation.

"Going Green" by Giovanni Fernandez.

This movie explains how the greenhouse effect

The movies are all edited in iMovie and this year Susan was pleased to have been able to purchase a new Apple computer with funds provided by the **San Jose Movie Makers Club** via Viewfinders member **Gordon Peterson**.

that scientists have been warning us about works. Energy rising from the Earth's surface collects in the atmosphere where it radiates back down towards the surface. This makes the world's temperature higher than it would be if only heated by the sun and can cause serious climatic changes.

"Tsunamis" by Tonya Syrel and Saleana Yang  
Tonya and Saleana daringly



attempted to apply a green screen effect to

At the meeting Susan advised us that much of the children's video and audio equipment is old and becoming unreliable. Many members may have good working video and audio equipment that they no longer need. If so, they can do Susan and Nimitz School a good deed by donating such items to the program. They would be greatly appreciated.

The movies screened were as follows:

**June Meeting**  
**Theme Challenge "Creatures"**  
Be sure to bring in a short movie that addresses the challenge. You still have time  
Don't leave it to other members - your video can make it a fully entertaining evening

Continued page 2

Continued from page 1

their movie which didn't quite come off but the girls get full marks for innovation. The history of tsunamis was the topic of their movie, their geographical locations and the incredible damage, including loss of life these natural phenomena can wreak.

**"The Philippines"** by **Justin Brewer**  
The Republic is made up of many mountainous and forested islands and are vol-



canic in origin. The country is blessed with beautiful beaches. Asian and Western cultures mix here. Food is influenced by Hispanic, Chinese, and American cuisines that have been adapted for local ingredients to produce distinctively Filipino dishes.

**"Scotland"** by **Patrick Sadowski**  
Patrick tells us that Scotland is part of the United



Kingdom, sharing a border with England, but has partial self-government. The landscape varies from the mountainous highlands and islands of the north and west to the Central Lowlands and Southern Uplands. The country has a rich military history which is demonstrated by its many castles and clan culture.

**"The Life of Rosa Parks"** by **Danielle Ziberan**

Rosa Parks, the subject of Danielle's movie was a civil rights activist and considered "The Mother of the Modern-Day



Civil Rights Movement." In 1955 she refused to give up her seat to a white passenger which became an important symbol of the modern Civil Rights Movement. Rosa later worked with Dr. Martin Luther King, Jr., helping him organize his campaigns.

**"Recycling Saves the Planet"** by **Rohan Theophilus**

With the use of statistics, Rohan demonstrates in his movie how important it is



for us all to separate trash from recyclables in our homes. Recyclable materials include many kinds of glass, paper, metal, plastic, textiles, and electronics which can be made into new products which reduce resources and energy usage. Less trash means less landfill and pollution.

**"England the Crown Jewel"** by **Cevon Terry**

In his movie Cevon holds the Queen Elizabeth II doll made by his mother. His history of



England begins with the early Germanic tribes and continues to the present. In its day the British Empire stretched around the world and ruled about 400 million people. When she was young, Queen Elizabeth was head of state of all these people and territories.

**"Crawfish"** by **Amanda Liu**

Did you know that crawfish can be



found in every U.S. state? And that these fresh water cousins of lobsters vary greatly in

size and color? Amanda does and her movie tells us that they can be found almost everywhere. The main defense of these shy creatures against the catfish and bass that prey on them is the ability to move very quickly with their powerful tails.

**"Nimitz Composting Team"** by **Ivan Chernyak, Abdulla Zubi, Dor Maskowitz and Connor Lydon**

The boys decide that the school needs to get into composting and check with members of the school staff if it is doable. The school lunch lady has plenty of leftovers and the school janitor has additional useful waste. Their School Principal gives a green light, the PTA is willing to provide funds, the Grounds Manager can find them a site and the Student coordinator agrees its a good idea. What else but to record it on video?



**"Recycling Cell Phones"** by **Andrew Costello**

Learning that old cell phones contain valuable metals, Andrew figured that here is a way to raise funds which can be donated for good causes. Specialists who extract the met-



als are willing to pay from \$5 to \$30 per phone. Andrew began to solicit old phones from family and friends and now has a valuable collection that will bring in enough money to make the cause of his choice very happy. ■

*During my training for emergency preparedness as an amateur radio emergency communicator, we were urged to have an Emergency Go Kit. The idea was to have sustainable supplies for one to three days and be prepared to operate an amateur radio for emergency communications. I have applied this same idea to being prepared, with a video kit, to go on location and shoot documentary video with both average and high quality results.*

**My high quality Video-Go-Kit:**

A 16" X 8" X 10" video bag that contains the following video gear:

- Canon GL2 (with 20x lens) camcorder and instruction book. 2 six-hour rechargeable Lithium batteries.
- One external microphone with wide-angle stereo and mini-shotgun capabilities which connects to a smart shoe for power.
- 3 one-hour mini DV tapes and 1 cleaning tape.
- 2 wireless microphone systems with 2 hand held microphones, and 2 lapel microphones.
- 1 battery tester plus extra batteries.
- 1 white balance target.
- 1 single 3-section plug to 3 RCA plugs cable (to connect to TV or video editor) and 1 fire-wire cable.
- 1 S Video cable, 1 USB to mini USB cable, 1 six foot 3 plug RCA cable with 3 female connectors (can be used to plug into another RCA male plug to extend the length of cable).
- 1 lens cleaning brush and micro-fiber cleaning cloth.
- 1 roll of electrical tape.
- 1 tripod shoe for an alternate lightweight tripod.

- 2 sets of earplugs (usually needed for very noisy environments – loud speakers, music, parades, etc.).
- 1 power snack bar, 1 roll of Roloids.
- Plastic shopping bags for rain covers if needed.

## Be Prepared with your Video-Go-Kit

By Gordon Peterson



Along with the High Quality Video-Go-Kit I would take a tripod and fanny pack or backpack with water and food. I would also take along a cell-phone, water repellent coat, umbrella and lightweight 3-legged stool. Depending on the expected situation I would take a 6 foot ladder or 3 foot 2-step-ladder to shoot above a crowd.

**My Second Video-Go Kit**

I also have a digital still camera Go Kit which can also shoot video. It packs in a small 6" X 4" X 4" camera bag which I keep near the front door and contains the following things:

- An older Canon Power Shot A720 digital camera with a 6x lens and macro capability. It uses AA batteries, has a viewfinder (better to use in bright light) and LCD viewfinder on the back.
- 3 sets of high capacity rechargeable batteries (2300-2500 mAh) in addition to the set in the camera.
- 1 micro-fiber lens cleaning cloth.
- 6-2G, 2-4G, and 3-8G cards. (Just got carried away getting more and bigger cards).

- 1 USB card reader, 1 mini USB to USB cable, and 1 1-plug to 2 RCA plug video out cables.
- 2 earplugs.

This camera will take up to 7 megs of digital still pictures, but I usually take 3 or 5 meg photos. A 3 meg photo will print a 4" X 6" to 8" X 10" picture and a 5 meg image will print a 8" X 10 to 12" X 14" picture. A 2 Gig card can hold about one thousand 3 meg photos.

For standard video you only need 1 meg to match you digital mini DV camcorder. The camera will take about 20 minutes of 480X620 video on a 2Gig card (which in quality is about equal to old VHS camcorders). A similar camera today will take HD video.

I have software that will take the still images into my video editor. It also allows me to crop, adjust exposure, rotate them, create "Ken Burns" pan and zoom effects, and/or create photo collages I can combine with other video.

For travel I prefer this camera as I can record very striking still photos and acceptable video without lugging around a lot of gear and a big camera. Depending on the quality I want I can get acceptable still photos and video by recording in the camera slide-show mode. Each still shot lasts about 3.5 seconds, the video is at the usual 60 frames per second. I then transfer the stills and video to the editor over an RCA cable.

Even my cell phone is a potential video/digital Go Kit but I haven't yet explored its uses in a video show.

I never know when I will be called to go on a location shoot for the "On The Move" show (a program that produces TV programs about and for handicapped and special needs persons). I'm also ready to cover interesting or emergency events I may encounter so my Video-Go-Kit is ready for action at any time. After all I'm still a scout at heart and believe in being prepared. ■

## JUNE MEETING'S THEME CHALLENGE

# Creatures



This is where members are asked to shoot a short movie of up to three or four minutes on a particular subject. This challenge is purposefully broad and titled "CREATURES". Any creature such as an animal or insect, but not birds and humans, are valid (birds and humans may be in the video but must not be the subject). The movies will be screened at the June meeting and scored on their merits. Bonus points will be given to movies made specifically for the challenge and are not previously shot footage.

Members who are daunted by the challenge should consider Bob Meacham's "5 by 5" idea. This requires a movie made up of five scenes only, each being five seconds long for a total running time of only

25 seconds. A short movie like this should be well within the scope of all our members.

Have no family pet and not sure where to find creatures? Here's a few suggestions:

**Zoos:**  
San Francisco and Oakland have zoos. Closer to home is "Happy Hollow" in San Jose.

**Farms with animals:**  
McClellan Ranch Park in Monte Vista and Mountain View's "Deer Hollow Farm" in the Rancho San Antonio Park in Cupertino are close by.

**Horses:**  
Equestrians ride out from Garrod Farms through the Fremont Older Preserve in Cupertino, and Stanford has the Red Barn horse stables.

So, if you haven't got started yet on your movie, you have over a week and a forecast of fine weather to join the challenge.

**Good Luck.**

### ACROSS

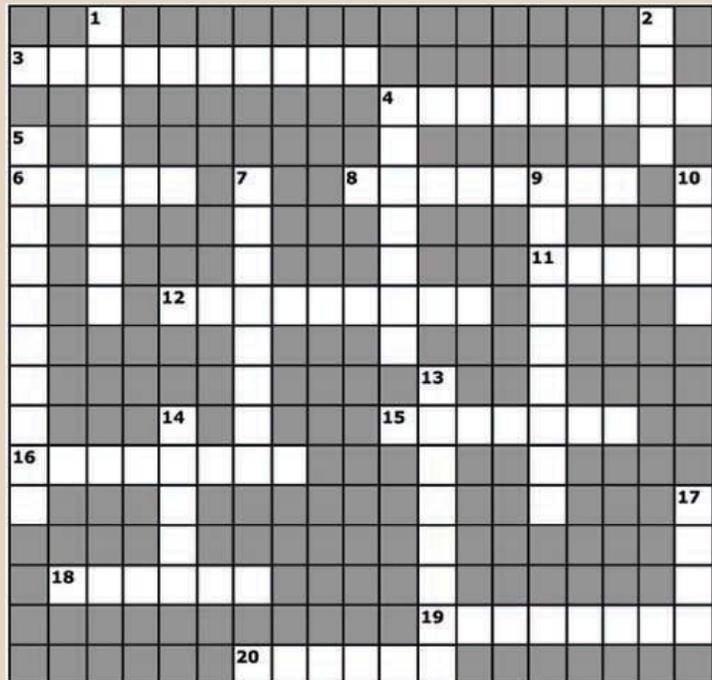
3. Series of sketches outlining the action of a video
4. The Viewfinders Club home city
6. Free movie production management tool
8. A regular Viewfinders newsletter technical article
11. A topic or subject for a recursive happening
12. A person in a play, story, movie, video, etc.
15. High-Tech internet communications vehicle
16. Place where our video productions are kept
17. Process of sending computer files to others
19. Group of people who gather to watch movies
20. One of the popular types of movies

### DOWN

1. Process of acquiring computer files from others
2. Signal used to calibrate audio levels
4. Acknowledgement of work or assistance given
5. Script from which a film is produced
7. One thousand gigabytes
9. Video where a person answers questions of another
10. Annual payment for being a Viewfinders member
13. Event where movies are screened for an audience
14. Term given to the multimedia for our movies
17. Description of music type that one can whistle to

## VIEWFINDERS CROSS WORD PUZZLE

By Frank Swanson



## PRESIDENT'S MESSAGE



### Where Do We Go From Here?

At the end of our May 12 meeting, I asked how many members were working on their "Creatures" theme movie. Not one hand was raised.

Later that week, I told our Board members how disappointed I was that no one had begun to prepare for the challenge movie. Those movies were the main subject for our June meeting. I reminded the four board

members and our Newsletter Editor that they needed to have a "Creature" movie for our June meeting and that they call one other member to see if they can get them to have one also.

Our Board has met several times this year trying very hard to put together a program for 2010. Some of the programs are outside speakers; one was a Board member speaker, and a few are for participating members, such as the "Creatures" challenge, and "Creative Editing" programs. Putting together a yearly program can be trying; especially when you have members with varying interests. Some members want to learn new things, others are content to see entertaining movies. Not everyone has the same interests; not everyone participates. This is normal. I have often heard it said "20% of a group do 80% of the work".

I was very happy to see that nine members had signed up for the "Creative Editing" program, scheduled for our August meeting. I was hoping we would get the same participation for the "Creatures" program.

Our outside speakers planned for July and September have not responded, so we need to come up with new programs for those months. So where do we go from here? Do we want outside speakers? Do we want technical subjects, or entertaining movies? Should we plan member participating projects or have outside participation? We want to have good programs that interest our members, but it's not easy to do. We will try our best and hope that you can help us by participating in those events as much as you can. I invite you to tell us where we go from here.

Jack Gorham

## V.P.'s MESSAGE



### My Two Cents

Listen up! I'm no angel but I need to harp on a couple of things. It comes with the job. First, we need to recruit new members to replace and supplement our aging membership and keep Viewfinders alive in the future. Second, we need more membership participation. The active members have been carrying the load far too long. Nuf said!

All you people with cameras and software that require E1394 (Firewire)

inputs computer for capture could be in for future shock. Especially if you use a laptop. Out of the row on row of laptops at Fry's, only 3 still had E1394 inputs. Why? Newer cameras are using USB connections for capture of .mp4 clip memory files rather than E1394 streaming from digital tape. The situation is not as bad for desktops *IF* you have an available internal card slot to add an E1394 adapter card. When I bought my Canon HV-30 I did so because tape .avi was reportedly better quality than current .mp4 images. Now I regret it. (Of course, you respond, its more dependent on the skills of the cameraman. And that is so true.)

For you PC users (and that is about half the membership) let me tell you of my experiences switching two computers over to Win 7, which is quicker and less annoying than the Win XP and Vista operating systems I abandoned.

The changeover in software went fine, much shorter than in the past.

Then reality hit. My ten old scanner drivers are incompatible and must be replaced. Same for my 8 year old printer, requiring a new all-in-one scanner/printer. I bought an ethernet capable one to serve both computers. On hooking up the new network connection, my 10 year old network router went belly up; another replacement. This is much the same trauma that I went through years ago going from Win 95 to XP. The problem is drivers; manufacturers see no profit in redoing them for anything older than say five years.

Now don't you Mac users laugh. Most of you have computers with the old Mac motherboards, not the new Intel cpu ones. Your turn may come. Don't crow until you have made the transition and running smoothly.

Milt Kostner

# TECH TIPS

## SHOOTING TIPS FOR THE AMATEUR VIDEOGRAPHER: Part 5 by Frank Swanson

### *Shoot-to-Show or Shoot-to-Edit*

This month's article deals with two distinctly different shooting styles by a videographer with a single camcorder but require advance planning, preparation and on-site positioning. After you read my comments about each style, pay attention to the next several videos that you see by other members of our Club and try to determine which style was used.

**A. Shoot-to-Edit:** This style of shooting is used when you have time to record multiple takes of the



same subject, usually at different angles (e.g. wide angles,

close-ups, close to ground, high up on boom, etc.). You can shoot several pans, zooms and tilts at different speeds and directions to give yourself a variety of shots to choose from when you hit the edit bay. Think like an editor to provide variety and selection in the finished production.

Shoot in a very methodical way by shooting all of your exterior shots at the same time, and then all of your interior shots, regardless of how you will edit them later. When in a room or event location, shoot as much as you can from one location getting several shots, angles and cutaways; multiple takes of the same shot will give you some insurance just in case the previous "keeper" shot did have some problem that you don't discover until you've begun the post-production editing (e.g. noisy truck,

someone coughed, bad piece of recording tape, pole that appears to stick out from a person's head). Then work your way around the room getting another set of shots at each location.

Shoot lots of tape since tape is cheap. Start recording five or ten seconds



before the action begins and let it roll another five or ten seconds after the action has stopped. These cushions will allow you great freedom in the post-production editing phase. When some scenes are repeated, take advantage of that and record overlapped action footage (e.g. allow a door to close after the subject walks through and leaves the frame; then record the same scene from a different angle and follow the subject through the door and beyond).

Finally, you don't have to shoot your sequence in logical order, just edit them later in order. Oh, be sure your shots make sense visually – stay on the same side of a person or



object throughout your sequence. Violating this principal is called "crossing the line" drawn between two subjects in the frame.

**B. Shoot-to-Show:** This style is used when you're in a hurry with little or no time to edit – sometimes called "editing in the can" method. This method requires you to think like a photographer and an editor at the same time. Its single purpose is little or no editing required once the shoot

is complete. The downside is that your shot choices are minimal, so you'd better get it right the first time because that's all you'll get (e.g. an outdoor ceremony or wedding). This method emphasizes lean and mean shot choices, with almost no alternative angles, zooms or cutaways to edit in later.

All sequences must be shot in order and, hence, carefully chosen – hence advance planning before you get to the event. The emphasis is on short, smooth and efficient camera work. If you can, script out the scenes in advance for those fairly predictable events. A rough storyboard with a beginning, middle and end will help im-



mensely. For maximum effectiveness, establishing shots are taken first, and then rotate between medium, close-up and wide shots, none too similar to the preceding shot. This will require you to "work your way around the room or location" between shots.

Using a tripod is essential to getting smooth video, especially the first few and last few frames of each clip when you press the record button. Each shot should not be longer than five to ten seconds, unless the action demands a longer take. If you pan, zoom or tilt for a shot, practice the move(s) before you hit the record button. Take your time now, and you'll save time later.

**C. Summary:** Both methods are polar opposites: "shoot-to edit" calls for choices and creative style, "shoot-to-show" limits choice almost entirely but calls for precise timing, composition and control, not to mention

*Continued on page 7*

planning. If you can shoot all the tape you want, you'll learn later what works and what doesn't in the edit process, making you more efficient next time. If time is at a premium, you'll be able to develop your creative shooting experience while under fire to select the best angles and shots for your productions.



mind? If so, I suggest that you try your non-usual method out some-time, perhaps on your next shoot. Then when you get down to editing the footage at home, did the change in style help or hinder your editing effectiveness, efficiency and results?

The event type you choose for this experiment may force you to choose one style over the other, and some events may require that you utilize both methods – such as a wedding. So, select a simple event or subject for this experiment and perhaps you'll discover some new shooting techniques you didn't know you could do.

Next month I'll talk about "The Seven Deadly Camera Sins" and "The Art of Composition". ■

Well, which style fits your shooting experience the best? Does one ring a bell and the other hasn't crossed your

GLEANED FROM THE WEB

HD not good enough for you? get ready for 3D

Just when you thought that you were getting your head around the latest video camera technologies here's something new coming over the horizon.



**Panasonic unveils world's first integrated full HD 3D Camcorder**  
 LAS VEGAS, NV  
 (January 6, 2010) – Panasonic Corporation (NYSE: PC) will release the world's first\* professional, fully-integrated Full HD 3D camcorder in Fall 2010. The company will begin taking orders in April. Anticipated price: \$21,000 (Gulp)  
[www2.panasonic.com](http://www2.panasonic.com)

**For DIYers: Make your own 3D video camera with stabilizer for \$300 or less**

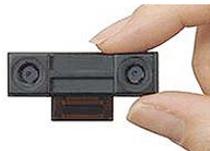
Ron and AmyJo Proctor at Weber State University recently built this HD 3D camera set-up for \$250.



They used two Kodak Zx1 cameras, (\$88 each). This shoots 720p HD video up to 60 fps with 16:9 aspect ratio. It's also small enough to set the two cameras only 6.5 cm apart, a normal baseline for the human eye. If you want to film distant objects, move the two cameras a little further away from each other.  
[www.uproxx.com](http://www.uproxx.com)

**Sharp Module enables 3D images to be captured in Hi-Res HD mode.**

Sharp has developed the first high-definition 3D camera for mobile phones. Says it plans to begin mass production by the end of the year. The company says it expects to see the module used in digital cameras and smart phones and maybe net-books. Samples will ship in July, with mass production by the end of the year. No prices were given - one imagines it won't be cheap.  
[www.tgdaily.com](http://www.tgdaily.com)



**CLUB MEETINGS REFRESHMENTS VOLUNTEERS**

*The club thanks those who will or have provided refreshments*

Jan 13th	Fred & Joann Pfrost	June 9th	Linda Grodt
Feb 10th	Bernie & Nancy Wood	July 13th	Bob Meacham
March 10th	Brian Lucas	Aug 11th	Open
April 14th	Richard Brownlie	Sept 7th	Stan Smith
May 12th	Irv & Mary Webster	Oct 13th	Frank Yap
		Nov 10th	Janet Holl

**TREASURER'S REPORT FOR MAY 2010**

Bank Account Beginning 5/1/10	\$1796.11
Income Subtotal:	\$0.00
Expenses Subtotal:	\$95.94
Nametags \$43.20	
VPG Tapes \$14.74	
AMPS Dues \$8.00	
SCCA Dues \$30.00	
Bank Account Ending 5/31/10	\$1700.17



**JOIN/RENEW THE VIEWFINDERS CLUB FOR 2010 NOW!**

The renewal dues for members is \$30 for individuals and \$35 for families. The membership dues for new members is pro-rated and now \$22 for individuals, \$26 for families and \$5 for full-time students. Bring your check or cash to our June 9th meeting. Make your checks payable to the "Viewfinders Club".

Frank Swanson

**CREDITS**

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**MONTHLY CLUB MEETINGS**

Held in the Cupertino Room, Quinlan Center. 10185 N. Stelling Road, Cupertino, California. Watch the calendar for programs updates. Guest admission is free.

**MEMBERSHIP DUES**

- \$30 for individuals
- \$35 for families
- \$5 for full-time students

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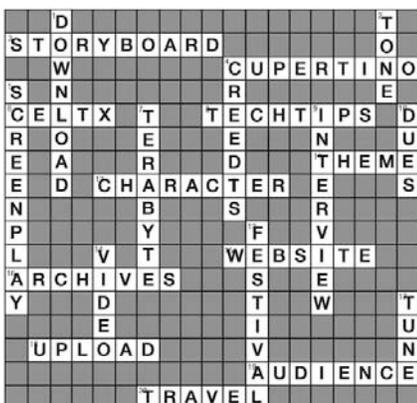
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www.viewfindersclub.org

*Crossword Answer*



# CLUB MEETING EVENTS 2010

<p><b>January 13th, Wednesday</b></p> <p>Fred Heiman movie maker: Presentation and Opera San Jose, &amp; wildlife documentary videos screened</p> <p>Tech-Tips: Frank Swanson</p>	<p><b>Feb 10th, Wednesday</b></p> <p>2009 Contest winners movies screened by Frank Swanson</p>
<p><b>March 10th, Wednesday</b></p> <p>Celtx pre-production software demonstrated by Milt Kostner</p> <p>Tech-Tips: Frank Swanson</p>	<p><b>April 14th, Wednesday</b></p> <p>De Anza student's movies screened and discussion</p> <p>"Theme Challenge" announced for June screening</p>
<p><b>May 12th, Wednesday</b></p> <p>Nimitz Grade School movies screened and presented by teacher Susan Woods</p> <p>August "Creative Editing" contest announced by Fred Pfof</p>	<p><b>June 9th, Wednesday</b></p> <p>Theme Challenge "Creatures" movies screened</p> <p>Tech-Tips: Frank Swanson</p>
<p><b>July 13th, Tuesday</b></p> <p>Adobe Representative Presentation: Photoshop and Premier elements</p> <p>Tech-Tips: Frank Swanson</p>	<p><b>August 11th, Wednesday</b></p> <p>Members "Creative Editing" clips screened</p> <p>Tech-Tips: Frank Swanson</p>
<p><b>September 7th, Tuesday</b></p> <p>Movie maker Amy Do screens her movie "Rabbit Fever"</p> <p>Tech-Tips: Frank Swanson</p>	<p><b>October 13th, Wednesday</b></p> <p>Annual Member Video Contest videos screened and judged</p> <p>Tech-Tips: Frank Swanson</p>
<p><b>November 10th, Wednesday</b></p> <p>Meeting: Awards presented to member video contest winners, board election and social</p>	<p><b>DECEMBER</b></p> <p>No meeting this month</p>