

*Next Club Meeting:
Thursday February 17th, 7:30 - 9:30 p.m.
Cupertino Room, Quinlan Center,
10185 N. Stelling Rd., Cupertino, CA*



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Video in Small Packages

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Useful Gadgets

Gordon Peterson demonstrates several helpful tools to add to your video kit. **Pages 2, 3 and 4**

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January 2011 Meeting Highlights

Digital Still Cameras for Video?



By Jonathan Parnell of Keeble and Shuchat

Gadgets for the Videographer

By Gordon Peterson

Being concerned with making video movies, Viewfinders Club seldom feature still cameras at meetings but this may change in the future as digital still cameras are more and more incorporating improved video capabilities.

The January meeting took a close look at one of these cameras. the pocket sized **Powershot SD4500 IS** from Canon. To help us understand what this, and other new cameras have to offer, **Fred Pfost** invited a representative of Palo Alto photo dealer Keeble and Shuchat, **Jonathan Parnell** to bring several along for a presentation.

Jonathan's presentation went beyond pocket sized point-and-shoot cameras to a discussion of dSLR cameras that are making an impact in the professional movie production world, although the high price of the best of these make them well beyond most enthusiasts budget.

The Canon Powershot SD4500 IS at first glance looks fairly typical of its class, however looks may be deceiving. In a small package the camera boasts a 10 megapixel CMOS sensor, a 10X optical zoom (plus additional



digital zoom), optical stabilization, and is able to shoot 1080p HD video. A long list of additional manual and auto features are listed in the Canon catalogs that Jonathan kindly handed out. The catalog also lists Canon's other cameras including the company's dSLR range as well as other Canon products.

After the presentation Jonathan asked for questions from the audience which brought on lively discussions. Some of topics include those that follow, in no particular order:

Questions and Answers

Q: *What memory cards are compatible with the Powershot SD 4500?*

A: All SD flash memory cards are compatible but for shooting video an SDHC card should be chosen. SD cards have an initial speed up time which will affect frame rate but SDHC cards are instantly up to

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speed. For shooting video a large memory card, preferably of 6 megabytes per second (Class 6) or higher is preferable. Slower cards may not be able to process the video data fast enough causing "stutter" in motion.

Q: What is the frame rate and resolution (recording pixels) of the SD4500?

A: 1920x1080 - full HD - at 24 fps

1280x720 HD at 30 fps

640x480 at 30 fps

320x240 at 30 fps (equals slightly under two hours on a 4 Mbyte card)

Q: What kind of sensor has the camera?

A: 10 megapixel 1/2.3 inch CMOS. Cooler running CMOS sensors reduce noise / grain better than CCD sensors. Canon's



SD4500 camera has a larger sensor than typical for its

class. The larger the sensor the less crowding of pixels which cause noise / grain on the sensor's surface. This is particularly noticeable in playback of action or night scenes. (dSLR cameras have large sensors because they are required to shoot fast moving action such as at sports events.)

Q: What is the ISO range?

A: ISO is a measure of the sensor's sensitivity to light. All else being equal, and leaving aperture size out of the equation, dark scenes require higher sensitivity than lighter scenes.

The SD4500 has a range from ISO 125 to ISO 3200. It is so sensitive that the camera can record images not visible to the naked eye. This is most apparent in dark scenes where a low ISO number is chosen in conjunction with a long exposure. In automatic mode the camera will select an appropriate ISO number.

Q: How does video capture compare to film capture?

A: Film still has a greater latitude than video although the latter is improving with new technology.

An old technology that goes back to the origins of photography has recently become popular in improving digital stills called High Definition Range (HDR). In its earlier form it was a method by which photographers sandwiched



together negatives of different exposures to print the best highs and lows captured by the two negatives. Today we can do

the same thing with digital stills on the computer. Some experimenting with HDR videos have been made but it is a complicated process.

Q: Why are the manuals that come with a new camera so basic?

A: like other companies, Canon has chosen to limit the information in the printed manual but includes an extended version as a PDF file on a CD that comes with the camera.

Q: Can small digital cameras like the SD4500 shoot video as well as a camcorder?

A: No. Camcorders are designed specifically for shooting video and have features and controls, as well as physical forms, that small point and shoot still cameras cannot accommodate to rival the versatility and quality of the camcorder. However, for the casual video maker they make an attractive option.

Q: Can the camera record stereo sound?

A: Yes, and for an inboard audio recorder pretty good quality. It does not have an auxiliary microphone jack.

Q: If the camera has optical stabilization can I leave my tripod at home?

A: The camera's OS is excellent but nothing beats mounting a camera on a tripod.

Viewfinders would like to thank Jonathan for sharing his knowledge of video capable cameras with us, and to Fred for arranging the presentation. ■

Gordon's Gadgets

Locking Arm Extender. Purchased at Orchard Supply for about \$20. This



model is about 3' long with pincher rubber cups. It folds in half and the pinchers can be locked with a push of a button once something is grasped. I use it for reaching things from the ground, or beyond what I can conveniently get to. In videography I have used it to hold a wireless microphone below or above an interview subject so it is not seen in the video.

Nightstick looking mono-pod with flexible rubber neck and carbiner to attach to my belt.

It is a straight mono-pod which extends to about 5.5' with both a spike and a rubber tip at the base that can be lowered to cover the spike ena-



bling it to be used on hard or soft surfaces. The flexible neck allows a wide range of viewing without the constraints of a rigid mono-pod. It has the look of a police belly club which I have found comforting when walking at night in possibly dangerous places both here and abroad. The carabiner attaches to my belt and

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PRESIDENT'S MESSAGE



"Connections"

Some of you may have watched British science historian James Burke's TV series "Connections" aired during 1979 with later series in 1994 and 1997 as to how one thing leads to another in the development of science and technology. I have found much the same thing with people in the amateur video world leading to interesting, challenging, fulfilling, and expanded life experiences. Yes I had taken family videos for several years, but it had never occurred to me to edit them.

On my retirement my wife Claudia and I talked about what we might like to do with the extra time. I suggested bird watching and she agreed. We equipped ourselves with quality binoculars and set out to see the birds. It didn't take long to find out we wanted spotting scopes too. Then we wanted to record what we saw. Claudia chose to get a still SLR camera. She started with a Canon Rebel originally purchased for our son's Christmas present. (She got to using it before Christmas and had to get him another one.) She soon graduated to the Cannon EOS models and purchased a 500mm lens to really reach out to the birds. I wanted to record their actions and sounds so I bought an early Sony digital camcorder with a 20X lens.

On one of our birding walks with an Audubon group I got to talking with

a fellow birder, Steve Magyar, who was a member of the San Jose Movie/Video Club. He invited me to their meeting where I met a very colorful character, Bart Wittekind, a former Green Beret major with an artificial leg (he customarily wears short pants to reveal it) which had been removed after the Vietnam war due to cancer, probably caused by Agent Orange used in Vietnam. He invited me over to use his video editing system. I was very impressed with his friendliness and willingness to share his equipment and soon purchased one of the same manufacture.

Through this club I learned about other video clubs, at the time there were three others in the Bay Area. I also joined the Viewfinders club. From Bill Mannion, an active member with the club I learned about the "The Better Part" organization of seniors making seniors-interests programs broadcast on Public Access TV at DeAnza College. I joined and worked with the group for several years where one night at the studio I met Jeanne Yeager. She is the mother of the Yeager family, producers of another Public Access TV program called "On The Move". Her daughter Donna was born without arms or legs, though she does have feet and uses her toes to do most every thing we do with our hands and arms. Donna usually hosts the program. She has a cheery personality and is very independent, driving a specially adapted van which has a power-chair lift to get her in and out, and then locks her chair down in the driver's position.

Jean invited me to join their crew so I did. The purpose of the "On The Move" show is to showcase people who haven't stopped doing the activities of life due to their handicap. At one time I was working with four different Public Access TV programs. When city finances got tight DeAnza closed the public TV studio and both

"The Better Part" and "On The Move" moved their production services to KMVT in Mountain View. Unfortunately the new station required persons creating the shows sign a pledge to indemnify the station against responsibility for a program they were sued for. I refused to sign such a pledge, not willing to be liable in such a case and ended my connection with "The Better Part". The "On The Move" producers worked out an agreement with the station to be solely responsible for any liability for their show.

With experience I have been a studio camera operator, editor, and location videographer for them. I have learned to edit a show to exactly 28.5 minutes, the desired length to allow 1.5 minutes of station related information. It has been an interesting and fulfilling experience to meet the guests, often handicapped in some way, and shoot location videos of services, events, and activities being participated in by the handicapped. Events include a special day in Santa Cruz where they can go into the ocean and even scuba dive, and others such as glider riding and sailing. There are many services and support groups and I've learned a lot and it has tied into my Masters Degree training in Vocational Rehabilitation Counseling. If you would like to join the crew, or help out at a location shoot or just visit a studio taping each 4th Monday night, except December, from 7:30pm- around 9pm, at the Mountain View KMVT studio, let me know and we can arrange a connection. You are welcome to join me in observing the editing of a program too.

I hope you will reach out and take advantage of the many things the club offers and provide members with "connections: to what you are doing.

Gordon Peterson

Gordon's Gadgets... cont. from page 2

makes it easy to transport. At its short length I can place it under my belt to get better panning stability than hand held alone.

Canon Power Shot SX30 IS Price is approximately \$400. A very new release (November 2010), it has a image stabilized 35X optical lens (24mm-840mm in 35mm terms) and 4X digital zoom. I find that the video is still quit good to 80X (full 35X optical plus 2X digital). It takes up to 14meg im-

ages stored in JPEG files of selectable quality. Takes both still photos and HD 720 video or SD video. The camera powers up in still photo mode but can be put in video mode with the touch of the red button. Yes, the

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V.P.'s MESSAGE



Perspectives 2

Last month I wrote about perspectives and described the sculpture in Cupertino at the corner of Stevens Creek and De Anza Boulevard. Here is a picture of that sculpture entitled "Perspectives". Visit it one day and enjoy walking around it to see its many perspectives from various angles.

I stated in the January Newsletter that in the early days I had a perspective about the Viewfinders, i.e., was the Viewfinders viable (it was) and how could we develop its growth. That led to two questions that needed answers for its success, how to attract new members and how to *maintain* its viability.

We apparently answered these questions with the appropriate actions way back then. Today the best method for attracting new members I believe is by word of mouth followed by advertising in the various media available to us at no cost.

In January a potential new member, Lannie Kuo, came to the meeting based on our meeting schedule printed in the *Cupertino Scene*. This

will continue to appear in the Scene which is sent to all homes in Cupertino each month.

We currently have an ad running on the KMVT Community Bulletin Board (when the station is not cable-casting) with my name and contact information. This has generated several inquiries and new members according to Milt Kostner whose name and number appeared previously.



Another visitor in January, Natalie Grant, informed us about a new electronic newspaper cupertinopatch.com that we plan to use to publicize our Club meetings. Go visit the site to see its potential for the Viewfinders and let me know what you think and how this media can be used.

We are also contacting Comcast's "Newsmakers" for a video clip opportunity. The clip is a 5-minute interview that would be played 40 times on cable channel 57 over a month's time. Check it out on cable channel 57 every 5 minutes before the hour and before the half hour.

But the most valuable way to promote our Club is by your word of mouth!

This is the way we can maintain the Viewfinders viability. When Club members participate in promoting their Club to outsiders it signals to the Club's Officers that the members realize the part they can play in supporting the Club's viability. There's that important word "participation" again! Before you come to the February meeting, and I hope you are planning to attend, think about the level of your participation in the Viewfinders. Ask yourself, "Is there some aspect of the Viewfinders activities that I can participate in to maintain the Club's viability?"

Our President asked members attending the January meeting if someone would take over the task of Refreshment Chairperson to ensure that we had volunteers for each month's refreshments at the break.

No one spoke up so I am asking the same question of all members via this Newsletter. If you want to take on this task e-mail me at: billmannion@sbcglobal.net.

In closing, is there a member who would like to start "job shadowing" me in preparation for a run for Vice President in 2012. As we see from politics, you can't wait till the month before the election to stand as candidate. That only results in the need for arm twisting by the Nominating Committee.

So start thinking about participating as a Club Officer in 2012.

Now that's what I call real participation!

Bill Mannion

Gordon's Gadgets... cont. from page 3

zoom can be used while taking video and it will automatically adjust the exposure and focus.

Up to 25 minute of continuous video can be taken or until it runs out of card space. It takes HDSD cards with a rating of 6 or better (I use 10) with capacities up to 64G. 4G will take about 20 minutes of HD 720 Video.

I usually use SD, which gives double the time. It has ISO rating to 1600. It has a view finder and a LCD screen. The LCD screen can be folded or rotated like most camcorders and

viewed at many different angles, such as above you head or down low like at you feet. It has many special features,

which I plan to write a more complete review later. Its one draw back is

the lack of an external mike jack for audio capture.

Gordon Peterson



Ever since hearing Tony Dometelli of Keeble and Shuchat, our July 2010 speaker, talk about the Digital Single Lens Reflex (DSLR) cameras for video, I have been following reports on how well they work.

In a recent article from Wired.com, Joshua Beyer, director of Cinema Out of Your Backpack, DSLR film festival said "DSLRs are a game change for movie makers because they're the first low-priced video camera on the market which really can compete with good old 35 mm film".

Recent DSLR success stories include the movie "Tiny Furniture", a best narrative feature winner at South By Southwest Film Festival. The film was entirely captured using a Canon 7D camera, priced about \$1700. Even Hollywood movie makers are using these low cost cameras. The Fox TV series "House" filmed its entire seventh season on a Canon EOS 5D

Mark II, as was the subway scene in the movie "Black Swan". While Canon DSLRs seem to be on the cutting edge for video shooting, both Nikon and

has posted several web videos comparing Kodak and Fuji movie film with Canon, Nikon and Panasonic DSLR videos. After viewing the comparison of film to DSLR video, the differences are extremely small.

The DSLR Revolution

By Jack Gorham



Panasonic have DSLRs that capture outstanding video.

The Emmy Award winning web series, *The Great Camera Shootout 2010*,

I have been contemplating purchasing a new High Definition video camera for several months and the DSLR cameras are at the top of my list. If anyone is interested in learning more about DSLRs, you can download from the internet site nofilmschool.com a free guide. It is called "The DSLR Cinematography Guide". At 114 pages and 30 separate chapters, it thoroughly covers every aspect of DSLRs.

The nofilmschool web site is also a good source to keep you up to date on the ever changing DSLR revolution. ■

Viewfinders Club SUDOKU Puzzle

By Frank Swanson

The goal of Sudoku is to fill in every empty box with one of nine letters. Each letter can appear only once in each horizontal row, as well as only once in every vertical column and only once in each of the nine 3X3 squares. This month's puzzle contains the nine letters **D, F, I, N, O, R, S, T** and **W**. As a clue, the nine letters form a word that refers to the result of a freezing blustery weather phenomenon. The answer to this month's puzzle appears on page 7 of this newsletter. Have fun!

	O		D	R	I			
	I							S
	R		N					D
	S							I
			F	O				F
O	W							N
I			N					F
	D							T
			N	O	T			S

CLUB MEETINGS REFRESHMENTS VOLUNTEERS

We're looking for volunteers willing to provide refreshments at club meetings. Please let one of the Board members know which month you will be available. In 2011 we plan to have two people sign up for each month which will ease individuals cost.

Jan 12th Brian Lucas

& Irv webster

Feb 17th Fred Pfost

& Milt Kostner

March 9th Jim Visser

& Bernie Wood

April 13th Jerry Oliver

& Virginia Misoff

May 11th Linda Grodt

& ?

The club thanks those who will or have provided refreshments

TREASURER'S REPORT FOR JANUARY 2011

Bank Account Beginning 01/01/11	\$882.43
Income Subtotal:	\$305.00
Dues (10)	\$300.00
DVD Sales (1-MT)	\$5.00
Expenses Subtotal:	\$0.00
Bank Account Ending 01/31/11	\$1187.43



JOIN/RENEW YOUR CLUB MEMBERSHIP FOR 2011

The membership dues for 2011 like last year are \$30 for individuals, \$35 for families and \$5 for full-time students. If you're not one of our members from last year who have renewed already, bring your check or cash to our February 17th meeting to continue your membership.

Frank Swanson

TECH TIPS

FRAMING THE SHOT

By Frank Swanson

At the January meeting I ran Digital Juice's "I've Been Framed" 8-minute clip which we haven't seen for three years. These five fundamental shot composition techniques to help make your movies look like they've been shot by a pro are worth repeating.



1. The Rule of Thirds: imagine a tic-tac-toe grid over your viewfinder and place your subject so that they simultaneously fall along one of the two horizontal lines and one of the two vertical lines. This rule is especially true for framing people and objects, and works well whether your shooting wide, medium or close-ups. Very far shots don't need to follow this rule as their purpose is usually to just provide an establishing shot.

2. Don't Chop the Chin: When shooting extreme close-ups of people, it's a sin to chop the chin. It's OK to chop the top of the person



allowing the forehead to fall out of the frame, but it's not OK to cut off the chin.

3. Compose the Nose: Nose room or look-room refers to the space between your subject's nose and the side of the screen. If your subject is looking to the right, allow for some breathing room in the direction that the nose



is pointed, that is to the right, and vice versa. Placing the subject on the left vertical thirds line will provide breathing room to the right. Placing the subject in the middle of the frame is not good because it just provides a good shot of their ear, and placing them on the right vertical thirds line just looks bad.

4. Lead Them On: Lead-room sets the Rule of Thirds in motion. When shooting people in motion you need to allow ample room ahead of them. As you pan with the subject, try to keep them on the trailing third vertical line. This give the person room to move into the area ahead of themselves. If there's a group of sub-



jects, give the front runner the lead-room, and don't worry about the others who trail. A good fluid-head tripod will make for a smooth pan motion and make this lead-room process easy and smooth.

5. Beware of Bad Backgrounds: When you shoot, compose the whole frame. Look for poles or plants that seem to protrude out of the top of your subject's head. Look out for wires that seem to go in one ear and out the other. Simply move your camera to one side or the other or raising or lowering of the tripod will correct the problem. Catch these problems before

you start to record so that you don't record bad footage in those situations where you only get one chance.



These five tips for superior shot composition can be seen on your computer by going to www.digitaljuice.com, click on "DJTV" on the top of your screen, click on the "all videos" tab, click on Page 3 of 10, and finally click on "Take 5: I've Been Framed". There are a whole bunch of other great clips from Digital Juice that are just waiting for you to watch while you're there. I'll pick another one for screening at the end of our February meeting, so be sure to come and hear what I've got to say about my choice for next time. ■

Club Movies Available for Sale \$10 each. See Frank Swanson

Maybe Today (2006)

A lonely, elderly man hopes to find companionship on his local bus service.



Dearly Departed (2007)

Fearful that her husband will not join her in Heaven, a woman schemes to gain him admittance.



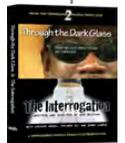
Two Left Feet (2008)

A retired man, bored with his life, decides that dancing lessons will open new worlds for him.



Through the Dark Glass (2010) & The Interrogation (2009) Two movies - one DVD

- 1). A man is pressured to admit to crime until the proof is finally presented.
- 2). A man encounters indifference towards him. However, he may not be what people think.



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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Sudoku Puzzle Answer from Page 5

S	N	O	W	D	R	I	F	T
D	I	W	T	O	F	R	S	N
F	T	R	S	I	N	W	O	D
N	S	D	R	W	T	O	I	F
T	R	I	F	N	O	D	W	S
O	W	F	D	S	I	T	N	R
I	O	T	N	R	S	F	D	W
R	D	S	I	F	W	N	T	O
W	F	N	O	T	D	S	R	I

CLUB MEETING EVENTS 2011

<p>January 12th, Wednesday</p> <p><i>Videomaking Made Easy with the Canon SD 4500</i> by Jonathan Parnell of Keeble and Shuchat</p> <p>Tech-Tips: Framing the Shot</p>	<p>February 17th, Thursday</p> <p><i>Award Winning Amateur Movies:</i> screening of movies from SCCA, AMPS and AIFVF contests in 2010</p> <p>Tech-Tips if time allows</p>
<p>March 9th, Wednesday</p> <p><i>Using Still Images Creatively in Videos:</i> how and why the video editor should employ The Ken Burns Effect by Brian Lucas</p> <p>Tech-Tips if time allows</p>	<p>April 13th, Wednesday</p> <p><i>Making Animation Videos</i></p> <p>Tech-Tips if time allows</p>
<p>May 11th, Wednesday</p> <p><i>Member Video Screenings:</i> recently produced movies by club members are shown to help Club members improve the quality of their productions</p> <p>Tech-Tips if time allows</p>	<p>June 8th, Wednesday</p> <p><i>Independent Movie Maker Presentation</i></p> <p>Tech-Tips if time allows</p>
<p>July (TBD)</p> <p><i>Making Low Light Videos:</i> basic rules and procedures for improving your low light video shooting and editing</p> <p>Tech-Tips if time allows</p>	<p>August (TBD)</p> <p><i>Making Family History Videos:</i> what, why, how and when to get started in documenting your family history</p> <p>Tech-Tips if time allows</p>
<p>September (TBA)</p> <p>Tech-Tips if time allows</p>	<p>October (TBD)</p> <p><i>Annual Member Video Contest:</i> screening of best movies produced by Club members this year</p> <p>Tech-Tips if time allows</p>
<p>November (TBD)</p> <p><i>Golden DVD Awards Night:</i> screening of the top three movies for the year; also election of Club officers for 2012</p>	<p>DECEMBER</p> <p>No meeting this month</p>

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