



Choosing a Wedding Videographer

Today, digital video is revolutionizing the choices you have when choosing a professional to video tape your wedding. Digital video, or DV, has made it possible for almost anyone with a camera, computer and adequate hard drive space to capture, edit and deliver a video. However, choosing a professional wedding videographer is not a simple task.

There are many factors to consider when choosing a person who will be responsible for capturing one of the most important days of your life and making it last forever. Here are some aspects to consider and a few tips that will make choosing a videographer a less daunting task.

Talent

Although DV is making it possible for the masses to capture and edit video, talented professionals will stand out in the crowd. Creativity is not included with a computer purchased at the local electronics store. A creative video of your wedding will make the difference between a video that you will enjoy for a lifetime and one that is packed away and never seen again. A professional wedding video will tell a story of your wedding day. It will be edited so that it has a natural flow to the events of your special day. It will capture detailed moments that only video can capture. A professional video will also be enhanced by high quality graphics. The style of the videographer will appear in every facet of the video.

With a little research you will find a talented videographer with a style that will match the unique aspects of your wedding. Talent may not be an easy factor to describe, but you will know it when you see it.

Finding the Talent

One way to find a talented videographer is to ask family and friends for recommendations. Many videographers rely heavily on word of mouth to generate their work. They thrive because past clients are confident in their talent and are willing to spread the word with referrals and references. These experienced videographers reputation will precede them and they will be more than willing to provide references to you. Don't be afraid to ask for them.

Another way to find a talented videographer is to ask other wedding professionals. These may include people that you are already working with such as consultants, photographers, DJs and florists. Those closest to the industry will usually have the inside track to those who have talent.

Most important to finding a talented videographer with the style that you like, however, is a demo reel. A videographer should be more than willing to show you examples of his or her work. Also, be sure the demo reel shows you the elements you want to see. A demo reel will be a polished product, free of

any mistakes. Be leery of a videographer not willing to show you or provide you with a video of a completed wedding project.

Equipment

Although talent will always outweigh equipment when choosing a videographer, you should have a basic knowledge of what kind of equipment a videographer uses. Here are three crucial tools to look for in order of importance: 3 CCD digital cameras, external and wireless microphones, and fluid head tripods.

Although digital video camera technology is relatively new in the wedding video industry, it has quickly become the standard. Your video will benefit visually by the use of digital video cameras, especially in low light situations. Beware, however, not all digital cameras are created equal. A 3 CCD camera is what separates the professional from the hobbyist. Basically, this means there are three chips in the camera to capture each channel (red, green and blue) of the video signal. Consumer level digital video cameras, by comparison, use only one chip to capture the entire video signal. Three-chip technology will equate to a better image quality if used properly.

Quality microphones are of the most importance to the audio of your video. Wireless microphones are essential to capturing clear audio of your vows and interviews of your guests at the reception. The addition of external (off-camera) microphones will also capture any music and talking speakers at the ceremony. Look for UHF wireless microphones and an adequate amount to cover your ceremony.

A fluid head tripod will not add anything to the look of your video, but will take away from the experience if one is not used. A quality tripod allows a videographer to achieve graceful motion of a camera when capturing the movement of your ceremony. There is nothing worse than watching a video of a bride walking down the aisle with the camera following her in an erratic motion. Again, camera movement goes unnoticed if performed properly. It sticks out like a sore thumb if not.

It's Your Video

Above all else, your video is about you and your special day. You should get what you want. A professionally crafted video of the most important day of your life will be yours to cherish forever. Look for wedding video packages or choices that will suit your budget and how you envision your video. The videographer should be a guide. He or she will take your ideas along with his or her style and expertise and create a video that will be cherished for a lifetime. Every wedding is unique. Your wedding video should be too. Be comfortable with the videographer you choose. This person will be a serious investment of time and money.

Price

When it comes to the monetary investment of a wedding video, you will find a wide variety of prices. If price alone is your only criterion, it will not be an easy process. However, if you are truly looking for a unique and

professionally created video, in most cases you will get what you paid for. And when looking at price, remember that a videographer is not usually being paid by the hour. It may not initially appear this way, but a typical wedding video package that includes the ceremony and three hours coverage of the reception will require about 6 - 7 working hours for a one camera/person production. After the video is shot, it takes many more hours to complete the editing and post-production enhancements of the video. All of this does not mean do not price shop. A wedding budget can be a bear to manage. Take the handful of videographers whose work and style you like, meet with them, and start the decision process from these criteria. In the end, price may be the deciding factor.

Also remember to plan ahead. Many of the top videographers, like most wedding professionals, will be booked several months in advance, especially in the peak wedding season. Along with booking in advance, make sure to always require a contract that lists what services will be rendered and price. A contract will protect both parties involved. You will be ensured of your date being reserved and what specific services will be provided. The videographer will be ensured of being booked.

Why Choose Robinson Design?

Our business has been crafted on all the above principles. Our clientele can attest to the professionalism and creativity that has molded and formed our company. We are a husband and wife team and no one knows the importance of capturing the most beautiful day on earth better than us. Combined we have several years of experience in the video post-production realm working on such projects as the NBA on TNT, Dinner and a Movie, corporate training videos for Coke, and Ford commercials for advertising agency J. Walter Thompson, to name just a few. We believe in word-of-mouth advertising and the only way to make this successful is through clients like you who actually receive more than was requested or paid for. Give us a call today to set up an appointment to discuss your wedding plans or email us. We look forward to hearing from you!

Sincerely,

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