

HOW TO CHOOSE THE BEST CAMERA?

When it comes to choosing a camera for your videos, it can be difficult as there are just so many options out there. Hopefully this article will make things a little easier for you.

Essentially when it comes to picking your camera, there are a few specific features you want to look out for and aim to get on your new moving picture box.

Let's take a look at the top **must haves** for a camera...

Number 1: HD Recording

HD (Hi-Definition) recording is a must in a camera today. Gone are the days of shooting standard definition videos. If you are looking to make your videos look more professional, you need to make sure you have a camera that shoots HD... otherwise you will have an average looking video when compared your competitor videos.

HD recording comes in different forms. You can record in either 1280 x 720p, or even higher in 1920 x 1080p. Ideally you would want 1920 x 1080p... and most cameras will come with this nowadays. However do not settle for anything less than 1280 x 720p.

Number 2: Records 24/25FPS

When it comes to frame rates, you want to go for a camera that will enable you to shoot in 24 frames per second. Higher does not always mean better! Higher frame rates are only really useful when you are looking to accomplish a slow motion effect. If you can get higher frame rates on your camera in addition to 24FPS, that's great!

24FPS will give you a much more cinematic motion in your videos (as movie for cinema is viewed at either 24/25FPS).

Number 3: Manual Control

Although automatic features on a camera can be very handy when creating videos, ideally you want a camera that's going to let you film in manual mode – allowing much more flexibility and control over your image.

Manual controls will give you a tremendous amount of freedom, and allow you to be much more creative with your shots.

EQUIPMENT

The main things you would want manual control over are:

- ISO/Exposure/Brightness settings
- Aperture Control
- Focus
- White balance
- Picture Profiles

DSLR cameras will traditionally give you much more control over your camera than a standard camcorder. However there are camcorders out there that will give you some great results, so do your research!

Remember, automatic functions are great, but if you follow the advice in this program,, you'll find that manual control gives you much better images because you can decide what you want to achieve with your image.

Number 4: LCD / Viewfinder

One of the downsides of a DSLR camera is that it doesn't have a video based viewfinder (this is very easily fixed however by using an inexpensive view finder attachment for the DSLR camera you use).

It's definitely worth thinking about getting a camera that has either a flip out LCD, or some kind of view finder. It makes it much easier to film when you have full view of the image in any kind of situation. Filming with a DSLR can become difficult when you are at awkward angles.

Nowadays, DSLR companies are beginning to attach flip out LCDs to compensate for this, so be sure to look out for this when picking up a camera.

Number 5: External Storage Options

One thing worth mentioning is storage. It's nice to have a camera that allows you to store footage to an external card, like an SD card or a CF card.

Storing footage straight to the camera itself can be a burden as you can run out of space.. whereas by having an external memory card will allow you to keep recording until you run out of cards (which in essence becomes expandable memory).

Having expandable means of memory means you don't have to worry about running out of space. Even if you have just 1 memory card, you can always just "dump"/"offload" your footage to your laptop/PC when your card is full, and then continue recording by formatting the card and starting fresh again.

This is especially useful when shooting hundreds of B-Roll shots in one day.

EQUIPMENT

Number 6: Sound

Most cameras don't come with the best sound recording capabilities. Even the very expensive Canon 5D mark 3 doesn't have great sound recording facilities.

Therefore it might be worth investing into a camera with audio ports that allow you to connect an external microphone.

Once again, some DSLR cameras don't have audio ports for external cameras. Therefore you need to check to see if your camera allows that. If it doesn't, you can use an external audio recorder like I do, i.e. The H4N zoom in conjunction with a microphone such as the Sony UWP V-1, or the Rode Shotgun microphone.

Hopefully this article has helped you understand what to look out for when purchasing your camera. If you have any questions, please ask in the comments section of the module.