

# Camera Aesthetics

Class lecture 2

# Aesthetics

- ▶ This refers to production variables and the ways in which they are manipulated to affect the audience response to the video message.

## Camera Aesthetics

It comprises of

- ▶ the lens,
- ▶ camera body and
- ▶ viewfinder.

# Lens

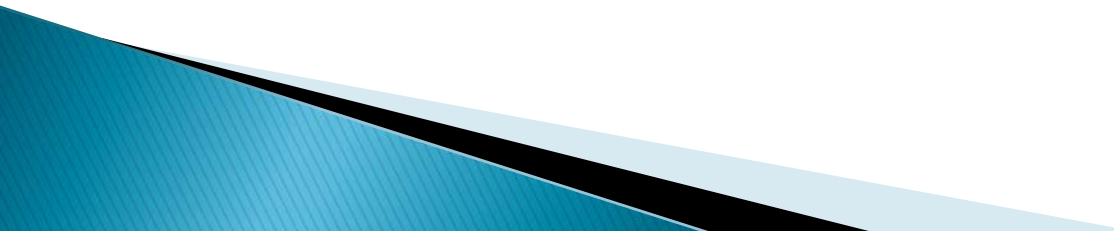
- ▶ this determines what the camera sees
- ▶ the optical component of the camera and gathers incoming light and focuses the image.



# zoom lens

which is a complex lens with variable focal length, adjustable in a range from wide to telephoto.

## Functions

- ▶ Brings the object closer or farther from the camera (zoom in and out)
  - ▶ Focus on the object or subject
  - ▶ Lets lights into the camera (aperture used to control the amount of light that goes in through the camera lens and measured in f-stop)
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## Zoom lens



## F – Stop

- ▶ is a measure that indicates the size of the lens opening; the higher the f-stop number the smaller the aperture opening hence little light. The smaller the f – stop number the greater the aperture opening hence more light. (1 more; 50 less).
- ▶ This helps in finding the correct exposure for your scene or image.

## The camera body

- ▶ this houses the charged coupled device (CCD),
  - ▶ the beam splitter,
  - ▶ recording and play back device for the camera.
  - ▶ These often act as the brain of the camera. The CCD generates the video signal.
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# Camera body

## ► Photo



# The view finder

is a small video monitor attached to the camera. This allows the camera operator to frame the scene that is being shot.

Viewfinders can be an information resource (Camera menu usage)

or information center (monitoring) for the camera operator.



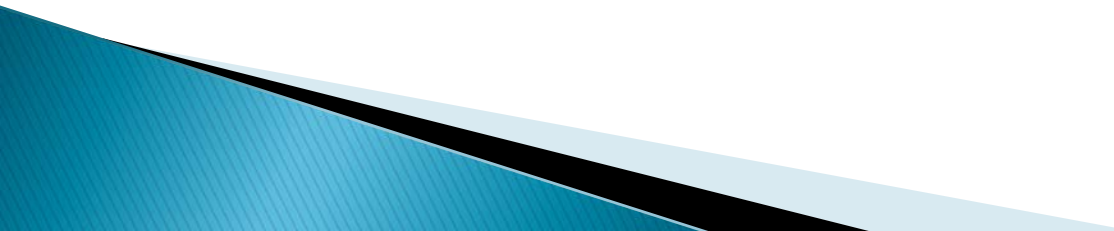


# Camera mounting equipment

- ▶ The support mechanism for cameras such as such as tripods, pedestal, or crane that holds the camera mounting head and the camera itself.
- ▶ They are used to stabilize the camera for video shots.

These include;

**Tripods:** three legged device used to support a camera. Tripods contain

- ▶ legs (which may telescope)
  - ▶ a head (where the camera is attached) and
  - ▶ may include wheels (a dolly) to allow easy movement.
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## Mounting head:

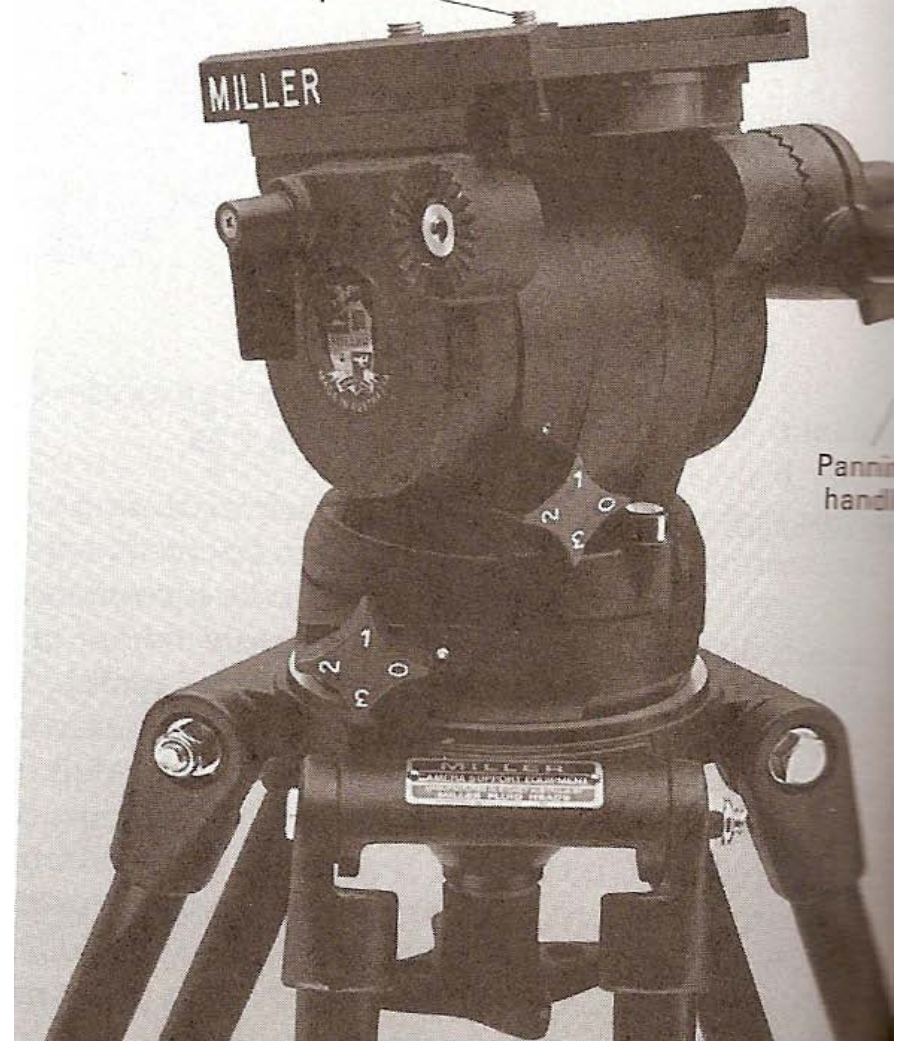
a device used to attach the camera to the camera mount.

A mounting head facilitates camera movements such as pans and tilts.

### MOUNTING HEAD FOR LIGHT CAMERA

The mounting head permits smooth pans and tilts. Its pan and tilt can be adjusted to various degrees of drag, and it can be locked.

Quick-release plate

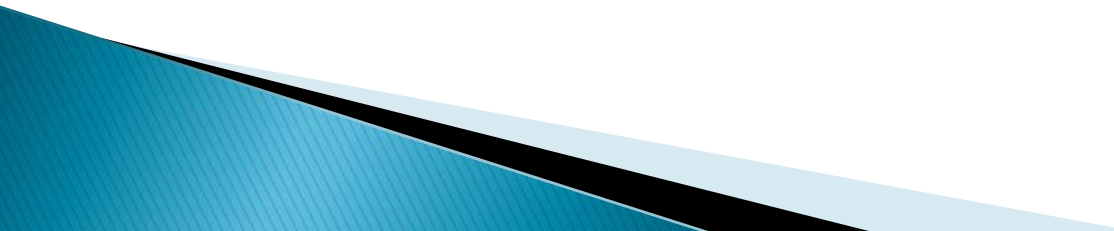


## **Monopod**

a single telescoping support tube attached to the base of a camera. Often inserted into a belt pouch and used on portable cameras with rear mounted eye piece viewfinders.

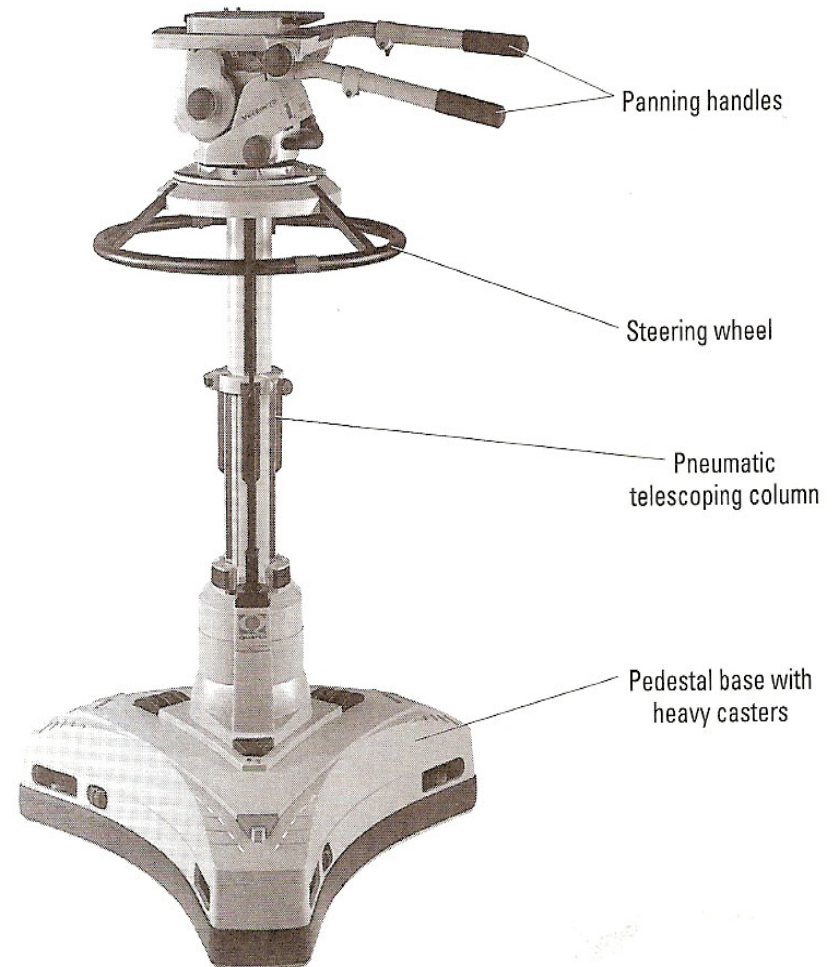
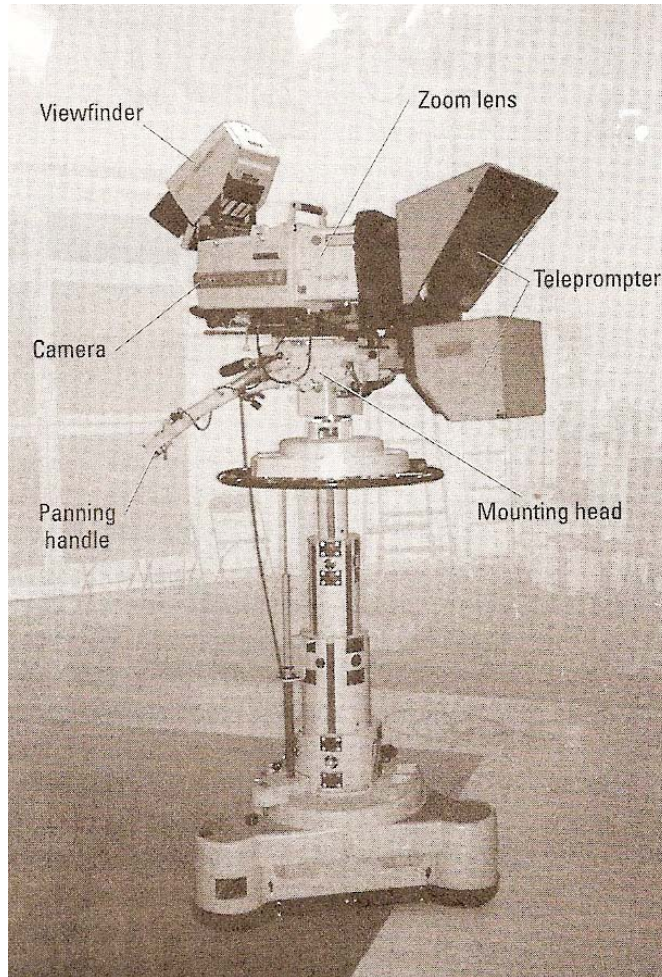
## **Studio pedestal mount**

a mount used for heavy studio cameras that allows for smooth rising and moving of cameras while in the air. Usually used in studio productions, that facilitates smooth movement of the cameras across the studio floor and a limited range of camera height adjustment.





# Studio Pedestal



# Steadicam

is a camera mounting system that allows the camera operator to carry the camera and achieve extremely smooth camera movements.

## 6.20

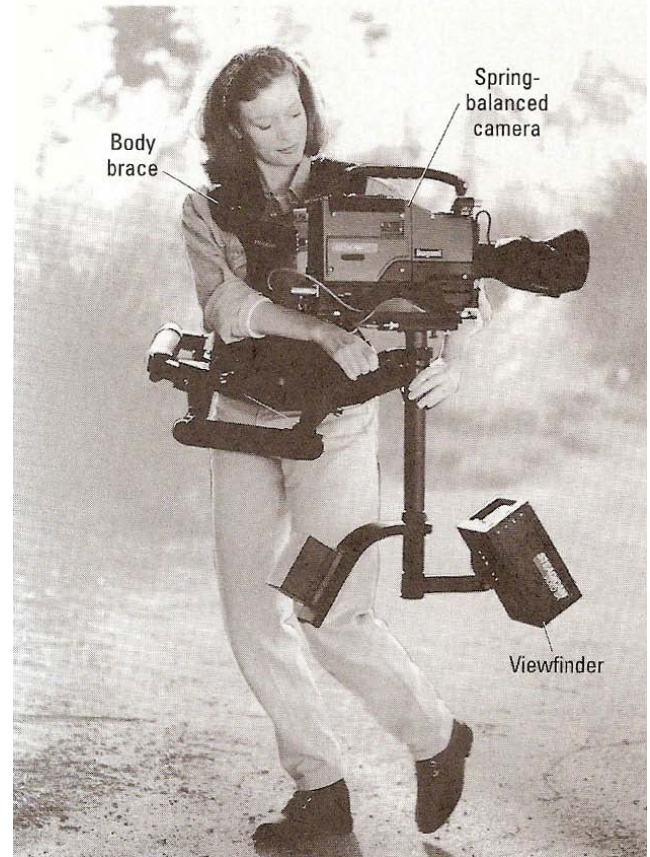
### STEADICAM FOR LIGHTWEIGHT CAMCORDERS

This Steadicam device is designed for lightweight camcorders and can be carried in one hand.



### STEADICAM FOR HEAVY CAMERAS

This heavy camera mount allows the camera operator to walk, run, or jump with the camera remaining steady.





# Jibs / arm Jib

- ▶ is a counter balances camera mount designed for shooting on location. Its used to tongue the camera sideways and boom it up and down.

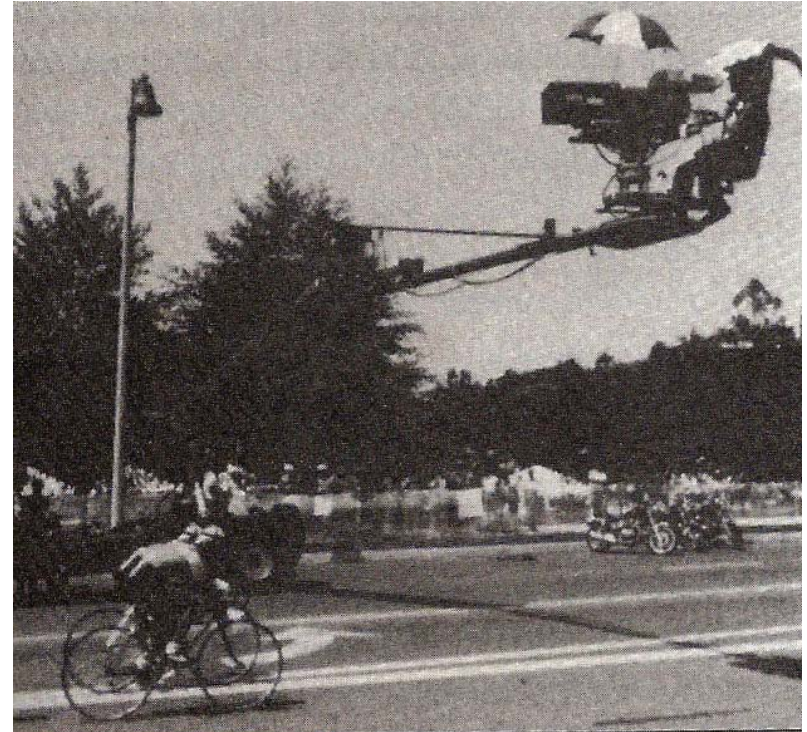
## SHORT-ARM JIB

This counterbalanced camera support can be clamped to just about anything; it can be moved up and down and tongued just like a big crane.



# CRANE or BOOM

- ▶ an extendable pole on a tripod base, sometimes wheeled, by which the microphone is suspended close to the action



**Figure 5.19**

A large truck-mounted crane used for Olympic coverage. Such equipment is now commonplace for any large-scale outdoor concert, parade, or sporting event. Photo courtesy of ABC Sports

See you tomorrow

