



The Secrets of a CINEMATIC Feel.

▶
NATOA 2022

The Secrets of a CINEMATIC Feel.



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Media Services
Manager

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Colorado



ALEX KLINGER

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City of Kent
Washington



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Communications
Manager

City of San Angelo
Texas

Moderator : Mark Kaufmann, Executive Producer, City of Allen, Texas



“

Pretty photography is easy: it's really the easiest thing in the world. But photography that rounds a picture off, and holds the content together is really the most beautiful.

It can be visually very beautiful; it can also be pedestrian in certain ways because that is more appropriate to the story.

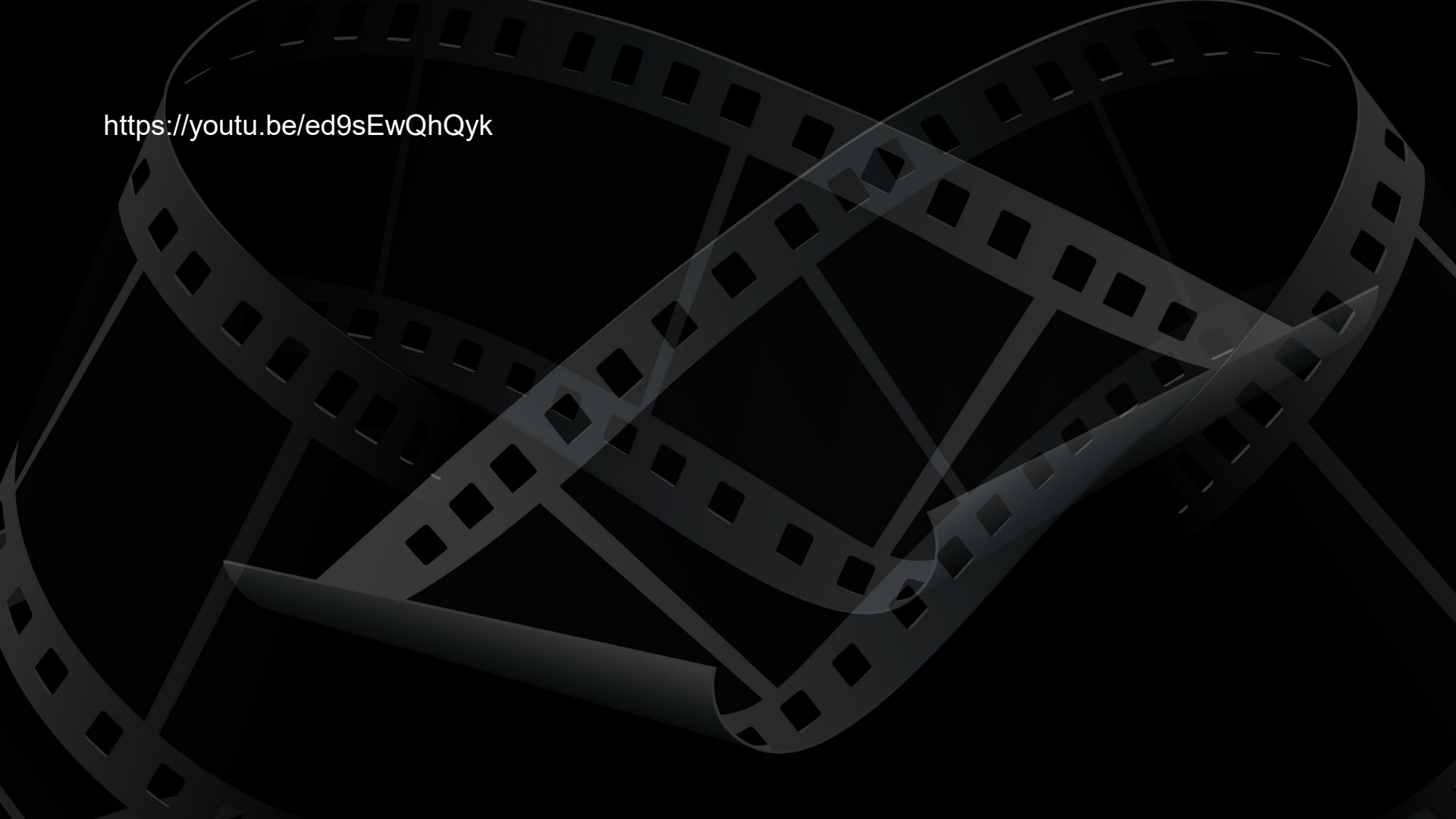
You try not to put the photography in front of the story - you try and make it part of the story.

~ Gordon Willis, ASC (1931-2014)

THE WORK



<https://youtu.be/ed9sEwQhQyk>



01

PRE PRODUCTION

Gaining Trust
Gear List
Know Your Camera
Frame Rate
Location Scout



02

PRODUCTION

Lighting / Diffusion
Color Profiles
Camera Movement
Drones + other cams



03

POST PRODUCTION

Editing
Aspect Ratio
Color Grading
Soundtrack



Lakewood
Colorado

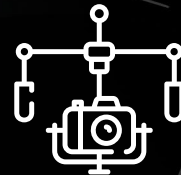


Gaining Trust



Lakewood

Colorado



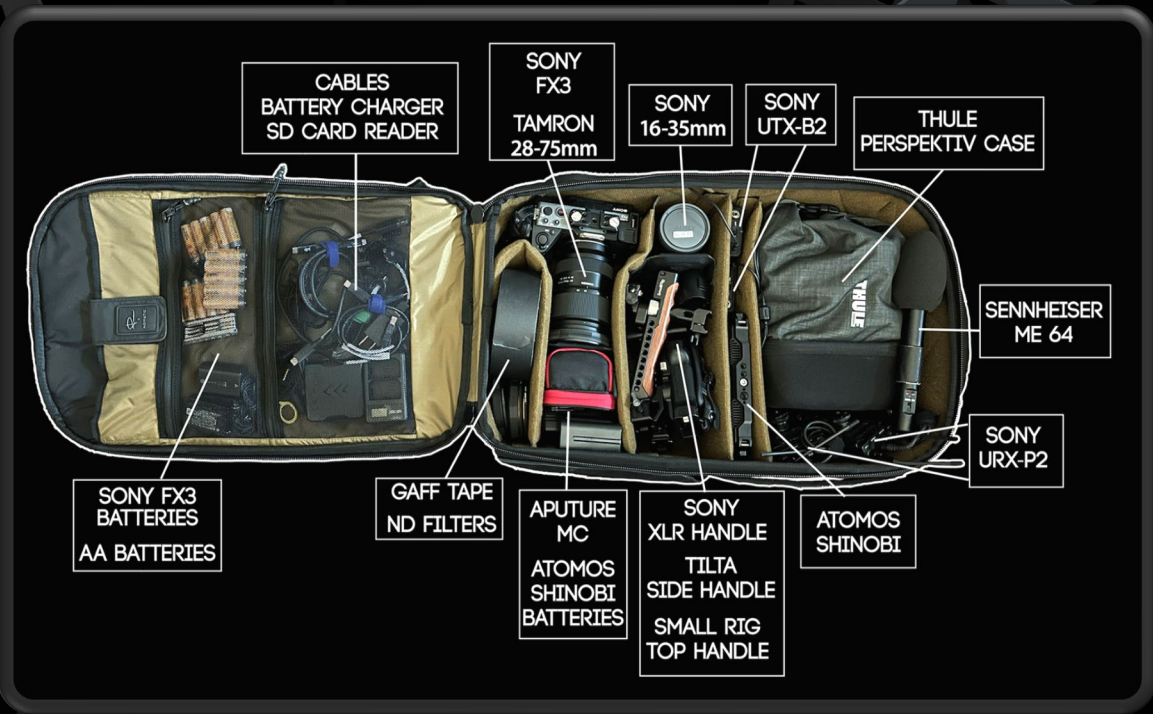
- Sony FX3
- Atomos Shinobi
- DJI Pocket 2
- GoPros
- Canon EOS 5DmIV
- Zoom H6
- Sennheiser ME 64 Shotgun Mic
- Sony UTX-B2/URX-P2 Wireless System
- Rode VideoMic Pro+
- Sony 16-35mm f4 pz
- Tamron 28-75 f2.8
- Canon EF 24-70 f4
- Miller SOLO DV Tripod w/DS-20 fluid head
- Litepanels LP-1x1
- Aputure MC

PRE PRODUCTION





Lakewood
Colorado



CABLES
BATTERY CHARGER
SD CARD READER

SONY
FX3
TAMRON
28-75mm

SONY
16-35mm

SONY
UTX-B2

THULE
PERSPEKTIV CASE

SENNHEISER
ME 64

SONY
URX-P2

SONY FX3
BATTERIES
AA BATTERIES

GAFF TAPE
ND FILTERS

APUTURE
MC
ATOMOS
SHINOBI
BATTERIES

SONY
XLR HANDLE
TILTA
SIDE HANDLE
SMALL RIG
TOP HANDLE

ATOMOS
SHINOBI

PRE PRODUCTION





- Canon C300
- Canon R5
- DJI Mavic Pro 2
- DJI FPV
- GoPro's
- GoPro Max (360 Video)

- Aputure 120D Light Kit
- Aputure MC

- Zoom H6
- Sennheiser AVX
- Sennheiser MKE 600
- Rode NT1-A

- Canon 24-105mm f/4
- Canon 100mm f/2.8 (Macro)
- Sigma 50mm f/1.4
- Sigma 70-200mm f/2.8
- Sigma 18-35mm f/1.8
- Sigma 85mm f/1.4

- Sachtler Flowtech 75 w/ FSB8
- Slider
- DJI Ronin RS2 Pro

PRE PRODUCTION







- **CAMERAS:**

- **Field cameras:** Sony FX3, Sony A7s3, Sony A74, Canon C200.
- **Studio cameras:** Canon EOS R, Canon C100 mk1 & 2

- **FIELD MONITOR:** Atomos Shinobi

- **FILTERS:** Polar Pro

- **GIMBAL:** Zhiyun Crane 3

- **AUDIO:** Sennheiser wireless system

- **TRIPOD:** Sachtler Flowtech 75 w/ FSB8

- **FIELD LIGHTING:**

- Aputure 300d, Aputure 100d, Astra Litepanel, Digital Sputnik DS-1, Godox TL60

- **LENSES:**

- **Zooms:**
Sony 28-135 PZ F/4
Tamron 17-28, 28-75, 70-180
Sony 200-600 F/5.6-6.3

- **Primes:**
Sigma Art 35 and 50
Zeiss Batis 18 and 85

- **Specialty**
LAOWA 24mm
Tilt-shift

PRE PRODUCTION





VARIETY OF OPTIONS



PRE PRODUCTION





FILTERS



PRE PRODUCTION



FRAME RATE



24FPS or 30FPS



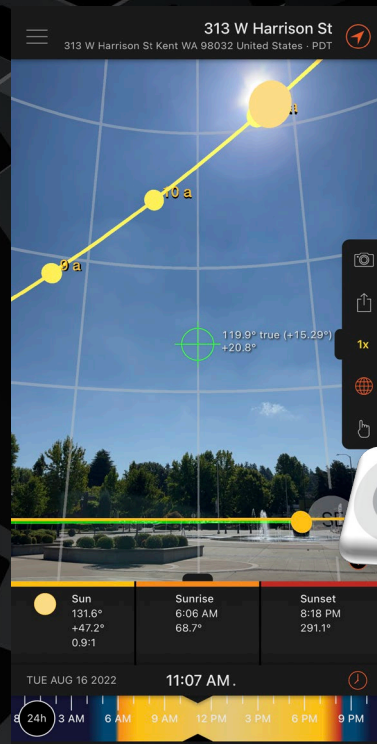
PRODUCTION



LOCATION SCOUTING



Artemis Pro



Sun Surveyor



PRE PRODUCTION





02



▶ **PRODUCTION**









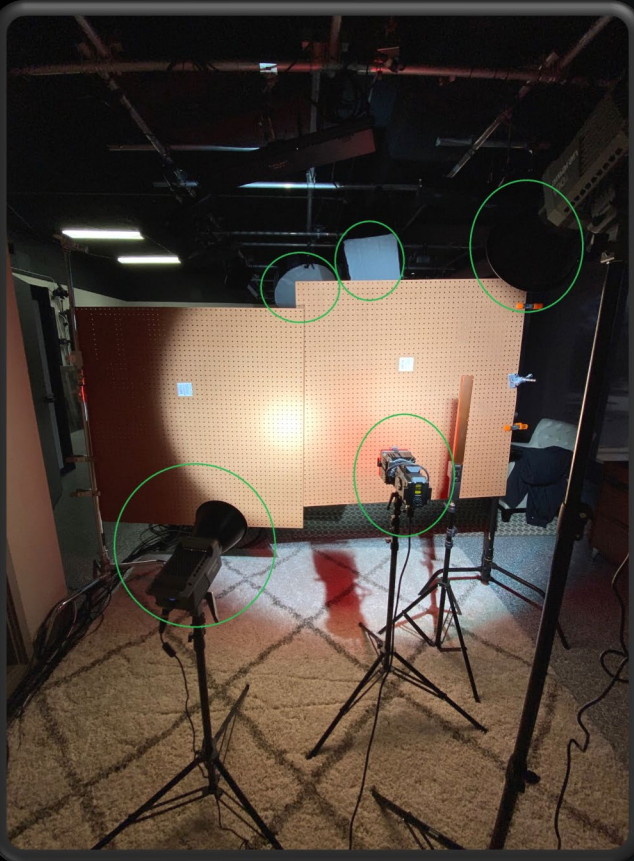






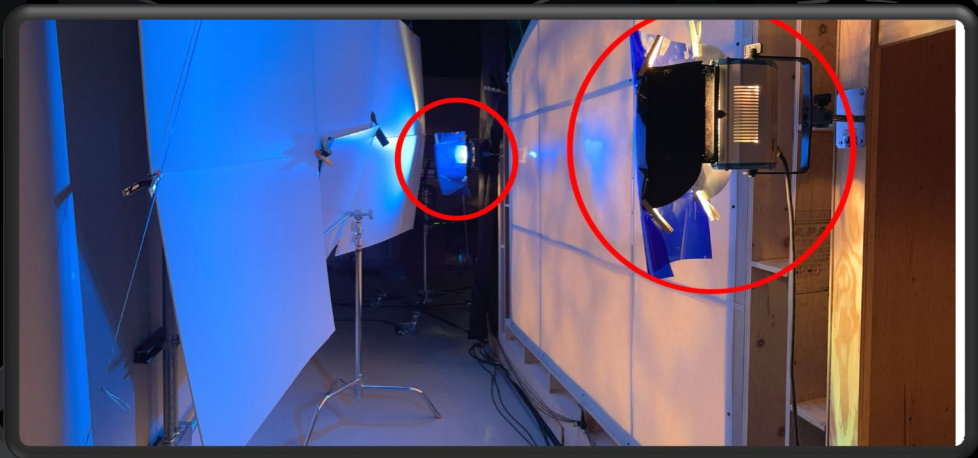
PRODUCTION







Lakewood
Colorado





Lakewood
Colorado



MOVEMENT



When to move?
How to move?
Is your movement motivated?



PRODUCTION



DRONES + Other Cams



Equipment needs:

- Batteries
- ND filters

Specific drones for specific uses
Limited vs. full control



PRODUCTION





▶ **POST
PRODUCTION**



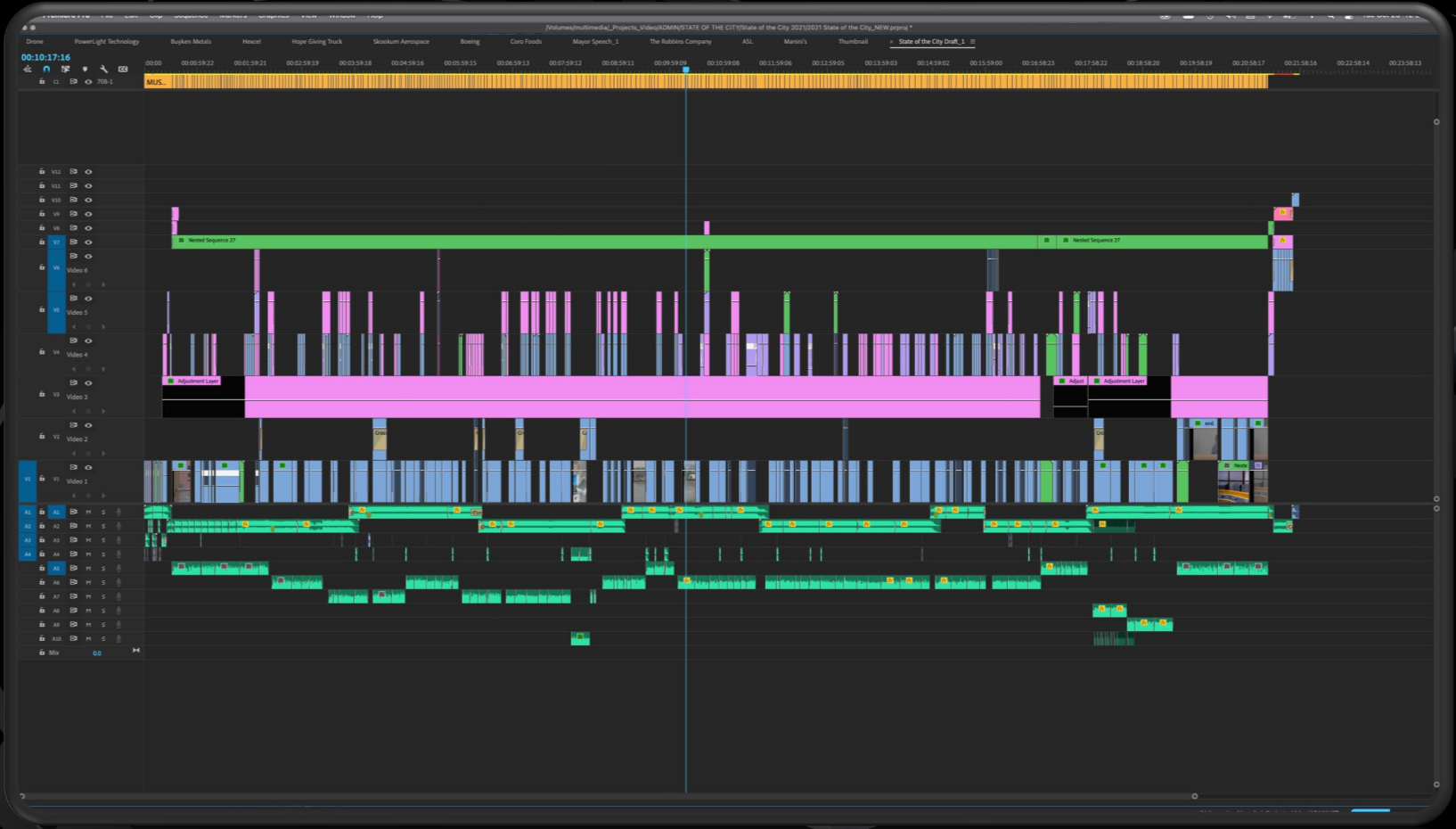
Adobe



Final Cut Pro X



DaVinci Resolve



POST PRODUCTION



ASPECT RATIO

Television- 16:9

1920x1080
or 3840x2160

DISPLAY ASPECT RATIOS IN A SNAPSHOT



35 mm film,
DSLR camera,
smartphones



SDTV/Video
computer displays



Computer
displays



Widescreen computer
displays, smartphones
(Horizontal)



Smartphones
(vertical)



HDTV, Widescreen
SDTV, smartphones
(Horizontal)



Cinema film (US)



Cinemascope

POST PRODUCTION



ASPECT RATIO

Hollywood - 2.35:1 - 3840x1634



POST PRODUCTION



ASPECT RATIO

Hollywood - 2.35:1 - 3840x1634



City of Kent, Brighter Days Ahead (2020)



ASPECT RATIO

2:1 - 3840x1920



POST PRODUCTION



COLOR GRADING



POST PRODUCTION



S-CINETONE



POST PRODUCTION





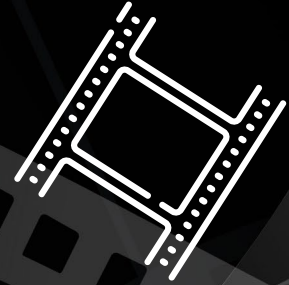
Soundtrack

Make sure you have the right license



UNIVERSAL PRODUCTION MUSIC

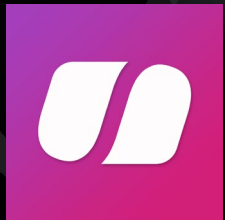
\$275/month (broadcast)
345,000+ tracks
STEMS!



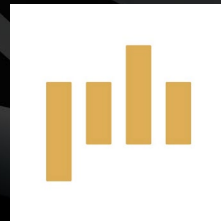
\$600/month
for Enterprise subscription
(broadcast/cablecast)

VS

\$19/month for Commercial
subscription (online only)
35,000+ tracks
STEMS!



Soundstripe
\$239/year



Premium Beat
\$50/song
\$64.95/month for 5 songs



Inspiration - Brian



Podcasts



- Go Creative show
- Filmmakers Academy Podcast - Shane Hurlbut
- Film Riot
- Hollywood reporter - Behind the screen
- Cinepod - Cinematography podcast
- Art of the cut - editing podcast
- Directors Cut DGA
- Film roundtable



Instagram

- Shotdeck
- Cinematographers

YouTube

- Philip Bloom
- Shane Hurlbut
- Peter McKinnon
- Who is Matt Johnson?
- Other Cities



INSPIRATION



Inspiration - Alex

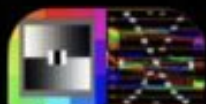


MOVIES

INSPIRATION



Essential Cinematography Apps



144° 5.6 %
23.976 800
ND 0.6 +1.4

Cine Meter II
Light Meter, False Color, Color Temp
\$25
iOS Only



Shot Designer
Camera/Lighting
Blocking
Free/\$20
iOS / Android



Artemis Pro
Pro Viewfinder
\$30
iOS Only



Shot Lister
Free/\$14
iOS / Android



Lens Toolkit
DOF & Sensor Sizes
\$10
iOS Only (iPad)



Sun Seeker
Sun Tracker/Compass
\$10
iOS / Android



Cadrage
Viewfinder
\$20
IOS Only



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