

Cost Effective Equipment | For Professional Looking Videos

Introduction

- ⚠ This resource is designed to give you advice and recommendations to help you produce professional looking videos.
- ⚠ We have invested a large amount of our time and money buying various pieces of equipment (both good and bad) and we wish we had a resource like this years ago!
- ⚠ Through extensive research we produced this resource to include equipment ranging from a relatively cheap to higher quality, more expensive versions that are still good value for money.

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Video | Cost, Format & Purpose

Video content can be an extremely useful way to put out content, attracting potential clients and engaging with your followers.

Are you just getting started?

- ⚠ iPhones (6 onwards) will provide you with enough quality for around 99% of videos e.g. Facebook LIVEs and Vlogs



- ⚠ Consider this as a business expense, treat yourself to an up to date model with a lot of storage (64GB+) to allow room for both personal and business videos to be stored

Note: [BeLive](#) and [CrowdCast](#) are paid programmes you can use for Facebook LIVEs that have multiple functions to improve interaction, however these require a laptop and webcam

Considering a Webcam?

- ⚠ If you use any of the web apps for LIVE streaming or if you are using Skype/Zoom for online client consultations, opt for a good quality HD webcam



- ⚠ Our recommendation: [Logitech HD Pro Webcam C920](#)
 - ✓ Good quality and reasonably priced
 - ✓ Better than using your laptop camera for better, more flexible positioning and in many cases, a better quality image



Are you filming seminars or talks?

- ⚠ For advanced scenarios such as filming a seminar from the back of the room, you will need a high quality camera with a zoom
- ⚠ Our recommendations:

Canon 750D

DSLR

£449 - £580

- ✓ High quality photos
- ✓ Full HD 1080p Recording, 1 x Zoom
- ✗ Only records up to 30mins



Canon Legria HF G40

Video Camera

£800 - £950

- ✓ Able to take photos
- ✓ Full HD 1080p, 20 x Optical Zoom
- ✓ Continuous recording, dual SD slots



Panasonic Lumix GH4 + Adaptor + Canon EF Lens

Professional DSLR and Video

£2100 - £2300

- ✓ Very cinematic images
- ✓ Interchangeable lens system
- ✓ Professional, top quality end results



Sound | Room size & # of people

The next piece of equipment you want to consider is a microphone to improve your audio quality. Again, iPhones provide a reasonable quality for a large majority of recordings, however, depending on your needs check out some of our recommendations below...

Are you using a Smart Phone?

- ⚠ You need to make sure that any mic you buy has a 3.5mm plug that has a TRRS type jack not a TRS
- ⚠ Our recommendations:

Boya Lavalier Microphone

£15

- ✓ Smartphone or camera
- ✓ Quality on a budget
- ✗ Requires batteries
- ✓/✗ Very long lead



RØDE Smartlav

£40 - £44

- ✓ Slightly cheaper option
- ✗ Poor background noise
- ✗ Not particularly cheap



RØDE Smartlav+

£43 – £59

- ✓ Better quality audio
- ✓ Short lead



Note: You can also buy a [RØDE SC3](#) to allow you to connect a TRRS devices such as a camera and audio recorders to the TRS. If required, you can get the [RØDE SCI](#), which is an extension cable.



You could even go wireless?

- ⚠ Ideal for recording talks or seminars, with a wireless transmitter connect to your camera or smart phone (with an [SC4 RØDE TRS to TRRS Adaptor](#))
- ⚠ Our recommendation: [BOYA Wireless Microphones](#)
 - ✓ 50-meter range, two way communications
 - ✗ AA batteries only last – 3.5 – 4 hours



Are you using a camera?

- ⚠ Cameras require a different input than smart phones, and often require that the mic has its own power supply otherwise it drains the cameras battery

⚠ Our recommendations:

[Boya Lavalier Microphone](#)

£15

- ✓ Select either camera or smart phone option
- ✗ Unable to record sound from a room



[RØDE Mic GO](#)

£55 - 85

- ✓ Lighter, no battery required
- ✗ Uses camera battery



[RØDE Mic Pro](#)

£ 120 - 140

- ✓ Better quality
- ✓ Takes 9V battery (>70h)



Note: Both of the RØDE GO and Pro can also be used with your smart phone using an [SC4 RØDE TRS to TRRS Adaptor](#)



Are you using a laptop?

- ⚠ If you're a fitness guru on podcasts, then you may want to look at mics with a USB connector for your laptop
- ⚠ Our recommendation:

Blue Snowball

£50-60

- ✓ Easy USB plug-in for Mac or PC



Audio-Technica

£143 - £160

- ✓ USB for Mac and PC
- ✓ Superb audio



Lighting | Person vs Scenery Lighting

Something that often gets overlooked, lighting is more important than you may think. It can make the difference between a high quality professional looking video and a budget one.

Vlogs, Facebook Live and other close up videos

- ⚠ If you are producing close up videos or live-streaming, you could consider a light to reduce the effects of any down lighting or unflattering shadows
- ⚠ Our recommendation: Dimmable LED panel
 - ✓ Battery powered, portable and connects to various stands



For higher quality and more industrial lighting

- ⚠ If you are producing content for a website, taking headshots or anything which requires a professional finish, it may be worth considering multiple lights to prevent shadows.
- ⚠ Our recommendation: [Studio lighting kit](#)



Have you ever thought about a green screen?

- ⚠ If you would like to remove the background or set up visual images behind you
- ⚠ Our recommendation: Check out this [complete kit](#) with a green screen and lighting



Note: You don't need to spend a fortune, they all do the exact same thing, however, you will need [editing software](#) to change the background

Stands | Tripods, Grips and Gimbals



Are you using a Smart Phone?

⚠ Set up your smart phone almost anywhere

⚠ Our recommendations:

Xiner Tripod

£17

- ✓ Adjustable height (1m), 2kg
- ✓ Free [Bluetooth Clicker](#)
- ✗ Not flexible



Joby Gorilla Pod

£30

- ✓ Highly flexible and can hold camera up to 1 kg



Joby Gorilla Pod SLR-Zoom

£40

- ✓ Highly flexible and can hold camera up to 3kg



If you want to get really fancy, check these out!

⚠ Now for the complete pro's out there, for when you are filming on the move, these stands keep your smart phone completely stable whilst you jump around

Our recommendations:

SMOVE

£116 (\$149)

- ✓ Auto face follow
- ✓ Doubles as a charger



Zhiyun Smooth

£116

- ✓ 5th edition with improved performance



Dji osmo mobile gimbal

£250

- ✓ Active Track Technology



Are you using a camera?



- ⚠ Can also be used with a smartphone
- ⚠ For recording you want a tripod for a stable shot

Neewer Tripod

£40

- ✓ Adjustable height, relatively cheap
- ✓ Can be converted to a mono stand
- ✗ Will not produce smooth panning



Andoer Tripod Fluid Head

£85 - £112

- ✓ Hydraulic head for low for smooth panoramic shots
- ✓ Heavy duty, up to 10kg



Note: if you are going to be recording an eye level it is worth investing in a stand above 1.8 m

Editing Software | Phone vs Computer



For iPhones

⚠ Yet again, iPhones can do a lot of what you need!

Our recommendations:

[iMovie](#)

FREE

- ✓ Compatible on iPhones, iPad and MacBook



[Splice](#)

FREE

- ✓ Optimized for a touch screen, use music from your library



For Androids

[Adobe Premier Clip](#)

FREE

- ✓ Compatible on iPhone and tablets and can be sent to [Adobe Premier Pro](#)
- ✓ Multiple functions and ability to add watermarks to videos



[Funimate](#)

FREE

- ✓ Numerous functions, effects and editing tools
- ✓ Very simple to use



For MacBooks



⚠ As MacBook's are designed for editing they are often the first choice

⚠ Our recommendations:

iMovie

FREE

- ✓ Comes free on MacBooks



Final Cut Pro

£299.99

- ✓ Better editing functionality, multiple advance editing tools



Note: files are exported as very large files, so it is best to store them on a [hard drive](#) or compress the files

For Windows

⚠ Apart from buying a MacBook, Windows have some editing programmes you can purchase

⚠ Our recommendation: [Adobe Premiere Pro](#)

- ✓ You can pay monthly just for when you need it!



Add subtitles to your videos!



⚠ To improve your viewers experience, you may want to consider adding subtitles to your videos, especially for videos posted on social media!

⚠ Our recommendation: Clips

✓ You can pay monthly just for when you need it!

[Revs.com](https://www.revs.com)

78p (\$1) per minute

✓ Manual, accurate transcription of your videos

[Clips](https://www.clips.com)

FREE

✓ Very accurate recognition
✓ Cannot film in landscape



Check out this discussion on adding subtitles to videos in the [Mentoring Lab](#)

Note: YouTube and Facebook have the option to add captions when publishing your videos

Additional Equipment | [Misc](#)



Power Bank? If you are always on your phone

- ⚠ The last thing you want during a Facebook Live or video is to run out of battery, so these are worth every penny
- ⚠ Our recommendation:

Anker 5200mAh

£13 - £15

- ✓ Will charge an iPhone 7 1.5 times



Anker Powercore

£32-40

- ✓ Will charge an iPhone8 7 times
- ✓ High speed charging



Hard drives? It's worth backing everything up

- ⚠ Trust us, you don't want to lose any of your hard work!
- ⚠ Our recommendation: Seagate Expansion 500GB – 4 TB
 - ✓ 1 TB = 500 hours of video or 1 - 2 million photos



Bluetooth smart phone clicker?

- ⚠ So you can start filming when you are in the correct position or for taking the perfect selfie!
- ⚠ Our recommendation: Bluetooth Remote Shutter Control
 - ✓ Works on Apple and Android smartphones and tablets



Fisheye wide angle lens?



- ⚠ With detachable lenses for your smart phone or tablets you can increase the angle of your videos
- ⚠ Our recommendation: [MPOW Fish eye 3 in 1](#)
 - ✓ Increase your shot to a 180° angle

