

Using the Sony Handycam

Please ensure you have these parts when you check out the camera and when you return it:

In the main bay of the case:

- ✓ Video Camera with protective lens installed
- ✓ Power Supply and Cable
- ✓ 2 Hour Lithium battery (on camera)
- ✓ 8 Hour Lithium Battery (in compartment)
- ✓ Lens protector (on camera, do not remove)
- ✓ Lens Hood (on camera)
- ✓ Manual (this is *not* replaceable, please do not loose! You will be charged \$16 for a digital replacement.)

In the hood compartment of the case:

- ✓ 2 Sony 60 Minute Tapes (If you wish to keep your tapes, please return similar Sony brand replacement tapes only)
- ✓ Remote Control
- ✓ USB Cable for downloading photos to PC (FireWire cable provided on Multimedia lab stations)
- ✓ A/V Cable
- ✓ Sunlight Filter

In front pocket of case:

- ✓ External Microphone with clip, battery pack
- ✓ 4 extra AAA Batteries for Microphone
- ✓ 10' Microphone Extension Cord

Optional Items Upon Request (as available):

- Telephoto Lens
- Wide-Angle Lens
- Tripod with Case

You may wish to provide:

- Extra Sony tapes
- Headphones
- Sony Memory Sticks™ for taking still photos
- Plug adaptor for destination country

Please treat this camera as if it were your own:

- ▶ Do not exposure the camera to high temperatures (do not leave it in a hot car, etc.)
- ▶ When the camera is cold and you take it into a warm environment you may see a moisture drop symbol on the display which identifies condensation. You should remove the tape until the camera warms up.
- ▶ Do not use other brand tapes besides the Sony tape provided. Different tape brands use different lubricants –mixing lubricants will gum up the camcorder and impair its ability to record and playback video. If you purchase additional tapes or replacement tapes, please only buy the Sony brand for these cameras.
- ▶ Do not use regular batteries – only use Lithium batteries.
- ▶ Never remove the protective lens cover. If the original lens is scratched it cannot be replaced. Use the lens cap when not in use.
- ▶ Never use the Night Shot feature in daylight – this could damage the camera.
- ▶ Disconnect the Power Cord before putting in case so the connection doesn't break.

Getting Started:

To use the camera, it will need either to be plugged into an outlet or the battery pack will need to be charged. The battery holds approximately a two-hour charge, which is lessened by using the various features such as the digital zoom, etc. The battery will recharge in the camera when plugged into an outlet.

To Record onto Video Tape:

1. Insert tape (camera must have power from battery or DC)
2. Push in green button to turn dial to Camera to capture to tape.
3. Look through view finder or press the open button to use the display panel.
4. To record video, press the red button to begin, press again to pause.
5. To capture a still photograph onto the tape, press the photo button on the right side of the camera. Photo is finished when the red dots in the view finder disappear.

To Record Photos onto a Memory Stick™:

1. Insert a Memory Stick™ (you will need to provide one)
 2. Push in green button to turn dial to Memory in the bottom position.
 3. Press the photo button on the right side of the camera as above.
- Please note this medium is best used for still photos – while you can record video to the stick, it will reduce quality and not hold much.*

To Playback:

1. Push in green button and turn dial to VCR setting in the top position.
2. Press the open button to access the display panel.
3. Use the buttons to rewind, play, stop, etc.
4. Use the Memory settings to edit data stored on the memory stick.

To Turn Camera Off and Save Battery Life:

1. Push in the green button and turn to Off position.

Camera Features:

On Back of Camera:

Power Selector Switch: (from top to bottom)

- Set to VCR Playback
- Power Off
- Video Camera (record to Tape)
- Video Camera (record to Memory Stick)

Memory Stick Slot: Insert Memory Stick into this slot. (not provided). Primarily useful for still photos.

View Finder: Lens eye piece to determine recording field.

Network Button: Connecting materials not supplied.

Browse Menu Button: Allows adjustment of internal camera settings. The most notable one is white balance.

Exposure Button:

Back Light Button: Turn on to bring out more detail on the face of your subject if your subject has light behind it.

Fader Button:

On Right Side of Camera:

Focus:

Night Shot: For evening shooting, never use during daylight. Be sure not to cover up the infrared light under the lens with your fingers.

Super Night Shot: Adds 16x more sensitive than the regular night shot mode.

Photo Button: takes a “still shot” of your subject either onto the tape or memory stick. The red symbol in the view finder identifies when the shot is finished processing.

Digital Zoom Control: Slide towards Wide angle or Tall settings. (Note you can borrow an Optical Zoom lens which offers better quality).

On Front of Camera:

Manual Focus Ring: Lens Protector

Infrared Sensor: Used for night shot mode. Do not cover when in use (with fingers, etc.)

Under dust cover:

USB Connection – requires dedicated cable. This method of transfer will be very slow and will just transfer still photos – try to avoid in preference to FireWire.

FireWire connection – for high speed download of video and still photos. Requires 4 pin:6 pin FireWire cable (available on multimedia lab stations).

DC Power Input: use the provided cable to connect to an electrical outlet and charge the battery. The cable box will convert current but you may need a plug adaptor for other countries.

On Left Side of Camera:

Viewer: to view tape in VCR mode, and to view recording field as an alternative to looking through the lens eye piece when recording.

Volume Control: for VCR playback using the camera speaker

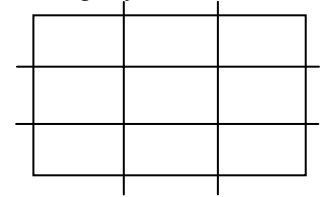
Lithium Battery Pack: for outdoor use and/or mobility.

On Bottom of Camera:

Tape Holder. Camera must have battery or DC power. Insert tape and press the Push button on top of the tape holder. Tape will automatically load into position – do not force. Snap shut after tape has loaded.

Tips for Good Composition

Rule of Thirds: It is natural to want to place the focal point of your picture in the center of the frame. To create balance in the composition, imagine 2 horizontal and 2 vertical lines in the window (like tic-tac-toe) which create 9 zones. The four intersections are “sweet spots.” If you place your subject along any of the four lines or at the sweet spots, your composition will be more interesting.



Horizons Rule: Never put the horizon at the center of the picture (try putting it along one of the “third” lines).

Repetition and Pattern: Look for repetition and pattern, which almost always make a pleasing composition.

Anchoring: Use an anchor to pull the eye through the image. For example, instead of a picture only of mountains, include items such as a mailbox in the foreground and a tractor in the midground, leading the eye to the mountains in the background.

Framing: Use surrounding items to “frame” a picture, such as dangling tree branches to frame the top, or a flowerbed to frame the bottom.

Portraits: Try to avoid a typical head and shoulders shot. Include something else in the frame (like hands holding a flower) to make the portrait interesting.

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Tips to Avoid Amateur Looking Video

Plan, Plan, Plan

Put a lot of thought into what you would like your end product to be before you actually shoot a video segment. The more planning you put into story boarding your shots or visualizing how you imagine the shot will be used, the more efficient your work will be - it will be much easier to edit in post production and the video will fit together better as a final product. Shooting a video project is very similar to writing a paper for a class, it should tell a story with a beginning, middle and end. Mold your “story” (your video shots) to fit your objective.

The More Footage, the Better

Shoot more footage rather than less. You can always edit footage you have, you can not edit footage you don't have. (If you buy additional tapes, be sure you only use the Sony brand in the School's cameras.) Keep a rough log with notes for each tape, so you can more easily locate segments.

Adjust Supplemental Lighting as Needed

Proper lighting is one of the most important factors in separating amateur video from professional video. Don't be afraid to add supplemental lighting (i.e.- turning on lamps or lights in the interview vicinity) and using existing natural light in positioning your subject for the shot. Be sure that you do not position your subject with their back to a light, such as the sun or a lamp. This will cause an adverse “backlight” situation and will cause the subject to “washout” or become too dark for the video. (Note there is a Backlight feature on the camera to compensate when this situation is unavoidable.)

Use Small Items to Balance Composition

Place small items in your video shot to visually aid the composition. Too many items will make the composition look too busy, but not enough items in your shot will draw attention to flaws in the video frame (like camera shake, the subject not framed properly, a sound byte that is not as concise as you would have liked, etc.). Using a few well-placed items in the shot will supplement good composition and help to conceal less than perfect composition and shooting!

Use Head Phones if Audio is Important

Always use headphones when audio is important. The last thing you want to do is complete your videotaping and find out you had bad audio. Bad audio is very difficult to fix in post production.

Use a Tripod Whenever Possible

Avoid handheld video if possible. Always use a tripod unless there is a compelling reason not to use a tripod.

Adjust Tripod to Correct Height

Keep in mind the psychology of perspective when filming people - if the camera angle “looks up” at the subject it implies the subject is superior, if the camera angle “looks down” on someone it denotes inferior status, and if it is parallel to the subject it denotes a sense of equality. This rule is especially important to observe for interviews.

Let the Camera Roll

Don't be afraid to just let the camera roll during an interview even while prepping your subject because you may end up with great sound bytes that were said during video “takes” or segments. There are instances when you may need audio-only sound bytes and this can be a good source for those types of clips. This goes back to the theory that more video than you need is much better than not enough!

Pan and Zoom Slowly

If you decide to pan the camera (right or left) or zoom in and out, use slow movements. Quick pans are difficult to edit and are even more difficult to edit to look professional.

Pad Each Segment with Several Seconds of Still Footage

When shooting video to be used in an edit, try to “pad” your segments both at the beginning and end to allow for transitions in the edit. For example, if you would like to use a sound byte from an interview in your final product, ask your subject to pause for several seconds both before and after each segment to assist you with later edits. A typical transition in an edit will require 1 to 2 seconds of static video (or leader) in order to complete the transition before and after each sound byte.

Have the Subject Make Statements as Stand-Alone Sound Bytes.

Ask your subject to state sound bytes as statements that can stand on their own when separated from the context of the whole video. For example, one statement from an alumni might be, “Team building was really important.” This same statement re-stated to stand on its own as a good sound byte might be, “I feel that team building was a really important part of my MBA experience.”

Have the Subject Repeat a Question within His or Her Answer

If you conduct an interview and intend to use only small segments of the whole video, coach your subject to repeat your question within his/her answer. This will allow you to use both the full question and answer or only the answer as a stand alone sound byte if the context is provided within their answer. Omitting the question portion can then be used to reduce the length of your interview segment. For example, if the question is, “What did you think of the president's speech?” a stand alone answer would begin, “I thought the president's speech was...”

Do Multiple Takes If Necessary

Don't be afraid to do multiple takes with your subject. Often times what you assume is a good “take” or sound byte with your subject turns out to be unusable when it comes to the edit. For example, if shooting an interview with a single camera, you can record the person answering the questions first, then record the person asking the questions in a second shoot.

Double Check Your Recording Early in the Shoot

Check your video after the first segment of an important video shoot (an interview) to insure that both audio and video look acceptable.