

# LIGHTING



# WHY USE LIGHTING?

- THE NATURAL LIGHT YOUR EYE SEES IS VERY DIFFERENT FROM THE LIGHT A CAMERA WILL CAPTURE.
- THE WHITE BALANCE HAS TO BE SET ON THE CAMERA TO GET THE CORRECT LIGHTING...TWO PRESETS ARE TUNGSTEN AND DAYLIGHT
- YOU MIGHT THINK THAT A BRIGHT BLUE SUNNY DAY IS PERFECT BEAUTIFUL LIGHT FOR FILMING RIGHT? WRONG.



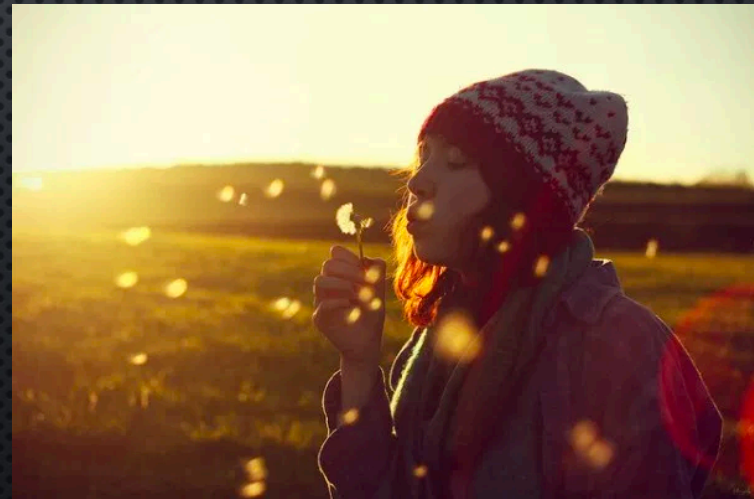
Eye sees this



Camera sees this

## USING EXISTING DAY LIGHT?

- “GOLDEN HOUR” IS FIGURATIVE...IT REFERS TO THE PERIOD JUST AFTER SUNRISE OR JUST BEFORE SUNSET, AND ITS LENGTH DEPENDS ON WHERE YOU ARE, WHAT TIME OF YEAR IT IS, AND THE WEATHER CONDITIONS.



# WHY USE LIGHTING?

- LIGHTING CAN ALSO INFLUENCE THE MOOD AND MEANING OF A SHOT



- VIDEO AS A MEDIUM FLATTENS SUBJECTS AND BACKGROUNDS INTO MONOTONY, LIGHTING SEPARATES THE BACKGROUND FROM THE SUBJECT IN MANY DIFFERENT WAYS, AS SEEN ABOVE

STYLIZED LIGHTING...

LENS CHOICE  
QUALITY OF LIGHT  
COLOR PALETTE



WES ANDERSON NORMAN ROCKWELL

# LIGHT PROPERTIES

- **DAYLIGHT (COLOR TEMPERATURE 5600K)**



- CONTRARY TO WHAT ONE MIGHT THINK , DAYLIGHT DOES NOT PRODUCE A YELLOW LIGHT LIKE THE SUN, BUT RATHER A COOL BLUISH HUE

- **TUNGSTEN BULB (COLOR TEMPERATURE 3200K)**

- THE TUNGSTEN LIGHT BULB NATURALLY PRODUCES AN WARM ORANGE HUE, SIMILAR TO INDOOR LIGHTS

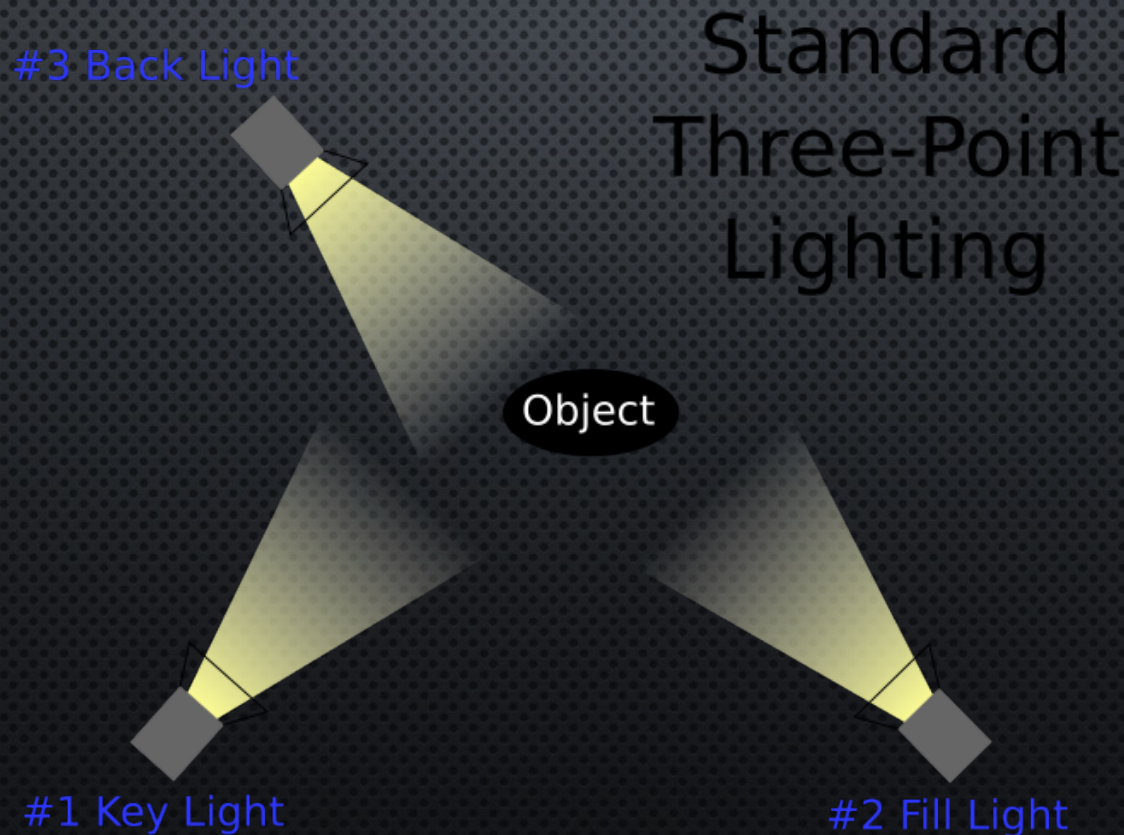
- **FLUORESCENT & LED**

- USED IN FILM NOW ARE MADE TO BE FLICKER-FREE AND COME IN BOTH DAYLIGHT AND TUNGSTEN BALANCED BULBS. "KINO-FLO" IS ONE OF THE MAJOR COMPANIES INVOLVED IN MAKING FLUORESCENT BULBS AND FIXTURES FOR FILM AND VIDEO PRODUCTION. FLUORESCENT LIGHTS TEND TO BE VERY SOFT, BUT DO NOT PUT OUT MUCH LIGHT IN COMPARISON TO OTHER LIGHTING INSTRUMENTS.
- HOUSEHOLD LIGHTS PRODUCE A GREEN COLOR THAT LOOKS BAD!
- LED LIGHTS ARE BECOMING MORE COMMON...THEY DON'T GET AS HOT AND YOU CAN DIM THEM AND CHANGE THE COLOR TEMPERATURE.

WB Settings	Color Temperature	Light Sources
	10000 - 15000 K	Clear Blue Sky
	6500 - 8000 K	Cloudy Sky / Shade
	6000 - 7000 K	Noon Sunlight
	5500 - 6500 K	Average Daylight
	5000 - 5500 K	Electronic Flash
	4000 - 5000 K	Fluorescent Light
	3000 - 4000 K	Early AM / Late PM
	2500 - 3000 K	Domestic Lightning
	1000 - 2000 K	Candle Flame

# 3-POINT LIGHTING

- BY USING THREE SEPARATE POSITIONS, THE PHOTOGRAPHER CAN ILLUMINATE THE SHOT'S SUBJECT (SUCH AS A PERSON) HOWEVER DESIRED, WHILE ALSO CONTROLLING (OR ELIMINATING ENTIRELY) THE SHADING AND SHADOWS PRODUCED BY DIRECT LIGHTING



# KEY LIGHT

THE KEY LIGHT CREATES THE SUBJECT'S MAIN ILLUMINATION, AND DEFINES THE MOST VISIBLE LIGHTING AND SHADOWS. YOUR KEY LIGHT REPRESENTS THE DOMINANT LIGHT SOURCE, SUCH AS THE SUN, A WINDOW, OR CEILING LIGHT - ALTHOUGH THE KEY DOES NOT HAVE TO BE POSITIONED EXACTLY AT THIS SOURCE.



# FILL LIGHT

The fill light also shines on the subject, but from a side angle relative to the key and is often placed at a lower position than the key (about at the level of the subject's face). It balances the key by illuminating shaded surfaces, and lessening or eliminating chiaroscuro effects, such as the shadow cast by a person's nose upon the rest of the face. It is usually softer and less bright than the key light (up to half)





# BACK LIGHT

- SHINES ON THE SUBJECT FROM BEHIND, OFTEN (BUT NOT NECESSARILY) TO ONE SIDE OR THE OTHER. IT GIVES THE SUBJECT A RIM OF LIGHT, SERVING TO SEPARATE THE SUBJECT FROM THE BACKGROUND AND HIGHLIGHTING CONTOURS



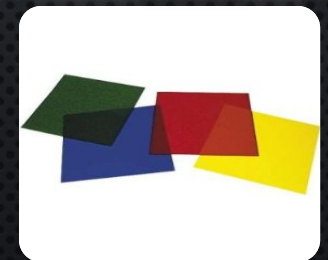
# OTHER AVAILABLE LIGHTING OPTIONS

- LED LIGHT PANEL (BI-COLOR)
  - CREATE 5600K DAYLIGHT OR 3200K TUNGSTEN WARMTH. THE PRISTINE PURE LED GLOW IS PLEASANT TO SUBJECTS WITH WITHOUT THE HEAT OF HOT LIGHTS.



# BASIC HALOGEN LIGHTING KIT

- WHETHER YOU CHECK OUT A BIG OR SMALL LIGHT-KIT, YOU WILL BE GETTING THESE BASIC LIGHTING ELEMENTS:
- 3 LIGHTS
- 3 LIGHT STANDS
- 3 POWER CHORDS
- 3 CLIP-ON BARN DOORS (BARN DOORS BLOCK THE LIGHT FROM HITTING AN AREA OF THE SET OR FRAME YOU DON'T WANT THEM TO)
- 1 PAIR OF GLOVES
- DIFFUSION AND GELS (GELS ARE ATTACHED TO A LIGHT IN ORDER TO ALTER THEIR COLOR TEMPERATURE)



# OTHER AVAILABLE LIGHTING OPTIONS

- DIVA LIGHT



- THE DIVA-LITE PUTS OUT A BROAD SOFT WASH OF LIGHT. THE DROP OFF IS LIKE THE LIGHT OFF OF A BOUNCE CARD. FOR THIS REASON IT IS MOST EFFECTIVE IN CLOSE PROXIMITY TO THE SUBJECT. THESE FLUORESCENT LIGHTS DO NOT GET HOT LIKE HALOGEN BULBS.

- LED CAMERA LIGHT

- SMALL AND EASY TO USE, ATTACHES TO THE TOP OF THE CAMERA AND OFFERS LUMINOUS, SOFT, DIRECTIONAL LIGHTING



- FLASHLIGHT

- FLASHLIGHTS FROM A HOME-DEPOT-TYPE STORE, CAN BE IDEAL WHEN YOU DON'T HAVE A POWER SOURCE (FOR EXAMPLE OUTSIDE AT NIGHT),
- THEY CAN BE USED AS A DRAMATIC SPOT-LIGHT.



# LOWEL LIGHT KITS

- **L-LIGHT KIT**

THIS IS A LOWEL L-LIGHT MID-L KIT, GO-85 CASE, WITH THREE LIGHTS. A SMALLER SIBLING IN THE LOWEL FAMILY OF LIGHTS, THE TINY L-LIGHT IS EASY TO HIDE, MAKING IT PERFECT FOR AN ACCENT LIGHT, A QUICK KICKER, A DISCREET BACKLIGHT OR WITH DIFFUSION, A SUBTLE FILL. IT'S THE PERFECT ANSWER FOR THOSE SITUATIONS WHERE A SMALL VERSATILE LIGHT IS NEEDED. BARNDOORS, GEL FRAME WITH GELS, STAND LINKS AND LIGHT STANDS ARE INCLUDED. A "FLOOD/SPOT" CONTROL IS NOT AVAILABLE ON THIS UNIT, BOTH FUNCTIONS CAN BE ACHIEVED BY SWITCHING BETWEEN A 100W SPOT LAMP AND A 100W FLOOD LAMP.



## Omni/Tota Light Kit

2 broad-throw 750w Tota-lights and a 500w focusable Omni-light, plus Tota-brella, gel-frame & gels, and 3 Stands. Good for raising the ambient level of a medium sized room.

The **Tota-light** (tungsten halogen) can be used with its umbrella or gel-frame & diffusion as a soft key, fill, or backlight. With its adjustable reflectors, it can be a smooth & even background light, or point it toward the ceiling to raise the ambient (base) light level of a room.

The wide focusing range of the **Omni-light** makes it a flexible key or back-light. Add diffusion or an umbrella, and it's a soft fill source.

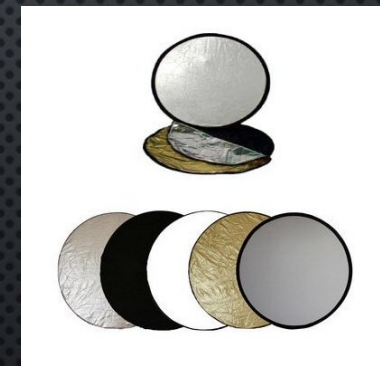


# DON'T HAVE A LIGHTING KIT? NO PROBLEM!

- HERE ARE SOME WAYS TO USE NATURAL LIGHT, OR LIGHTING SOURCES YOU MAY HAVE WITHOUT EVEN KNOWING:

- REFLECTORS

- REFLECTORS ARE USED IN VIDEO AND PHOTOGRAPHY TO BOUNCE LIGHT SO IT CAN LIGHT UP THE SHADOW SIDE OF AN OBJECT OR ACTOR
- WE OFFER GOLD/WHITE OR SILVER/WHITE REFLECTORS IN THE PRODUCTION CENTER
- YOU COULD ALSO USE A CAR DASHBOARD PROTECTOR IF YOU'RE IN A PICKLE AND FORGOT TO CHECK OUT A REFLECTOR



- BOUNCE-BOARD

- A BOUNCE BOARD IS A BOARD THAT IS USED TO REFLECT LIGHT ON A SUBJECT THAT IS BEING FILMED - LIGHT CAN BE BOUNCED FROM EITHER A NATURAL LIGHT SOURCE (SUN ETC.) OR REFLECTED OFF A STUDIO LIGHT TO SOFTEN AND DIFFUSE THE GLARE

# SETTING THE WHITE BALANCE-

## C100

WHITE BALANCE SETTING INDICATOR



Custom white balance: You can use a gray card or white object with no pattern to establish the white balance and set it to one of two custom white balance positions, A or B.

Preset white balance: Set the white balance to (daylight) or (incandescent lamp). Preset white balance settings can be further fine-tuned within a range of -9 to 9.

Set color temperature: Allows you to set the color temperature between 2,000 K and 15,000 K.

Auto white balance: The camcorder automatically adjusts the white balance to the optimal level.

# OTHER LIGHTING/CAMERA RESOURCES

## [www.nofilmschool.com](http://www.nofilmschool.com)

No Film School is the leading worldwide community of filmmakers, video producers, and independent creatives. No Film School is where filmmakers learn from *each other* — “no film school” required.

## [www.videomaker.com](http://www.videomaker.com)

Videomaker's mission is to help others achieve their pursuits by using video as a common communications medium. We picture a world where people use video as regularly as they use photos, illustrations, and text to communicate thoughts, ideas and concepts. We that freedom of expression is essential for human progress, and that free societies are better off when more people can effectively express themselves with video.

## [Alex Buono's Visual Storytelling workshop videos](#)

Shows the architecture of visual style, and through live demonstration shows you how to recreate various genres and looks on almost any budget.

## <https://vimeo.com/blog/category/video-school/lighting-sound/>

Learn how to make better videos through lessons, tutorials, and sage advice from industry insiders and our community.