HDPROGUIDE

From the Publisher of HDProGuide.com, the Professional Production Resource

2014, Vol. 2, No. 3



A TALE OF TWO CAMERAS:

BLACKMAGIC STUDIO CAMERA AND URSA

PAGE 10

Editor's Note



The Blackmagic Cinema Camera and Pocket Cinema Camera were used to shoot China's hit web series, "Ex Model." The web series is produced by Drunken Dragon Productions, a Paris-based production company co-founded by Chinese producer/ actress Xin Wang and French director/ writer Emmanuel Sapolsky, for Youku, one of the world's largest Chinese video websites. On the Cover is a behind-the-scenes captured during one of their shoots. Inside this issue of HD PRO GUIDE Magazine, we feature "A Tale of Two Cameras: Blackmagic Studio Camera and Blackmagic URSA" (Page 10) in the LIVE PRODUCTION department.

Speaking of new cameras, IO Industries is introducing their new 4KSDI Camera at IBC2014 in Amsterdam (Page 23). Don't forget to stop by their Stand #11.D67. Read our exclusive interview with Andrew Searle in the CAMERAWORK department.

Another important technology announcement is Beachtek's new DXA-POCKET. The compact audio adapter enables you to capture professional audio on DSLR cameras and camcorders. (Page 24, AUDIO department). The HD PRO GUIDE Magazine crew will be shooting on DSLR with the DXA-POCKET during UFVA and IBC. On the DSLR front, we are looking forward to shooting and reviewing Nikon's new D810 camera, so stay tuned for camera news and updates on www.hdproguide.com.

HD PRO GUIDE Magazine returns to IBC in Amsterdam, September 12-16, 2014, to celebrate the magazine's anniversary in Stand #36 and #37, (located in the Hall 8/9,10,11 Walkway). We're exhibiting and distributing this fantastic issue along with special back issues and collector's editions. Meet us at the show, pick up your complimentary issues, and sign up for free digital subscriptions at our Magazine Stands. Additionally, we are exhibiting and distributing this issue of HD PRO GUIDE Magazine at the University Film & Video Association Conference (UFVA) in Montana, August 6-8, 2014.

The industry tradeshows and conferences are a great way to network. However, when you can't make it to one of more of the annual shows, the HDPROGUIDE.com social network (www.hdproguide.com/network) serves as an important networking tool you can access anywhere, any time from your desktop or laptop, mobile phone or iPad, or Smart TV. Whether you work freelance, work in studios, or have your own production company, HDPROGUIDE.com and HDPROGUIDE Magazine will help you get hired for more projects, gain more exposure, and build your business. Social networking sites can be a great source of business. Our target professional social networking site gives you a refreshing new social media outlet through which to contact people and build your contact database. Additionally, using our site can put you in the spotlight, dramatically expand your professional network, and position you as an expert in your field of expertise, as well as introduce and market yourself, or your company's new products, services and events. Additionally, we will be selecting from network members for featured articles in our magazines.

Enjoy this issue!

All the Best,
Jody Michelle Solis
Editor-in-Chief

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1 Year Subscription: US$45.00. 2 Year Subscription: US$90.00.
3 Year Subscription: US$135.00. For subscription, mailing address change and distribution inquiries, go to www.hdproguide.com/about

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Postmaster
Send address: HDProGuide Magazine
42 West 24th St., New York, NY 10010

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How to Shoot
Cinéma Vérité

by Eliana Alvarez Martinez



Filming Baja's Secret Miracle.
Photo by Carlos Sanchez.

CAPTURE LIFE AS IT HAPPENS

Cinéma Vérité allows documentary filmmakers to capture life as it happens. Unlike fiction filmmaking, which is planned shot by shot, life is not. Shooting Vérité, filmmakers must adapt to whatever happens in the life of the subject without interfering. A great deal of story preparation is required between the Director and the Cinematographer to allow for this improvisation at any given time.

Having shot a lot of Vérité scenes as a Cinematographer, I've learned the most essential skills are the ability to truly listen to your subjects and to have an awareness of your surroundings. Sometimes listening to your subject isn't just about words but also about body language. It is like a strategy game, as the Cinematographer is responsible for where to place the camera as well as choosing the most powerful frame size to convey a particular moment. During one of my recent shoots in Southeastern Russia in the island of Sakhalin, I was shooting a Vérité scene surrounded by Russian fishermen, unable to understand the dialogue, I was forced to read the manner in which they communicated to anticipate what would happen next.

Responding to the unpredictable is often a matter of understanding the ways in which your subject moves or feeling a change in the tone of their voice. In a way, as a cinematographer you are obliged to improvise and trust your gut instinct to capture what is most important to the story. The most consistent mistake novices make is to hesitate when making a choice about where to point the camera and therefore not holding long enough on any particular frame. The best advice I can give is to prepare yourself as best as you can before a shoot and always remember to listen, trust your gut and hold your shots.



Introducing Blackmagic URSA, the world's first user upgradeable 4K digital film camera!

Blackmagic URSA is the world's first high end digital film camera designed to revolutionize workflow on set. Built to handle the ergonomics of large film crews as well as single person use, URSA has everything built in, including a massive 10 inch fold out on set monitor, large user upgradeable Super 35 global shutter 4K image sensor, 12G-SDI and internal dual RAW and ProRes recorders.



Super 35 Size Sensor

URSA is a true professional digital film camera with a 4K sensor, global shutter and an incredible 12 stops of dynamic range. The wide dynamic range blows away regular video cameras or even high end broadcast cameras, so you get dramatically better images that look like true digital film. The extra large Super 35 size allows for creative shallow depth of field shooting plus RAW and ProRes means you get incredible quality!



Dual Recorders

Blackmagic URSA features dual recorders so you never need to stop recording to change media. That's critical if you are shooting an historical event, important interview or where you just cannot stop shooting! Simply load an empty CFast card into the second recorder and when the current card is full, the recording will continue onto the second card, allowing you to change out the full card and keep shooting!



User Upgradeable Sensor

Blackmagic URSA features a modular camera turret that can be removed by unscrewing 4 simple bolts! The camera turret includes the sensor, lens mount and lens control connections and can be upgraded in the future when new types of sensors are developed. This means your next camera will be a fraction of the cost of buying a whole new camera! Choose professional PL mount, popular EF mount and more!



Built in On Set Monitoring!

Say goodbye to bulky on set monitors because you get a massive fold out 10 inch screen built into Blackmagic URSA, making it the world's biggest viewfinder! The screen is super bright and features an ultra wide viewing angle. URSA also includes two extra 5" touch screens on both sides of the camera showing settings such as format, frame rate, shutter angle plus scopes for checking levels, audio and focus!



Blackmagic URSA EF
$5,995



Blackmagic URSA PL
$6,495

www.blackmagicdesign.com
Lenses and accessories shown are not included

Blackmagicdesign

The Power of the Emotional Fuel Behind the Message

by Jennifer Grisanti



Photo courtesy of Paramount Pictures. Photo by Merie W. Wallace; MMXIII Paramount Vantage, A Division of Paramount Pictures Corporation.

STORIES THAT RESONATE ON A UNIVERSAL LEVEL

When we feel the message in your story, there is an imprint that the storyteller leaves with the receiver. We experience what you wanted to say and we connect our own history and emotions to it and walk away with a stronger sense of fulfillment of what the journey was all about. Stories that make us feel the fuel behind the pursuit are the stories that resonate on a universal level because the message is clear. There is a quote that encapsulates the life experience so well and the idea of choice.

> "Our lives are defined by opportunities, even the ones we miss."
>
> ***~F. Scott Fitzgerald.***

I love this quote. It makes me think that this is what story is all about. With incredible movies, there is a variety of emotions that I feel for stories that comes from a place of depth and a wide array of topic.

With the movie *Nebraska*, written by Bob Nelson and directed by Alexander Payne, we feel the pursuit of a son's desire to connect with his father by helping him on a pursuit that others considered frivolous. It is a story about belief. They go on a road trip. The father has to settle scores along the way. For the son, it is about the idea of allowing his father to believe in something as a way to give him purpose. In doing so, he gets a chance to get to know him more. I really connected with this. Now, the timing of just going through cancer with my mom certainly made the idea of this simple pursuit resonate even more.

The humor is perfectly placed. There are lines that make you laugh out loud and moments that tug at your heart and really make you feel what the storyteller intends. We understand the fuel behind the pursuit. Universally, the desire to connect with our parents before the time passes is a strong one. I love this film.

With the movie *12 Years A Slave*, screenplay written by John Ridley and directed by Steve McQueen, I feel so many emotions. One of the strongest emotions that I feel is anger. I really struggled with the concept of human behavior. This is the first movie I've