

# Overhead Videos

from planning to  
post production

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**Oh, hey there!** Thank you for joining us as we walk you through how to shoot an overhead cooking video sponsored by the lovely people at the Egg Farmers of Canada. It's hard to believe but in one short year, Ben and I have shot and edited almost **150 overhead cooking videos**. So, whether you are brand new to video or a seasoned pro, we'll show you the steps we take to create a high quality and engaging cooking video. Now follow along, and let's get started!

## What you'll learn about today

1. Video Essentials – What You'll Need
2. Camera Settings
3. How to Prep & Shoot
4. Editing Equipment
5. How to Edit



Watch the finished recipe video from today's workshop and find other great egg recipes, videos, articles and more by downloading the Eggcentric TV app today!



### Brittany Stager

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Brittany is the designer & writer behind My Daily Randomness, a personal lifestyle blog. It's there that she writes about everything from home renovation and decor, to travel and food. Her true loves in life include her dog Maddy, coffee and dessert. When she's not blogging, she's filling her days with her two passions, social media & food, at her integrated marketing agencies, REES + STAGER Inc and Real Food Creative.

Twitter: @brittanystager | Instagram: @brittanystager



### Ben Pavey

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After being raised in scenic Muskoka, ON, Ben ventured away from his roots to see what the rest of the world had to offer. While travelling in South Africa he was inspired to pursue business school back in Canada. Ben moved to Kitchener, ON where he studied marketing and advertising at Conestoga College. This started him on a path to work as a graphic and multimedia designer at REES + STAGER Inc and Real Food Creative where he gets to be part of a great creative community that specializes in food marketing.

## Video Essentials Guidelines

Depending on what your budget and skill level, we've outlined what the must-have's are to make your recipe videos amazing!

### Essentials | Single-shot video



A horizontal list of five items: a Canon DSLR camera, a 50mm lens, a tripod, and icons for software (Filmora, iMovie, Windows Movie Maker).

**One Camera**  
*Smartphone, Point & Shoot, Entry-level DSLR*

**One Lens**  
*50mm*

**One Tripod**  
*or Tripod arm for phone*

**Beginners Software**  
*Filmora, iMovie, Windows Movie Maker*

### Advanced | Two-angle video



A horizontal list of five items: a Canon DSLR camera, a 50mm lens, a tripod, a laptop, and icons for Adobe Premiere Pro and Final Cut Pro.

**Two Cameras**  
*Smartphone, Point & Shoot, Entry-level DSLR*

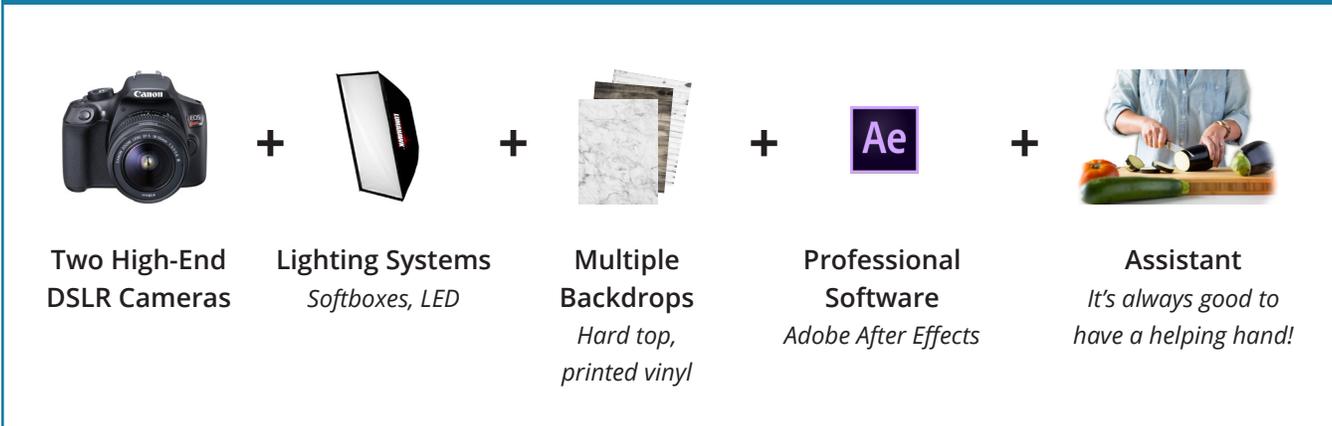
**Two Lenses**  
*50mm + 100mm*

**Two Tripods**  
*One for overhead, one for b-roll*

**Laptop**  
*with tethering software*

**Professional Software**  
*Adobe Premiere Pro, Final Cut Pro*

### Premium | Advanced + the following



A horizontal list of five items: a Canon DSLR camera, a softbox, multiple backdrops, Adobe After Effects software, and a person chopping vegetables.

**Two High-End DSLR Cameras**

**Lighting Systems**  
*Softboxes, LED*

**Multiple Backdrops**  
*Hard top, printed vinyl*

**Professional Software**  
*Adobe After Effects*

**Assistant**  
*It's always good to have a helping hand!*

# Camera Settings

## Manual **M**

Allows you to control every setting on the camera.

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## ISO **1000 - 1250**

Is how sensitive the camera sensor is to light. The higher the ISO value, the more sensitive it is. The lower the ISO value, the less sensitive.

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## Aperture **6.3 - 7**

Aperture, or f-stop, affects the depth of field in a video by limiting the amount of light let into the lens.

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## Shutter Speed **1/60**

Shutter speed affects how much motion blur is in each frame of your video. As a rule of thumb, your shutter speed should always be double your FPS.

## FPS **30 FPS (29.97 or some cameras)**

Frames per second is a measurement for how many unique consecutive images a camera can handle each second.

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## Focus **Manual Focus**

There are three different types of focusing settings on cameras: manual focus, auto focus, and then tracking focus.

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## Resolution **1920 x 1080**

Full HD means your video consists of 1920 lines by 1080 lines and is a 16:9 aspect ratio.

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## White Balance **Auto**

White balance controls the color temperature of your footage.

*Use this space to write down something  
really profound  
that we've said.*



## Let's Talk About That Set-Up!

There are many important steps, tools, equipment and other considerations to be aware of as you begin to set up your shot. Get ready to take notes, I'm going to talk A LOT here!!!

### 1. Video Storyline and Content

### 2. Tables, Countertops and Back Drops

### 3. Prep Table, Cooking Tools & Appliances, Props and Food

### 4. Tripods, Camera, Lenses, Batteries and Memory Cards

### 5. Laptops & Preview Screens

### 6. Light – Studio Lights or Natural Light

Bonus Tips?

Whaaaaat!



- **Don't forget about Instagram.** Be sure your scene is set up to accommodate a 9x9 (square) ratio.
- Before you shoot **plan out any stop-motion sequences** you might want to include.
- Make sure you have **lots of extra ingredients...** sometimes you might have to make it twice.
- Sometimes there isn't enough time to show all ingredients being chopped or prepped. **Map out which ingredients warrant screen time.**

# Editing Equipment

## Beginner



**Filmora**  
PC & MAC | \$60 Download



**iMovie**  
MAC | Pre-installed



**Windows Movie Maker**  
PC | Free Download

## Professional



**Adobe Premiere Pro CC**  
PC & MAC | \$20/month or  
\$50 with Creative Cloud



**Final Cut Pro X**  
MAC | \$400 Download



**Adobe After Effects CC**  
PC | \$20/month or  
\$50 with Creative Cloud

### Recommended System Requirements for all Professional Software

- A Multicore 64bit Processor - Ideally an Intel i5/i7 or the AMD equivalent
- 8GB of RAM (16 GB or more is recommended) it will be very slow with only 8GB but will work
- Lots of hard drive space, applications range from 4GB - 8GB plus you need room for all the footage
- A good graphics card. Ideally a dedicated one rather than an integrated one.

## Time to turn your great footage into a delicious video!

We're going to cover a lot here, so try to keep up! Even if you don't follow everything, hopefully you'll get the idea of how easy it is to make a recipe video. It will take time and practice and probably a ton of Google searches to figure out how to do things, but you can do it! For help beyond Google & YouTube check out tutorials on [adobe.com](http://adobe.com), [lydia.com](http://lydia.com), [foodbloggerpro.com](http://foodbloggerpro.com) and [trainsimple.com](http://trainsimple.com).

### 1. Make corrections to master footage

### 2. Speed it up, remove excess footage, add in b-roll

### 3. Add elements (text, graphics, music)

### 4. Adjust for Instagram

### 5. Export

- **Learn quick key commands.** You will save SO much time if you are familiar with the shortcut commands. Some go-to's are: play (spacebar), blade/cut tool (c), selection tool (v) and text tool (t).
- **Utilize bins/folders** to keep all your footage organized, making your project more manageable and less intimidating.
- When using b-roll footage, make sure you show something **appetizing and full of action.**
- **Song choice** can make or break your video. Match the music to the pace and tone of the video.

More Freebie Tips?  
**Mind blown!**

**BOOM,**  
**You've got yourself a video!**

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