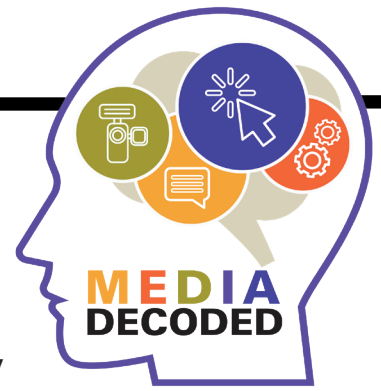


TOOLS OF THE TRADE

The first and most natural option for content creation and video production is a smartphone. Nearly every person carries a phone that has some capacity for shooting video, snapping photos, recording audio and operating editing software. While it is possible to complete multimedia projects with a smartphone, the quality of production and product may be compromised. Before taking the first obvious option, it's a good idea to shop around, do some research and make an educated decision about what items will serve a project best. It all depends on time, opportunity, skill level and budget. For those just starting out Fierce Mustang Media has some advice.

All items listed can be found on Amazon.com or similar websites, including B&H at bhphotovideo.com.



PHOTOGRAPHY

For certain projects it's ideal to have a dedicated camera. A simple point-and-shoot digital model is a great starting point because it can capture images of higher quality than some phone cameras, often has a greater and more easily controlled zoom range, and in general offers more control over the camera settings. RAW, or unedited, files are taken instantly instead of needing to download a third party app which could have unpredictable file compression.

For camera's prioritize battery life, easy to navigate menu options and a good auto mode features. Auto mode features, which automatically adjust the iOS, shutter speed and aperture the automatic feature could put limits on creative choices, so it's good to consider replacing the camera with more controls when an upgrade is required. Digital Single-Lens Reflex (DSLR) cameras are ideal for beginners, as they are versatile while providing high quality image capture.

FIERCE MUSTANG MEDIA RECOMMENDS

The Nikon D800 or the Nikon D810 are good choices on a budget. Some listings run just over the \$200 mark but are often on sale, or can be found second hand. Released roughly ten years ago yet still relevant for multimedia production. There is a learning curve of IOS and shutter speed function, but for the price a little extra reading goes a long way. The Nikon D3500 is most recommended for beginners, because of the 2022 release date it is compatible with smartphones. However, it is difficult to find under \$500 unless second hand or refurbished.



VIDEO

For most situations a good phone camera is sufficient but similar to the situation with photography, video quality can suffer in the phone camera lens. With a dedicated video camera comes better image control and capture, dynamic high zoom and image stabilizer and better depth of field, which allows for the Bokeh technique, allowing for a softened blur in the background. In other words, a video camera upgrades the quality to professional, where a phone camera can create a content creator look. Neither is a negative option, but it is important to consider what fits the project the best.

VIDEO (CONTINUED)

FIERCE MUSTANG MEDIA RECOMMENDS

The Kimire Video Camera Camcorder Digital Camera Recorder. The device is useful for taking photos and sharing to YouTube with ease. It can double as a webcam, has a pause function key, takes 1080p video, 24 megapixel photos, PC webcam mode, 16x zoom, anti-shake, pause function, and dual-battery support for extended recording.



AUDIO

For most situations a good phone camera is sufficient but similar to the situation with photography, video quality can suffer in the phone camera lens. With a dedicated video camera comes better image control and capture, dynamic high zoom and image stabilizer and better depth of field, which allows for the Bokeh technique.

In other words, a video camera upgrades the quality to professional, where a phone camera can create a content creator look. Neither is a negative option, but it is important to consider what fits the project the best.



FIERCE MUSTANG MEDIA RECOMMENDS

The iQ7 and iQ6 smart device microphone extension. These devices are affordable, sturdy and convenient. They are great for on-the-go vlogging or impromptu interviews.

PROJECT PRESENTED BY

