

PROTO

Content Creation Guide

White Backdrop

V1

October 10, 2020

- A. White Paper Roll/Cyc
- B. Acrylic 2' x 4'
- C. Camera with Vertical Mount & Tripod
 - a. 4k30 (3840x2160)
 - b. Full Frame or Super 35 Sensor
 - c. 35mm-50mm Lens (Super 35 Sensor)
 - d. 50mm-85mm Lens (Full Frame)
- D. Camera Reference Monitor
- E. Return Feed Reference Monitor (For Telepresence)
- F. Light with Softbox
 - a. Aputure 300D Mk2 with Lightdome II

Equipment List

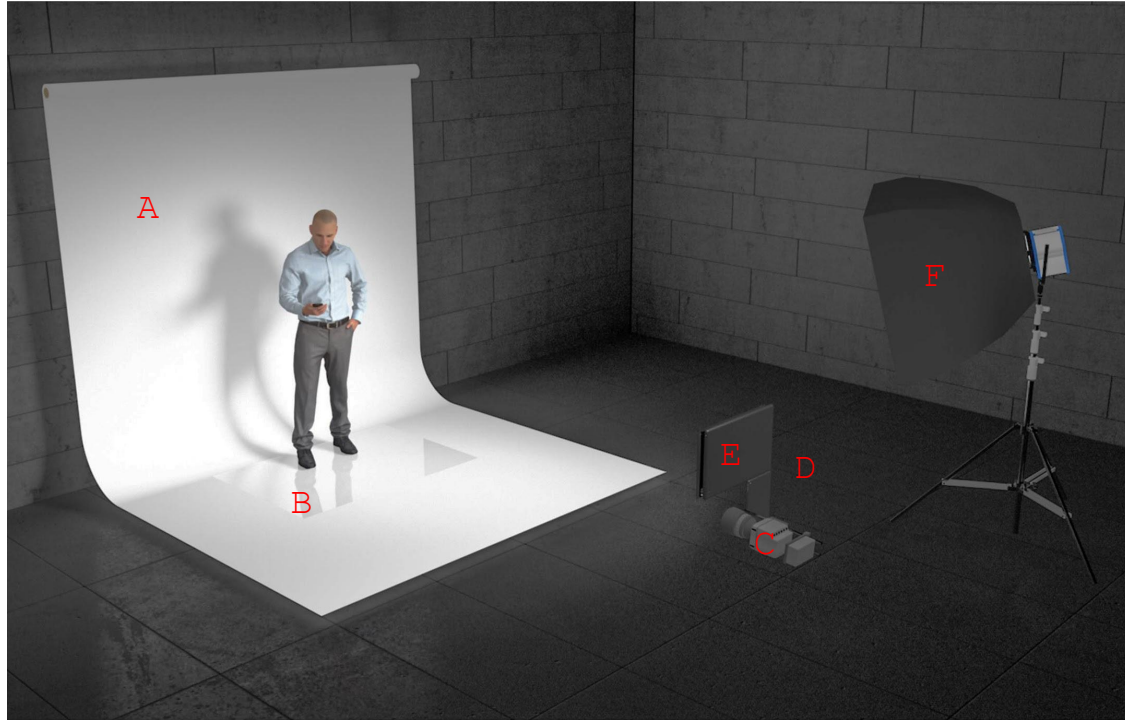


Figure 1

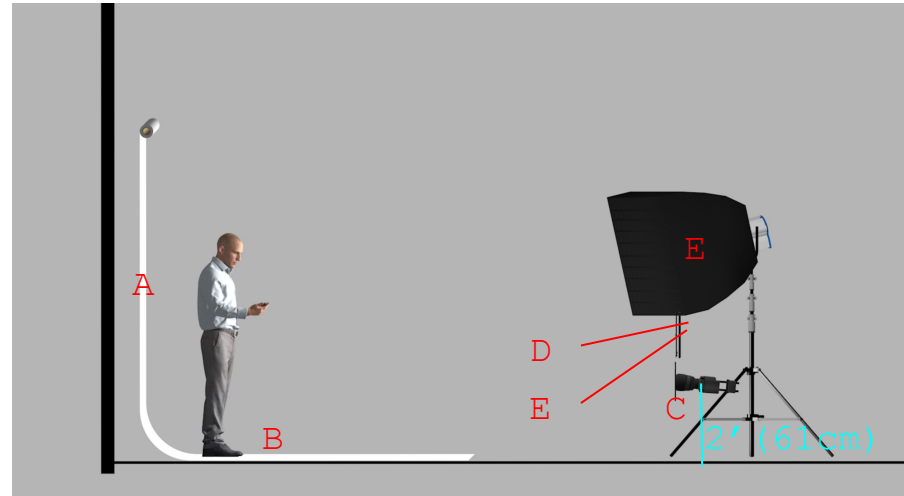
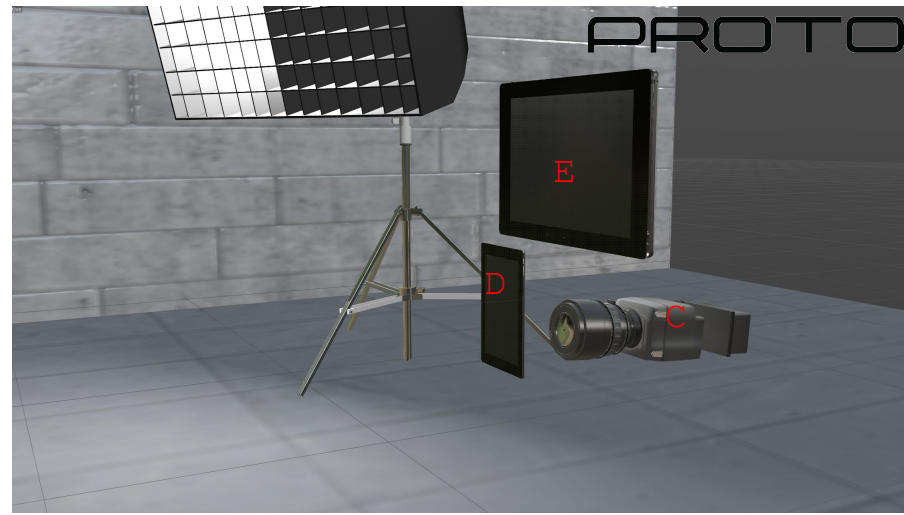
CAMERA SETUP

Mount Camera vertically to create a 9x16 image. (1080x1920 or 2160x3840)

Camera height will vary depending on intended placement of the Proto1. Start by placing the sensor plain at 2' (61cm) and adjust as needed. If the camera is placed too high, when displayed in the Proto, the subject will appear to float while if the camera is too low, the subject will appear to be leaning backwards.

A reference monitor (D) is suggested to show the subject where they are in relation to the frame. A second monitor **(E)** may be used display a return feed to reference a telepresence set up.

For best eye-line, place both monitors as close to the lens as possible.



CONTENT NOTES

Talent Placement: For best effect, it is suggested that the subject be placed close to the background as the shadow created behind them helps tie the subject to the space.

- Because there is little room for the subject to move, we suggest taping off the edges of the frame so they do not constantly walk out of the shot.

Reflection: The reflection is created with a piece of clear 2'x4' acrylic which again helps tie the subject to the Proto.

Eyeline: The subject should address the camera directly if addressing the audience.

