Event Videography

What is Event Videography?

H Mueller Design can do a wide range of event videography: anniversaries, graduation ceremonies, weddings, sports events, funerals, birthdays, dance, theatre, product launches, to name just a few.

To understand the different services we provide in this area, it is useful to discuss the different types of events and why one would want to capture them on video.

Designed Events

There are basically two types of events. Firstly there are those **events designed to be video-taped**. Examples would be movies and commercials. Here the video director has control over everything: the venue, lighting, sound and performance of the actors. The focus is on **artistic perfection**.

Reality Events

The second type is the **reality event** and is the most common type of event that we are called on to capture on video. Here the focus is to capture the event **for the memory** thereof. In this case the video director has virtually no control over the choice of venue, lighting, sound or performers. Examples here would be anniversaries, weddings, funerals, graduations and so on. In some cases these events are also captured as a means of **analyzing the performance** afterwards. Examples would include dance and theatre performances, as well as sports events.

Our Approach to Reality Event Videography?

While perfection is practically impossible in reality event videography, we employ a number of techniques to still produce professional video of high standard. If the bride steps on her train and stumbles, we can`t prevent that—but we will make it look good on the DVD.

Two Cameras

Most events are unique, there are no repeat performances, no second chances. So you cannot have a camera fail during the event! So we always use two cameras. This also allows us to have more flexibility and artistic resources during editing.

Sound

Quality sound is important in videography but difficult to achieve in an event where one has no control over the venue. We employ a range of sound recording technologies to allow for the best sound that the event venue would allow.

Lighting

For the most part we use the natural lighting of the venue as this captures the mood of the event which is an essential part of the memory. In extreme cases we might suggest the use of professional video lighting.

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