

# How To Choose The Right Video Equipment For 2021

Do you consider the idea of shooting videos for your office or beginning a DIY YouTube channel? Or maybe you are a photographer who might be looking at shooting a video as well but with little or no idea on how to choose the perfect video camera.

While there are numerous video camera options in the camera market with different capabilities and functions such that choosing the right one for your needs becomes increasingly difficult, this guide has all the factors in place to help you make the right choice.

Picture 1 of How To Choose The Right Video Equipment For 2021

To be sure you got the best, you still must decide on what you want as your end goal and what type of camera will be able to provide that. You must consider the kind of formats you would want; your budget, and your skill too among other factors.

## First Things First: Budget, Skill, And Team Size

Yes, of course, people are not pieces of equipment. But the size of your team and their skill goes a long way in influencing your choice. Also, you must put into consideration if you will be the only person wearing all the hats or if you will be outsourcing. As mentioned by the team at Signature Video Group, outsourcing to video professional teams who are experienced and quality-bound will always pay off. You'll only need to keep a few extra dollars for their involvement.

## What Equipment Will Be Needed

### The Beginner's Gear Set

If you and the team are the ones producing the video, then the equipment is very important. You all can start with the beginners' recording sets and a low level. This level simply means, do what you can with what you have. In simple terms, start filming and see what works. Create a valuable and engaging video. In some cases, the very fact that you are using a video is enough to excite the selected audience. Even when it suffers from low production, it will still be enjoyable.

1. **iPhone:** Digital phones are amazing when filming social media videos or giving informal video updates. But if one gets to add some accessories like a microphone, video app, and lens, it turns really beautiful and exciting. More so, smartphones come with advantages such as minimal set-up and a popular disadvantage of low storage capacity. It is advisable to always film with the camera behind your phone and not the front

one as it produces sharper images.

1. **Webcams and Laptops:** Just like smartphones, you probably own a laptop and webcam already. They function well for voice-over videos, talking heads videos, social videos, etc. A laptop camera doesn't require lots of team members. You will need to get a stand for your microphone. It will go a long way in helping you avoid clipping to the minicomputer.

## The Intermediate Gear Set

The essence of the intermediate gear set is to enable one to purchase a camera strictly designed for videos. A medium-sized camera like a DSLR comes with some basic support apparatus and takes more quality images that can be adjusted to various lighting degrees when you think to amplify the picture. The amazing part is that it goes for a cheap rate. However, as much as it is versatile, it takes a while to set up.

## Advanced Gear Set

This works mostly with experienced and highly skilled videographers on a fairly good budget who feel constrained by what the intermediate gear set offers. Advanced level will offer one studio-level production of an agency. Although, the kit is a bit complex and expensive. One of its advantages is that it creates quality images. The downside is that it requires lots of technical know-how.

## Video Editing Software

The development of hardware-enabled the creation of software. So, alongside your hardware is the need for software to dissect your videos into a useful and valuable sequence. But if one needs to edit, cut out scenes, include subtitles, etc, there are three options:

1. Using iMovie or Windows Movie Maker which comes free on some computers. However, one has to be careful because if misused, it can affect your video negatively.
1. Using Camtasia or ScreenFlow. Although it is not usually free, it will give you more controlling power when it comes to cutting your videos. One may not be able to carry out very heavy edits, but it will surely do the work of most marketers.
1. Using Adobe Premiere or Adobe After Effect and some others in that league allows you to have more professional graphics, animations, and audio effects. It's usually used by big and experienced teams.

### Picture 2 of How To Choose The Right Video Equipment For 2021

To sum, always keep in mind the weather friendliness of your device. Most modern video equipments are already equipped for this. You just need to make sure and vary your options. Don't be in a hurry to hand in your card for that nice-looking video recording set hung gracefully in a video store downtown. Take your time and go in a company of two or more already versatile video tools users.

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