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# Workbook

How to make a moving Christmas card.

WRITTEN BY

*Monika Gauthier*

W O R K B O O K

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# Welcome

HOW TO MAKE A MOVING CHRISTMAS CARD

> SEE AS AN EXAMPLE

**As a photographer, you are putting in a lot of work, thus you should MAXIMIZE your profits with mini sessions! I have a great strategy that I've been using for several years. My clients LOVE it.**

Offering your clients a moving Christmas card will undoubtedly make you stand out and earn more money. Because no other photographers do this, you should definitely offer it to your clients.

Let's get started!

# The Process

HOW TO MAKE A MOVING CHRISTMAS CARD

## 01 Gear Essentials

Camera with a video option.  
Lens: I prefer 35mm for stability.  
Fabric camera strap.

## 02 Camera Settings for Video

### What is the frame rate?

Frame rate is the number of individual video frames that your camera captures, per second. Standard frame rates are **24fps**: Cinematic Standard, **30fps**: Video Standard, **60fps**: Slow-Motion Standard.

### How do you change a camera's frame rate?

On most cameras, the frame rate can be found on one of the first two pages of the menu. When you find the menu page, you'll see two options for each frame rate, IPB and ALL-I. IPB means higher compression and smaller overall file size, and ALL-I means lower compression and larger file size.

Each camera is different, so it is important that you read the instruction manual.  
**Please set your camera to 60fps ALL-I.**

## 03 Stabilization & Camera Movements

When holding your camera, you must be extremely careful with movement. Stretch the fabric strap around the neck to increase stability. Before pressing the record video button, inhale and hold your breath while recording the video clip.

### I prefer 35mm lens for more stability.

Use your body instead of your wrist to make small movements. Less is more!  
Rather let your subject move instead of you moving.

# The Process

HOW TO MAKE A MOVING CHRISTMAS CARD

## 04 Focus

You have two options: manual or auto focus.

### **Auto Focus**

Most cameras have three modes: tracking (following the target automatically), multi (focusing on a larger area), and single (focused on a smaller area). Each method serves a different purpose and can be helpful on a wide variety of shots.

**The tracking option would be ideal for producing a moving Christmas card.** You can simply have your camera track and auto-focus in real time as your subject moves around the screen.

If your camera does not have this option, you can use any other focusing mode available. Please read the instruction manual for your camera to see all of the options.

### **Manual Focus**

Feel free to experiment with manual focus if that's more your style. Try out both options until you find the one that works best for you.

## 05 How to Switch Photos to Video

Okay, now that your camera is ready, let's learn when and how to shoot some video footage. It's simple. Every pose you do with your family, after taking a few images, switch to video mode and record a few video clips.

Tell your family that you are going to capture some video and ask them not to look at you and instead **interact with one another naturally**.

Move to a different angle, take a few photos, switch to video mode and take some video... and do it over and over.

**Wide shot, mid shot, close-up, angles.** Variety of video footage is very important. Practice filming from various distances and angles. Experiment with different types of lighting! Don't overcomplicate things. Keep it simple and have fun with it!

Don't forget! This is a mini session so few clips will be enough to create a moving Christmas card.

# The Process

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## 06 B-Roll

### **What is B-Roll, and how do you use it?**

B-Roll footage includes grass flowing in the wind, flowers, trees, water, and so on. Simply all of the elements that contribute to the story of your short film. It is especially useful for transitioning between scenes.

There isn't that much time during the mini sessions, so shoot a B-Roll between sessions or at the start. Create about 5 - 6 different clips for easy editing.

## 07 Editing

The best method to teach you how to edit a short film is to walk you through it step by step. I made a video in which I edited a moving Christmas card from start to finish. You can follow these instructions for a family film as well.

>>MOVING CHRISTMAS CARD EDITING GUIDE

## 08 Music

Music, like other artistic creations, is covered by copyright law. To avoid any copyright issues, you always have to purchase a license from an authorized source or artist. This means that you cannot use a piece of music without the permission of the copyright owner, even if you give them credit.

There are lots of websites that you can use purchase a music. Here are few.

<https://elements.envato.com/audio>

<https://www.musicbed.com/songs>

<https://www.soundstripe.com/>

# The Process

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## 09 Delivery Methods

**You did it!! YAY! Congratulations!** It's time to post your moving Christmas card and send the download link to your clients!

**Here is a list of sites that work best for short films:**

**Vimeo** is a video hosting service and video content marketing platform with powerful tools designed to create, edit, manage, and promote high-quality videos. I use Vimeo for my work.

**YouTube** has the most viewers, but is less targeted to the film community.

**Short of the Week** is another great organization that helps to push out short films they like through a variety of online and social media channels.

## 10 Marketing Tips

It's important to create a moving Christmas card before you start offering it to your clients. So make a model call or approach your previous clients and do a session with them. Also, practicing will help you feel more at ease throughout your mini sessions.

When you create your first moving Christmas card, make sure to share it with the world by sending emails and posting on social media.

**I hope you found this guide useful, and reach out to me if you have any more questions! Best of luck!**

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**Don't wait for  
opportunity.**

*Create it*