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Scuba Emporium

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1989 - Why I Did Underwater Videography?

This was a no brainer. We were starting to sell a lot of cam recordings and of course the divers were coming in to show off the video they shot. Well, there are only so many butts and bubbles one can look at before a change must be made. It took only one season and I realized I had to train people in the use of their camera and how to shoot video. Then we had to teach them about creating a storyboard and to follow that all the way thru. Lighting back then also played a big part, so was keeping the recorder steady. The program starts in the classroom where we learned to develop a story for the locations we were going. Then we head to the pool and practice with different things and people. I spend a lot of time teaching how to get good tape on the front of the people and good balance in the frame. Once we had completed the program, we go out and do our dives. Then we created about a ten minute movie. I learned anything over eight to ten minutes loses people's attention. I also want to teach the diver that the short video had to hold a person's interest for the eight to ten-minutes. I loved teaching these classes. Today, with the new camera and better lighting, the quality is superior to anything we were going back then. Today I dive the DC1400 from SeaLife, and I love it. I can be taking photos one minute then turn around and do some fantastic video. That little camera does very nicely and with the computer editing software, we sure can make some neat films.

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