

Barbara Satterfield
DIY Virtual Studio Tour
Technical Outline

EQUIPMENT

1. web camera and sound

- I used a *Uzano: UHD920*, fixed focus, wide angle stream webcam.
 - a medium wide-angle lens allow spatial context (the viewer sees the artist in and moving through the studio environment)
 - the Uzano has a built-in microphone
 - for better sound quality use a USB-wired remote mic and select that microphone on your computer during the Zoom call to override the camera mic

2. dolly to move the camera to at least 2 different camera locations (marked on floor)

- I used a camera tri-pod duct-taped to a furniture dolly.
 - a medium wide-angle lens cannot zoom in closely (portrait/close-up) but it can easily transition from close full length to 12' deep
 - recruit someone to work/move the camera through 1-3 camera locations

3. lighting

- I use my studio's natural and residential light, but for an evening shoot or during cloudy/rainy weather:
 - basic photography light kits can serve a naturally dark space (remember diffuser covers are helpful), my kit is old, for a similar one: https://www.amazon.com/Neewer-Professional-Photography-Centimeters-Lighting/dp/B017D7W57S/ref=asc_df_B017D7W57S/?tag=hyprod-20&linkCode=df0&hvadid=343974510153&hvpos=&hvnetw=g&hvr and=500305745093964145&hvptwo=&hvgmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1013200&hvtargid=pla404919167642&psc=1&tag=&ref=&adgrpid=69534739816&hvpon e=&hvptwo=&hvadid=343974510153&hvpos=&hvnetw=g&hvr and=500305745093964145&hvgmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1013200&hvtargid=pla-404919167642

4. wireless capability

- I don't have reliable wireless in my separate studio: we ran an ethernet cable from our home wireless router to my laptop/USB port to provide online virtual streaming with no "flutters." Other options:
 - In-home studio:
 - connect an ethernet cable between a modem and a laptop
 - connect an iPad using a USB ethernet adapter to plug into a router or modem

- in-apartment building space: check with building manager for location of router
5. laptop or iPad
- I use my ASUS laptop to
 - virtually stream tours on Zoom: the basic free account allows hosting up to 100 participants, unlimited group meetings for up to 40 minutes, and unlimited one-to-one meetings with a time limit per meeting (<https://zoom.us/freesignup/>)
 - what you need: a list of email addresses to send Zoom invitations to (you can use Facebook messenger to recruit lists)
 - accommodate screen shares of photographs/diagrams, etc.
 - recruit a friend to conduct the zoom call, manage the screen shares, maintain the chat box (including answer/save questions for a Q&A segment), and end the call
6. distribution of recorded Zoom
- post the recording on a video service, put link in emails/e-newsletters, on your website, or on Facebook and Instagram
 - upload to YouTube
 - sign up for a free YouTube account
https://support.google.com/youtube/answer/161805?hl=en&ref_topic=9267674
 - create your own channel
https://support.google.com/youtube/answer/1646861?hl=en&ref_topic=9267674
 - upload Vimeo
 - a video creation site where you can connect to other sites, e.g.: YouTube, Facebook, DropBox, etc. <https://vimeo.com/settings/apps>
 - register a credit card for free trial for 30 days: card won't be charged unless you forget to cancel it before the end of that period
 - upload 5GB of video per week (up to 250GB per year); video creation tools, priority video conversation, advance privacy, embed video playlist, etc.
 - to stream to social media, upgrade to "Premium"
 - market through Vimeo "Business"