

THE THINK MEDIA TV

**VIDEO GEAR
BUYER'S GUIDE**



THINK MEDIA TV

Thanks for downloading the Video Gear Buyer's Guide!
I've divided this guide into the following sections:

Video Cameras

Software

Lighting

Microphones

Essential Accessories

Optional Accessories

Computers & Laptops

BONUS: Beauty, Make-Up, & Lifestyle YouTuber Buyer's Guide

BONUS: Vlogger Equipment Buyer's Guide

In every section I share my best video gear recommendations from budget, to intermediate, to pro. This guide is not sponsored by any company or brand, so you can be confident that these are products I recommend based on my experience, testing, and research.

Also, some of the products have an accompanying tutorial-review video that I recommend you watch to learn more about that specific product.

Enjoy the guide!

Sean Cannell

youtube.com/THiNKmediaTV

VIDEO CAMERAS

Your Smartphone (I recommended the iPhone 5 or higher)

The newer smartphones are powerful and can create amazing videos! Here is an example of a recent video shot on an iPhone 6+: <https://www.youtube.com/watch?v=-8AmrXtNeDE>

Bonus Tip: Download FiLMiC Pro APP for more control over your videos
<https://geo.itunes.apple.com/us/app/filmic-pro/id436577167?mt=8&at=11lvmG>

Super Budget Camera: Logitech HD Pro Webcam C920

Logitech HD Pro Webcam C920 <http://amzn.to/22wGewl>

If you want to get started with video on a shoestring budget, you can get this webcam for under \$70. You can record HD videos directly to your computer or laptop, and start building your audience.

Bonus Tip: You can also do HD collaborations online over Google Hangouts and they will look great with this webcam!

The Best Budget Point-And-Shoot: Canon PowerShot ELPH 110 HS or 300 HS.

Canon PowerShot ELPH 110 HS <http://amzn.to/1mooa6E>
Canon PowerShot ELPH 300 HS <http://amzn.to/22wFEP1>

These cameras are great for vlogging and you can get one of these in the used section on Amazon for under \$100.

Bonus Video: Check out this video for more tips on this camera:
<https://www.youtube.com/watch?v=orZxp3nJmi4>

The Best All-Around DSLR Canon 70D

Canon 70D <http://amzn.to/22wFOGh>

DSLR's produce incredible quality footage, but the learning curve is steep and the cost is high. However, if you want your video quality to stand out then getting a good DSLR is the way to make that happen. One benefit on using a DSLR is that you have options when it comes to lenses. I recommend you start with the "kit lens" that comes with the camera and upgrade to new lens later if needed.

Bonus Video: Check out this video for more tips on the Canon70D:
https://www.youtube.com/watch?v=rdJLY04_6lo

EDITING SOFTWARE

Free Software

Mac: iMovie

PC: Windows Movie Maker

Best Budget Software

Mac: Adobe Premiere Elements <http://amzn.to/1mooBxQ>

PC: Adobe Premiere Elements <http://amzn.to/1mooBxQ>

*Bonus Tip: Get the bundle with Photoshop Elements for Social Media and Thumbnail Design
Adobe Photoshop Elements & Premiere Elements <http://amzn.to/22wGlrA>*

Best Recommended Software {what we use}

Mac: Final Cut X or Adobe Premiere Pro CC

PC: Adobe Premiere Pro CC <http://amzn.to/1mooSR7>

Bonus Tip: I personally use the entire Adobe Creative Cloud, which includes Photoshop, Premiere Pro, and Audition. <http://amzn.to/22wGStE>

Best Screen Capture Software

Mac: Screenflow <http://amzn.to/22wH2kS>

PC: Camtasia <http://amzn.to/1mop0jH>

Bonus Tip: Screen capture software is great for creating tutorials or turning presentations into videos. If you are going to do screen capture videos, you should also get a USB mic to narrate the video like this Blue Microphones Snowball Plug-and-Play {more on this under microphones}.

Bonus Video: Check out this video for tips on the software above:

<https://www.youtube.com/watch?v=LxWOjaFXxNw>

LIGHTING

The #1 way to make your videos look awesome is LIGHTING. The truth is...

A good camera with bad lighting = bad video

BUT...

A bad camera with good lighting = good video.

Budget Lighting Kit

LimoStudio 700W Softbox Lighting Kit <http://amzn.to/1mgMacl>

Portable & Home Studio Lighting Kit

Neewer 160 LED Light Kit <http://amzn.to/1mgMgAO>

Bonus Video: Check out this video to learn more about this lighting kit:

<https://www.youtube.com/watch?v=sKEpeiUMSM>

Pro Studio Lighting

StudioPRO Continuous Bi Color Light Panel Kit <http://amzn.to/1mOQQ9g>

****BONUS: Add A Hair Light**

A hair light will make you stand out from the background and almost look 3D on camera. If you are going for that effect, definitely add a hair light or order a video lighting kit with a hair light included.

Recommended: StudioFX 400W Continuous Lighting Hairlight Boom Stand Set

<http://amzn.to/1mOR803>

Lighting really does make a HUGE difference. Check out this video for lighting tips:

<https://www.youtube.com/watch?v=XqeCHzk2RdA>

MICROPHONES

People will tolerate poor video quality, but will click away from your video right away if your audio is bad. Don't stick with the "onboard mic" on your camera. Invest in the external microphone.

NOTE: You need to either make sure your camera has an external mic jack OR record the audio from the microphone separately and edit it together with the video in your software.

{For vloggers working with a point-and-shoot camera, adding a mic is not really an option. However, using one of the recommended point-and-shoot cameras above will ensure that your audio quality is as good as possible.}

Budget Shotgun Mic

Rode VMGO Video Mic GO Lightweight On-Camera Microphone Super-Cardio
<http://amzn.to/1mgMtUE>

Video Studio Boom Kit

***What I use:* RODE VideoMic Studio Boom Kit <http://amzn.to/1m1E86p>

Bonus Video: Best microphones for YouTube:
<https://www.youtube.com/watch?v=pwpdH7AJvBI>

Budget Clip On Mic

Vidpro XM-L Wired Lavalier microphone <http://amzn.to/1mgMCHs>

Wireless Clip-On Mic

Rode RodeLink FM Wireless Filmmaker System <http://amzn.to/1mgMDLy>

IPhone Shotgun Microphone

Ampridge MightyMic S iPhone Shotgun Video Microphone MMS
<http://amzn.to/1mORzao>

IPhone Clip On Mic

Movo PM10 Deluxe Lavalier Lapel Clip-on <http://amzn.to/1mgMF6a>

USB Microphone

Budget Option- Blue Microphones Snowball iCE Condenser Microphone
<http://amzn.to/1JJsaDX>

Pro Option- Blue Microphones Yeti USSB Microphone <http://amzn.to/1JJsfYp>

Bonus Tip: A good USB microphone will make your screen capture videos sound awesome. USB mics are also what the pros use for doing voice overs and narration for their videos.

ESSENTIAL ACCESSORIES

Here is a list of essential accessories so you have everything you need to create awesome videos!

SD Cards

PNY Elite Performance 32 GB High Speed SDHC Class 10 <http://amzn.to/1mORHXr>

Bonus Tip: Make sure they are Class 10 and fast!

Extra Batteries

It's always good to have at least one extra battery for travel. Having a battery charging while you are shooting is essential.

Budget Tripod

Ravelli 61-inch Light Weight Aluminum Tripod With Bag <http://amzn.to/1mgMMYk>

Video Tripod With Fluid Head

If you want to do smooth panning video shots you'll need a "fluid head" on your tripod. Manfrotto 3 Section Tripod Kit with Fluid Head <http://amzn.to/1mORO5o>

OPTIONAL ACCESSORIES

Here are some accessories that you *may* want to think about depending on the type of videos you are creating.

Teleprompter

iPad Mini Teleprompter R810-10 with Beam Splitter Glass <http://amzn.to/1mgMLL3>

Bonus Tip: I use the teleprompter with my iPad and an app called Teleprompt+.

NOTE: iPad not included

Collapsible Multi-Disc Light Reflector

Collapsible Multi-Disc Light Reflector <http://amzn.to/1mgN8oV>

Bonus Tip: These are great for using outdoors in your video shoots in combination with indoor lighting.

Travel Camera Bags

StudioPRO All-In-One Roller Bag <http://amzn.to/1Q4nDSO>

Bonus Video: Check out this video of the bag I use for traveling with my video gear:

<https://www.youtube.com/watch?v=J9oNeYt021o>

Extra Monitor

Acer R240HY bidx 23.8-Inch IPS Full HD <http://amzn.to/1mgNewN>

High-Speed Mini-HDMI to HDMI Cable <http://amzn.to/1mOSMyJ>

Bonus Tip: Many cameras have an HDMI output that allows you to use an external monitor when recording. This is helpful for a home studio environment. It gives you a much larger monitor for viewing yourself on screen while recording.

External Audio Recorder

Zoom H4N <http://amzn.to/1mOTCLV>

Headphones

Bose SoundTrue <http://amzn.to/1mOTrQt>

External Hard Drive

USB 3.0 Desktop External Hard Drive <http://amzn.to/1mgNMCQ>

USB 3.0 Portable External Hard Drive <http://amzn.to/1mOU2lm>

Bonus Tip: Video takes up a lot of hard drive space so I use desktop external hard drives at home and portable external hard drives on the road to store and back up all of my files.

VIDEO EDITING COMPUTERS

As I mentioned before, using your smartphone is a great first option. You can record and edit all in one device. However, to speed up your video production time and create better-looking videos, you'll want to edit on a desktop or laptop computer.

Desktops

MAC – Apple Mac Pro <http://amzn.to/1mOVqV0>

PC – Dell XPS 8700 Desktop <http://amzn.to/1mgONen>

Laptops

Watch this video to learn more about what system requirements to look for in a laptop that can edit video. Also, check out an updated list of my top video editing laptop recommendation in the YouTube description. <https://www.youtube.com/watch?v=Q9Zx4suyd2w>

BONUS GUIDE:

Beauty, Make-Up, & Lifestyle YouTuber Buyer's Guide:

If you are interested in creating makeup and hair tutorials, fashion look book videos, and lifestyle videos, here are my recommendations and what the top beauty video influencers are using right now.

DSLR Camera

Canon 70D <http://amzn.to/22wFOGh>

Bonus Video: DSLR cameras make your videos look amazing and give you the ability to have a blurry and pretty background with just you in focus. Check out this video for more tips on the Canon 70D: https://www.youtube.com/watch?v=rdJLY04_6lo

A Nice Prime Lens

Sigma 30mm f/1.4 <http://amzn.to/1mgPDYr>

Gray Reference Reflector Card

Pro YouTubers use a gray card to set white balance to make sure the color in the video is as true to life as possible. <http://amzn.to/1mgQef0>

A Ring Light

Prismatic 18" Halo Ring Light with Stand <http://amzn.to/1PDBJei>

I love this ring light because it includes a camera mount so you can mount your camera (up to 2lbs) on the ring light itself without needing an extra tripod.

Bonus Tip: If you are doing beauty videos a ring light can make all the difference in your video quality. A ring light by itself can be too direct. For best results combine the ring light with a soft box lighting kit.

BONUS GUIDE:

Vlogger Equipment Buyer's Guide:

You won't need very much equipment for vlogging, but there are a few things that will help your videos look like the top vloggers.

Vlogging Cameras

- a. Budget - Canon PowerShot ELPH 300 HS <http://amzn.to/1Ufv3C0>
- b. Mid-Level - Canon PowerShot S120 <http://amzn.to/1Ufv2y8>
- c. Higher End - Canon PowerShot G7 X <http://amzn.to/1mgSKQb>
- d. Super High End - Sony Cyber-shot DSC-RX100 IV <http://amzn.to/1mgSOPX>

Bonus Video: Check out this video on the best vlogging cameras:

<https://www.youtube.com/watch?v=R5IEqJmF7EA>

Software

Reference the software section above and check out this video for more tips on software: <https://www.youtube.com/watch?v=LxWOjaFXxNw>

GorillaPod Tripod

This is one of my favorite tripods for vlogging because you can use it in so many creative ways. The flexibility allows for on the go shooting and unique angles.

JOBY GorillaPod SLR Zoom Tripod <http://amzn.to/1mP0YPx>

House Lighting

Bonus Tip: One way to improve your vlogs is to add more and brighter lighting in your house. Many vloggers spend a lot of time vlogging at home and more light will make your videos look better.

The Casey Nesitat: The Ultimate Vlogger Set-Up

One of the most popular vloggers right now is [Casey Nesitat](#). His vlogging set-up is very creative and unique. For an overview of his gear, check out this video:

<https://www.youtube.com/watch?v=keiTbGylz-M>

THiNK MEDIA TV



THiNK Media TV was created by Sean Cannell to help you go further faster in media. The TMTV YouTube channel features tech, audio, and video gear reviews, as well as tips and tutorials.

Learn more and check out new videos every week at <https://www.youtube.com/user/THiNKmediaTV>.

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