

MODERN CINEMA

WEDNESDAY 22 JULY ■ 2:00PM – 3:45PM, CONFERENCE ROOM I

Title: Everybody Sing! “Gamma, Detail, Matrix, Knees and Toes... Knees and Toes ...” What the do All these Menu’s Mean?

**Presenter: John Virtue
 National Operations Manager Panavision Australia.**

Abstract

You get a new camera or rent a camera and it has more features than the space shuttle. The most common questions asked from any rental house is “What do all these features mean and more importantly what is the implication for me as a cinematographer?”.

The aim of the class is to understand what these adjustments mean to your final image. How do camera parameters affect my image and how can see if they have been adjusted and more importantly is it appropriate to adjust them. During this seminar you will find out which ones are worth playing with and which is best left alone. John will go over in a very simple and practical way the meaning and effect of many of the key menus and setups used in today’s digital cameras. After this seminar you can start to sing more appealing songs and concentrate on what you are paid to do - Cinematography.

Bio

Since graduating with a B Eng (Hons) in Electronics Systems Engineering from QIT in 1985, John has been involved in the forefront or research, development, design and operation of HD equipment. He started his professional career as a Broadcast Engineer for Telstra before moving to the UK late in 1986 as an R&D Engineer at Sony’s Research Labs researching HDTV. During this work he gained several patents in HD and related technologies. After returning to Australia in 1990 he continued electronics design and development into imaging products such as X-ray Scanners, 3D Photogrammetric imaging, Synthetic Aperture Radar and 35mm motion picture film scanning/grading. In 1995 John became a product manager product manager for Sony Australia specializing in broadcast VTR’s and production cameras. In 2000 he joined Panavision as Digital Imaging Manager for Asia Pacific. He worked on George Lucas’s Starwars Episode II – Attack of the Clones using of the first generation 24P electronic camera systems. Since then John has worked and consulted on numerous electronic features, TV shows and commercials all around the world including Hong Kong, China, Japan, Korea, Australia, New Zealand, South Africa, USA, UK. In 2005 he supported the worlds first fully Super 35 digital camera - Panavision’s Genesis – on Superman.