

Production 101: Creating Impactful Events with Simple Lighting and Décor

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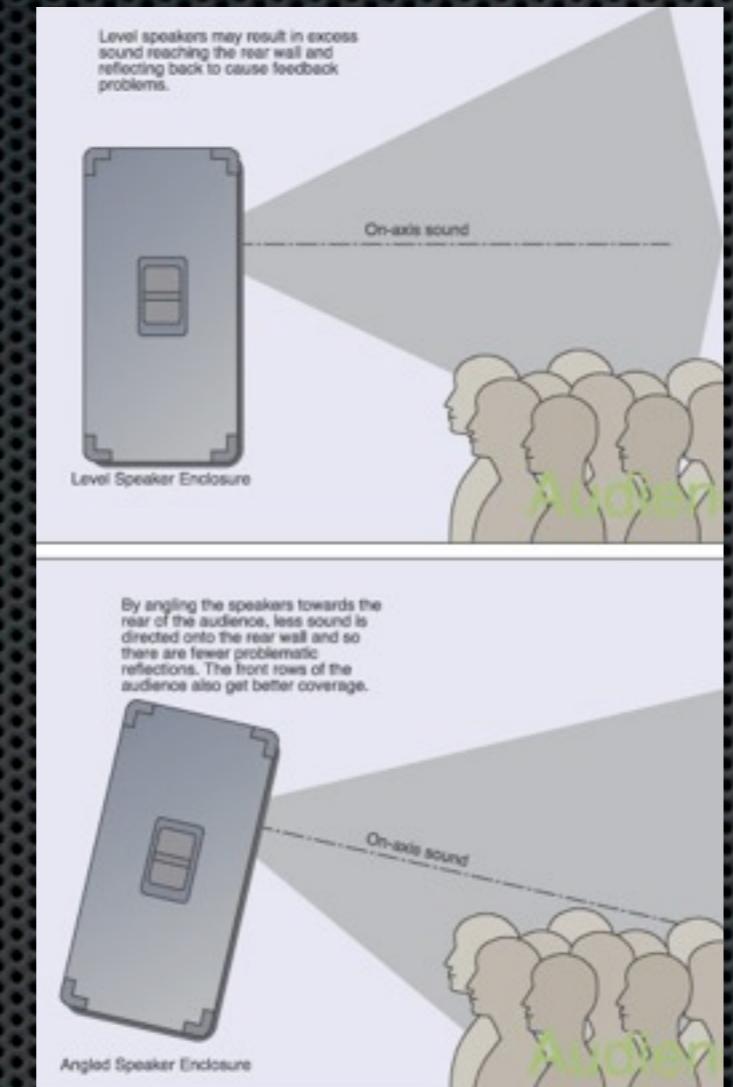
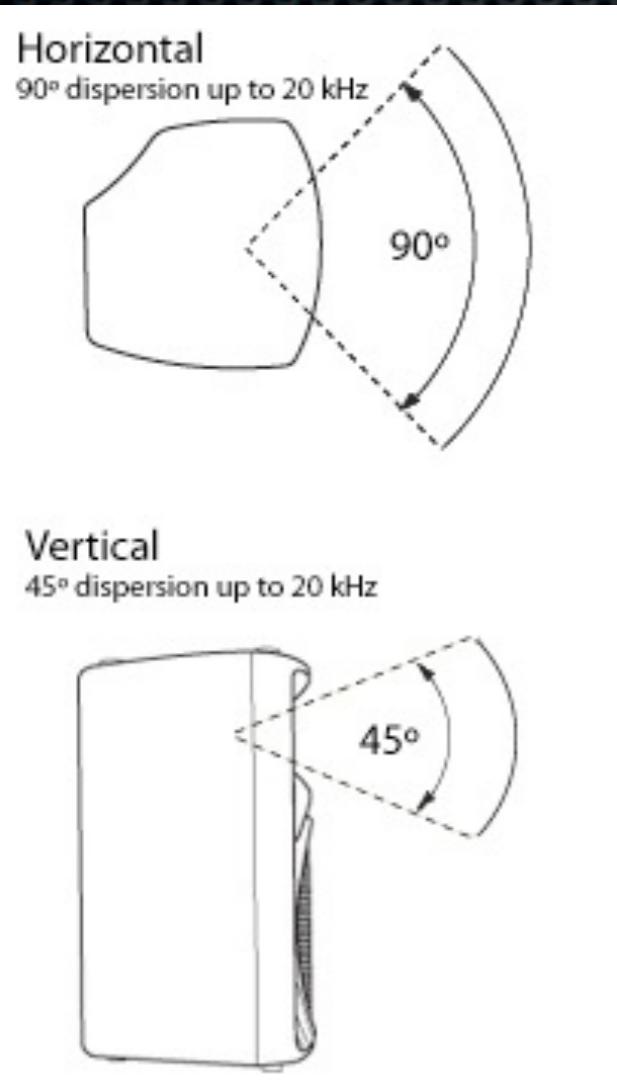
The Role of Technology

- Technology is a tool
- Understanding your goals
- Defining the message to deliver
- Choosing the tools to effectively communicate
- Create the environment to realize vision

Audio

AUDIO: SOUND SYSTEMS

Speaker Throw Patterns

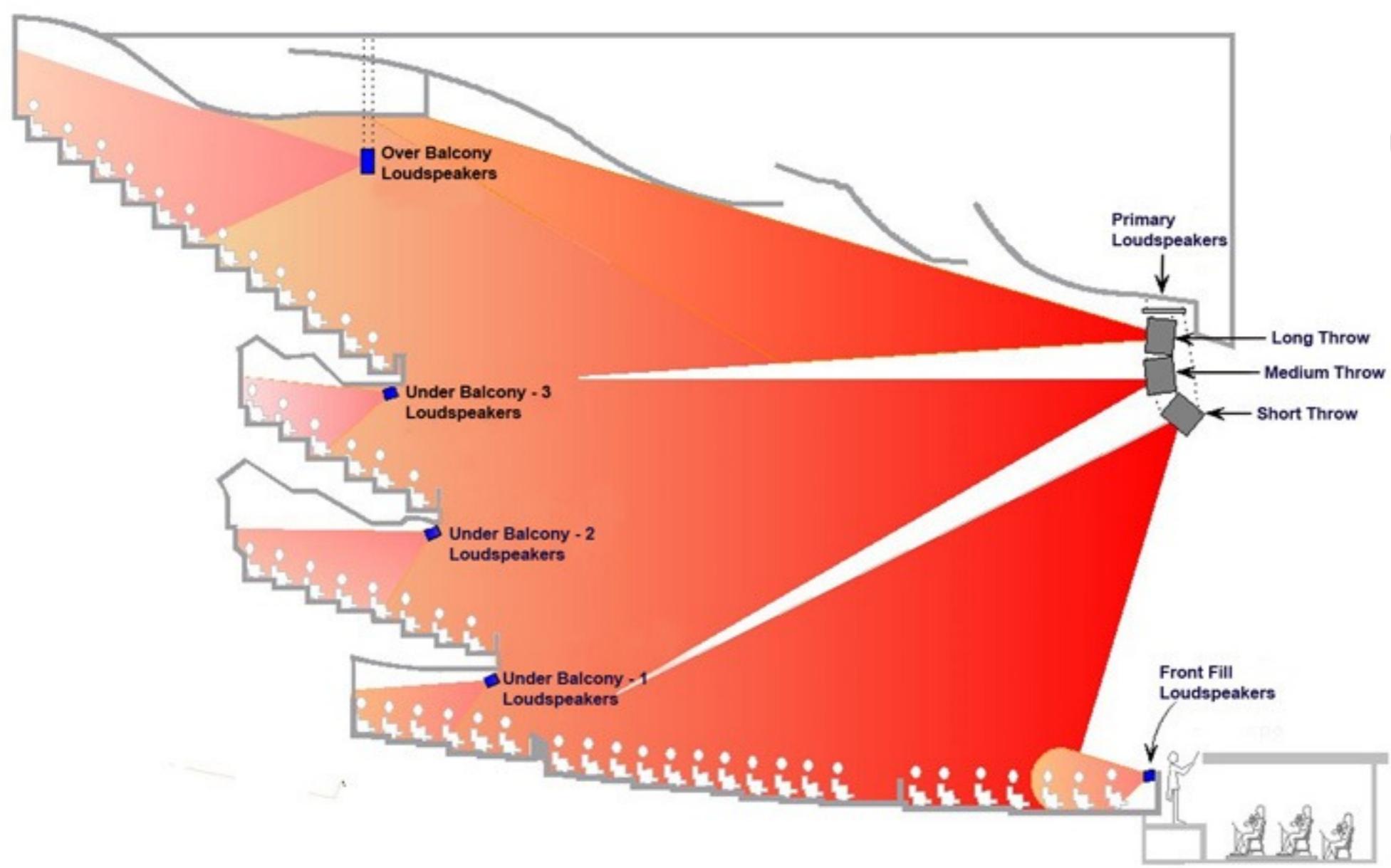


- Speakers should be placed so there are no dead spots in the room.
- For long rooms use delay speakers instead of amplifying sound
- Make sure speakers are placed at appropriate height for good coverage and projection in the room.
- The more microphones, the better the engineer

Non-Technical Tip

Provide the total number of attendees and room dimensions to your technology provider. Include the orientation of the room (i.e. long wall or short wall).

Line-Array PA Systems



COMMON TYPES



Lavaliere or Lapel

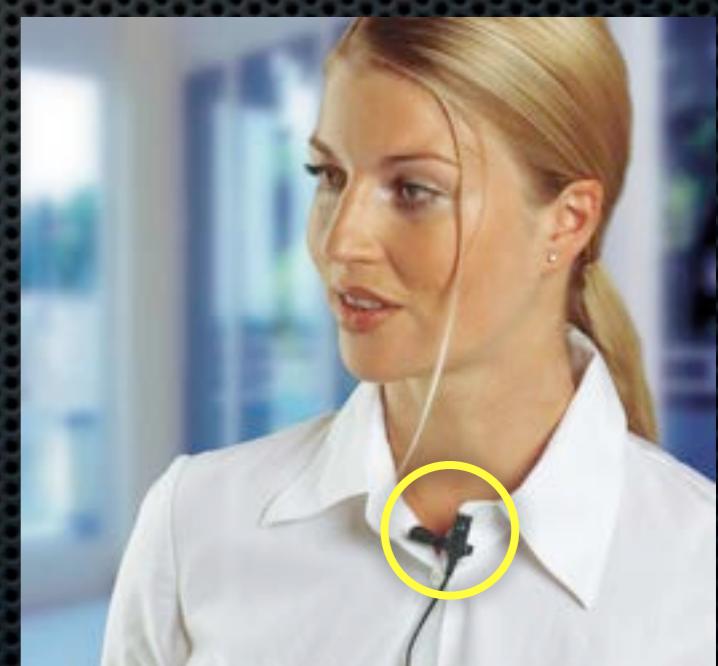
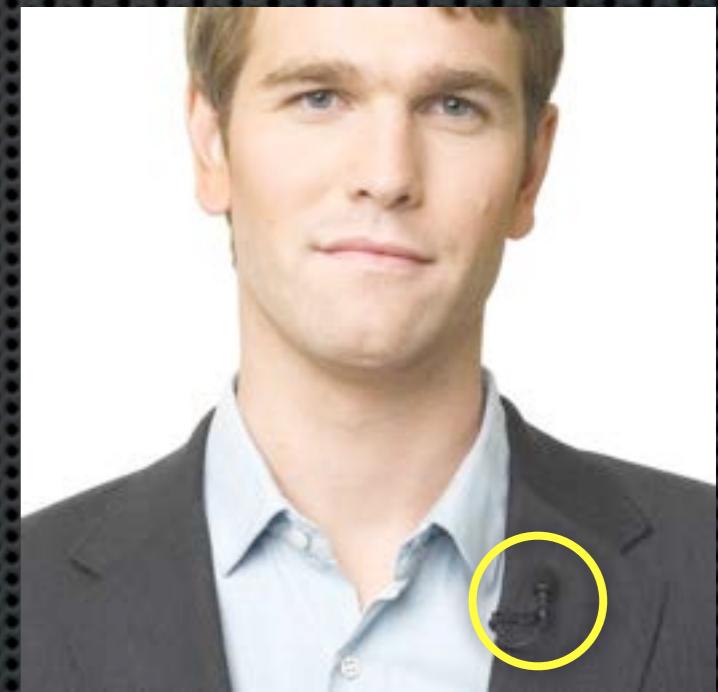
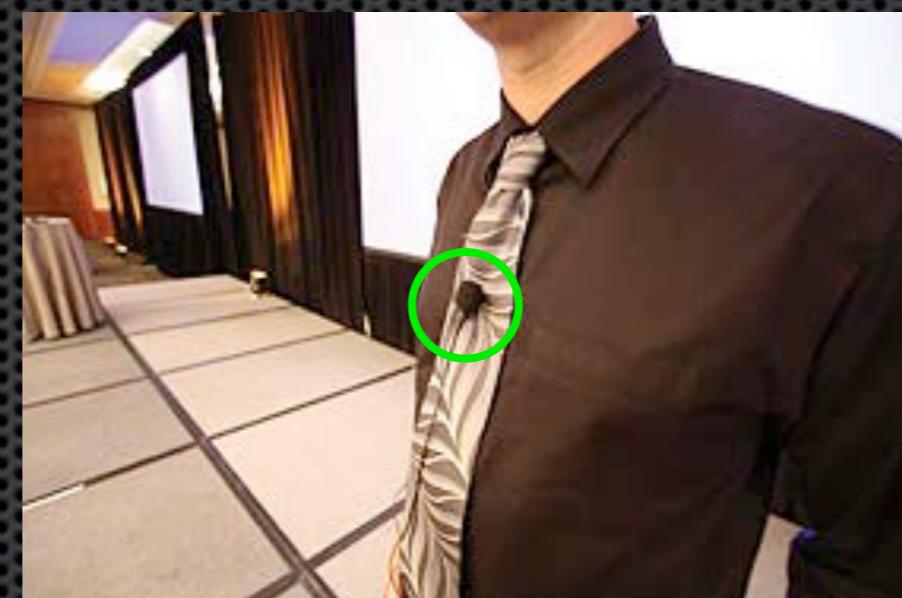


Handheld

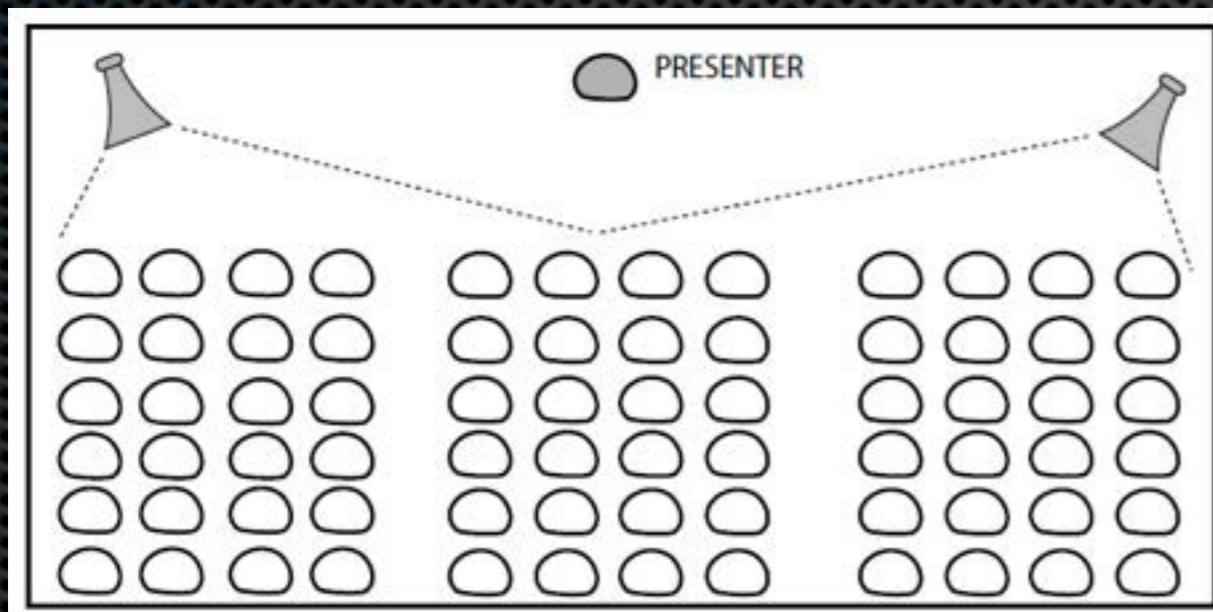
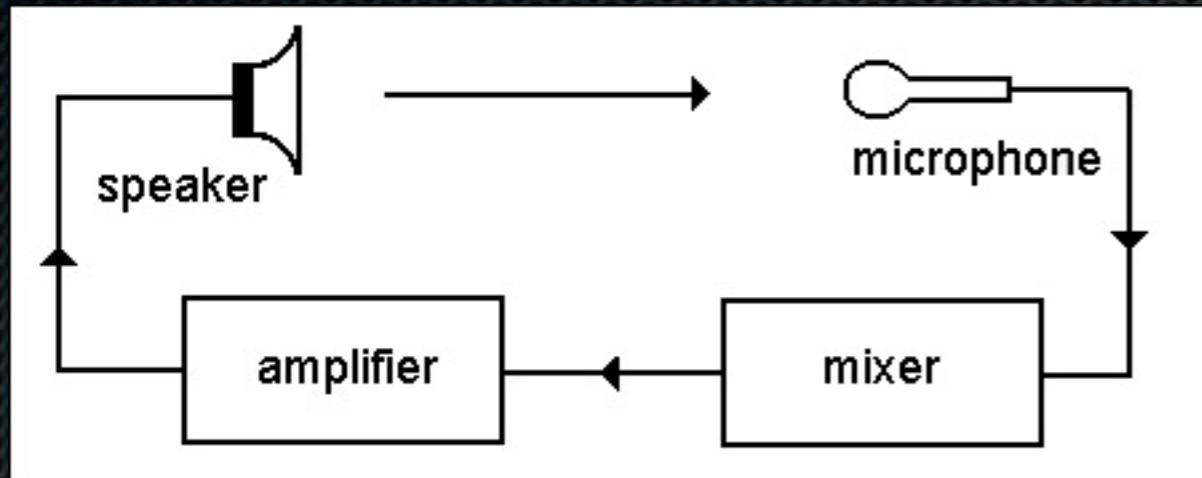


Headset

Lavalier Placement Demo



AUDIO: FEEDBACK



- Microphone Placement and Speaker Education are important
- More microphones open the greater the possibility
- Acoustics of the room, avoid boxes with hard surfaces
- Use multiple band equalizers or feedback suppression systems

Non-Technical Tip

Instruct speakers to **project** as if addressing a full boardroom. Good levels into the microphone lower the probability of feedback. Microphone placement should be close to mouth.

Lighting

Lighting Technology

Why is lighting important?

What is light?

- something that makes vision possible
- the sensation aroused by stimulation of the visual receptors
- electromagnetic radiation of any wavelength and traveling in a vacuum with a speed of about 186,281 miles (300,000 kilometers) per second ; *specifically* : such radiation that is visible to the human eye

Does light have color?

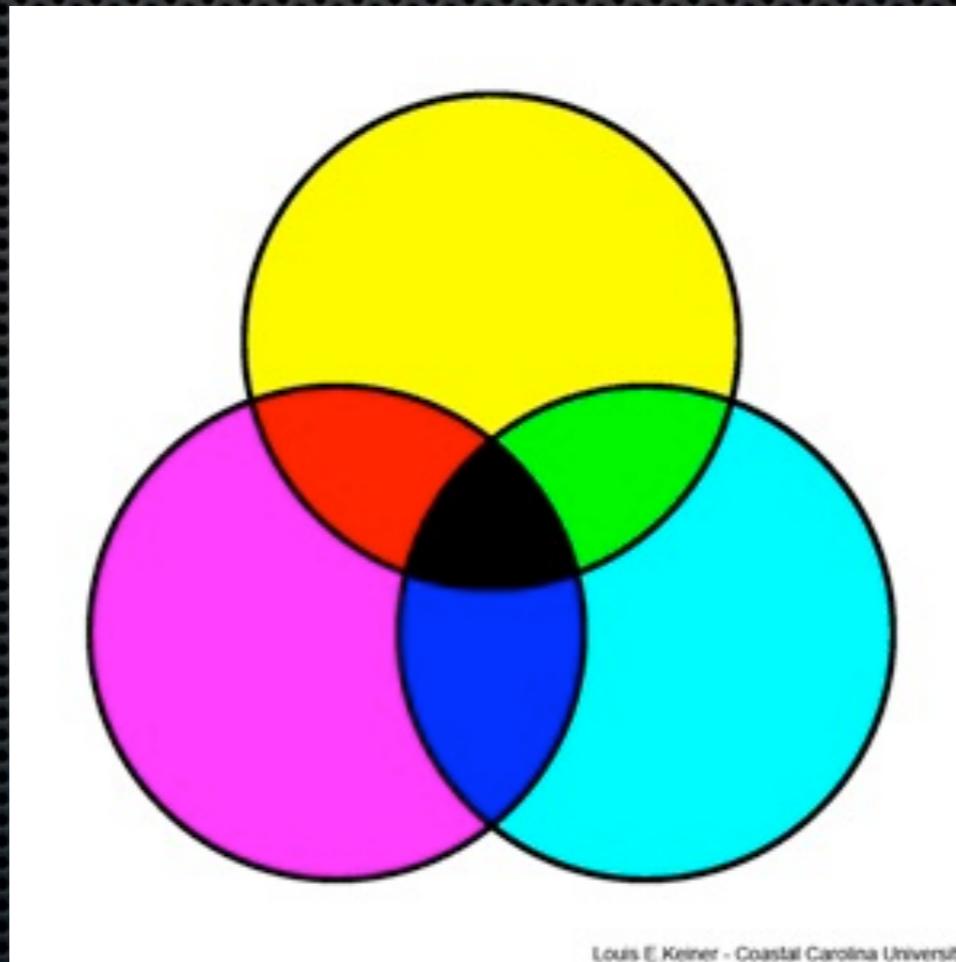


Subtractive Color vs. Additive Color

(Pigment vs. Light)

Pigment is an example of subtractive color

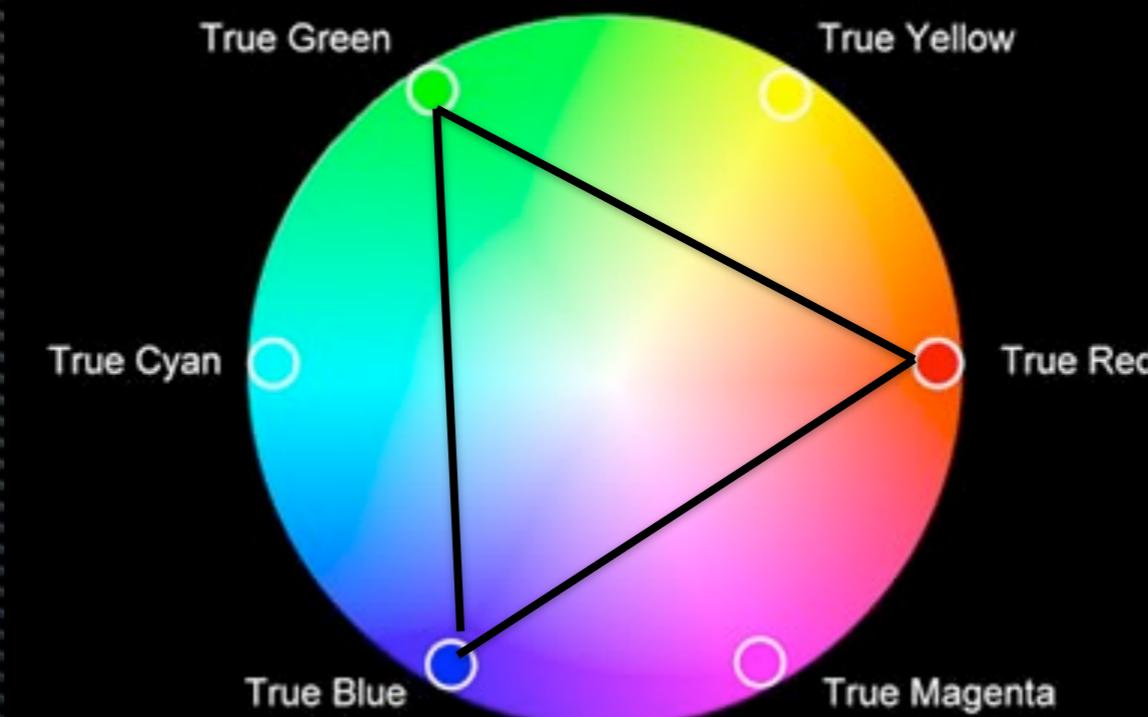
- The primary colors of pigment are Yellow, Cyan, Magenta
- When the spectral colors of Yellow, Cyan and Magenta are combined in equal amounts they become Black



(Light vs. Pigment)

Light is an example of additive color

- The primary colors of light are Red, Green, Blue
- When the spectral colors of Red, Green and Blue are combined in equal amounts they become White



Lighting Events for Success

Brilliance with the basics!

- 3-point lighting
- Indoor verses outdoor lighting
- Gobo's
- Creating moods with gels
- Basic light package

3-Point Lighting

Key Light



Fill Light



Back Light



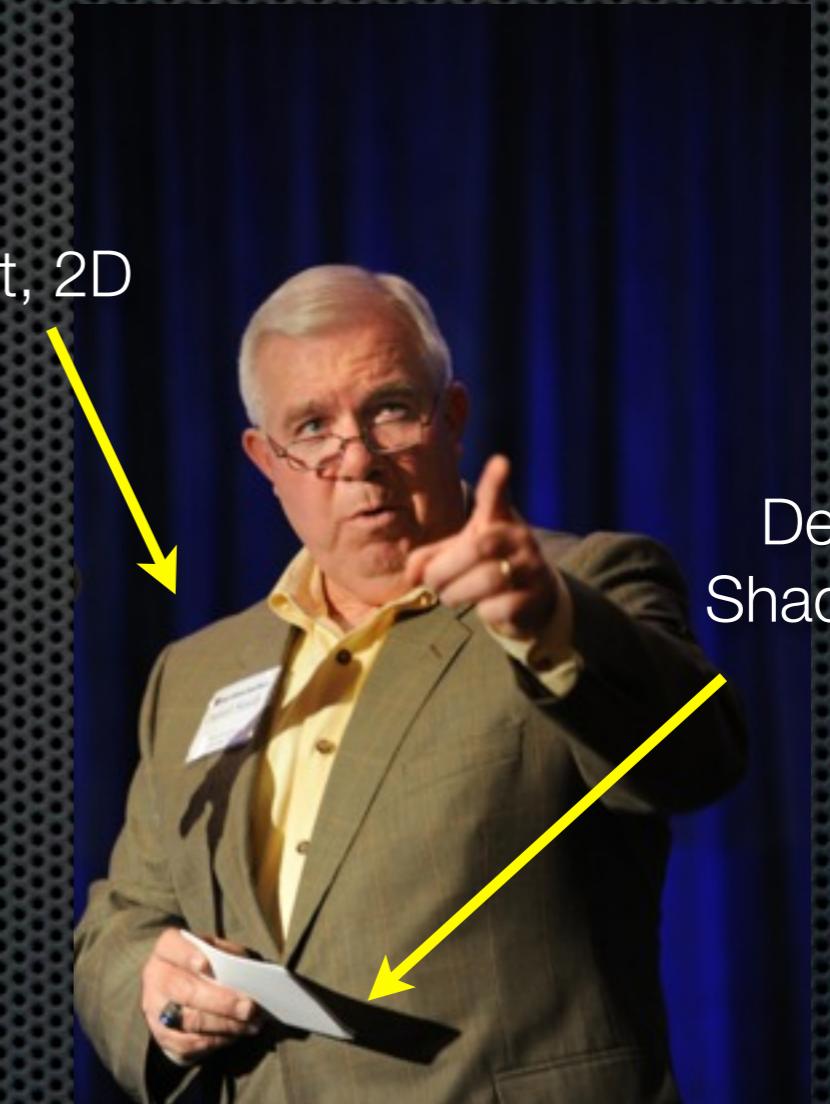
LIGHTING FOR STAGE



Non-Technical Tip

Have someone (ideally your lighting designer) walk the stage looking for dark spots or uneven light. Talent seems to be magnetized to these areas.

LIGHTING FOR STAGE



Non-Technical Tip

If you have to use low angle, use two sets of lights off axis so the talent can still see and engage with the audience.

DO this



DON'T do this!!



Indoor Lighting vs. Outdoor Lighting

- When lighting indoors, the most popular lighting elements are par lights, par cans, ellipsoidal or Source Four lights, fresnel lights, pin spots, spot lights or *intelligent lights*. Each of these lights are incandescent and all of them measure between 3000K and 3400K.
- When lighting outdoors during the day, the most popular lighting elements are HMI's (5600K); at night HMI or incandescent lights with color correction gels can be used. Also a specialty Klieg light may be desired for skyward impact!

Gobo's

What's a Gobo?

- A pattern or shape placed in front of a light to create a specific image

Glass vs. Metal Gobo's

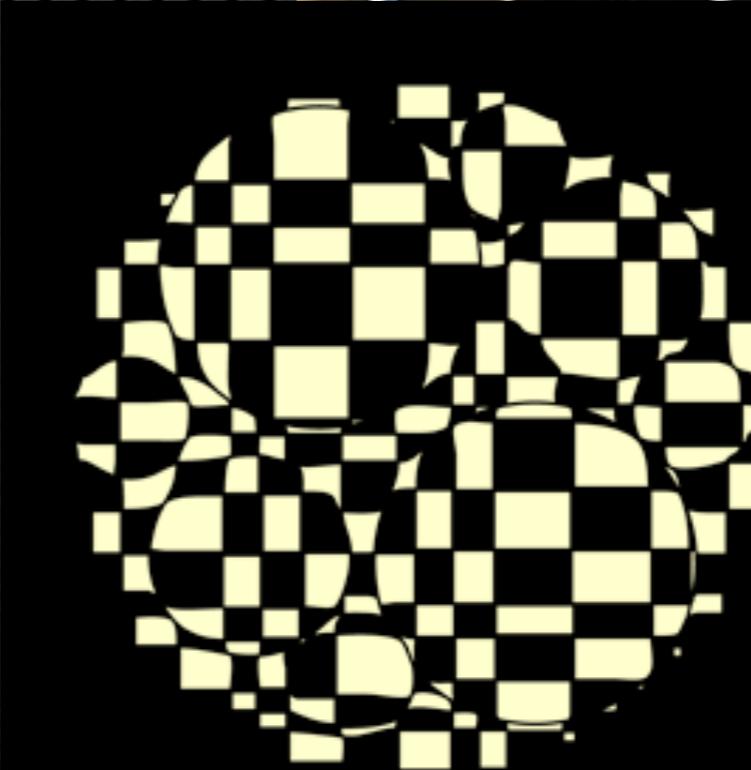
Glass – “unbridged”



Metal – “bridged”



Glass vs. Metal Gobo's



Specialty Lights

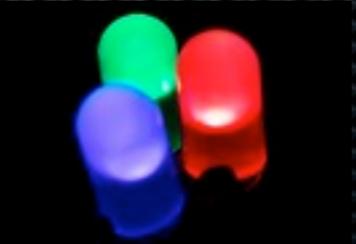
■ Klieg Lights

■ Intelligent Lights

- Computer programmable moving lights
- Requires technical operator
- Popular at concerts and in areas that are difficult to reach for light focusing
- Digital Intelligent Lighting - LED Lighting and Video meet

■ LED Lights (light-emitting diode)

- Low power, high wattage
- Red, Green, Blue (RGB) LEDs
- Endless color varieties produced from one light fixture



Creating Moods with Gels

- Gels – thin sheets of polycarbonate or polyester, placed in front of the beam of a light to change the color of the light. They have a relatively short life span.
- Straw/Amber – warm, comfortable like daylight, good skin tone, especially on fair skin
- Pink – warm, good skin tone but a bit “fleshy”
- Lavender – melancholy, slightly cold
- Red – theatrical...hot, sexy
- Green – theatrical...bad for skin tone
- Blue – theatrical...cold, somber

Basic Lighting Package

- SPEAKER ON STAGE – SINGLE PODIUM
- Two - 26° Ellipsoidal lights on 10' to 14' poles wrapped in velon
- One - 2000w dimmer
- Two - par cans with colored gel (bastard amber) for background separation
- Approximate cost: \$250.00
- *And worth every dime!!*





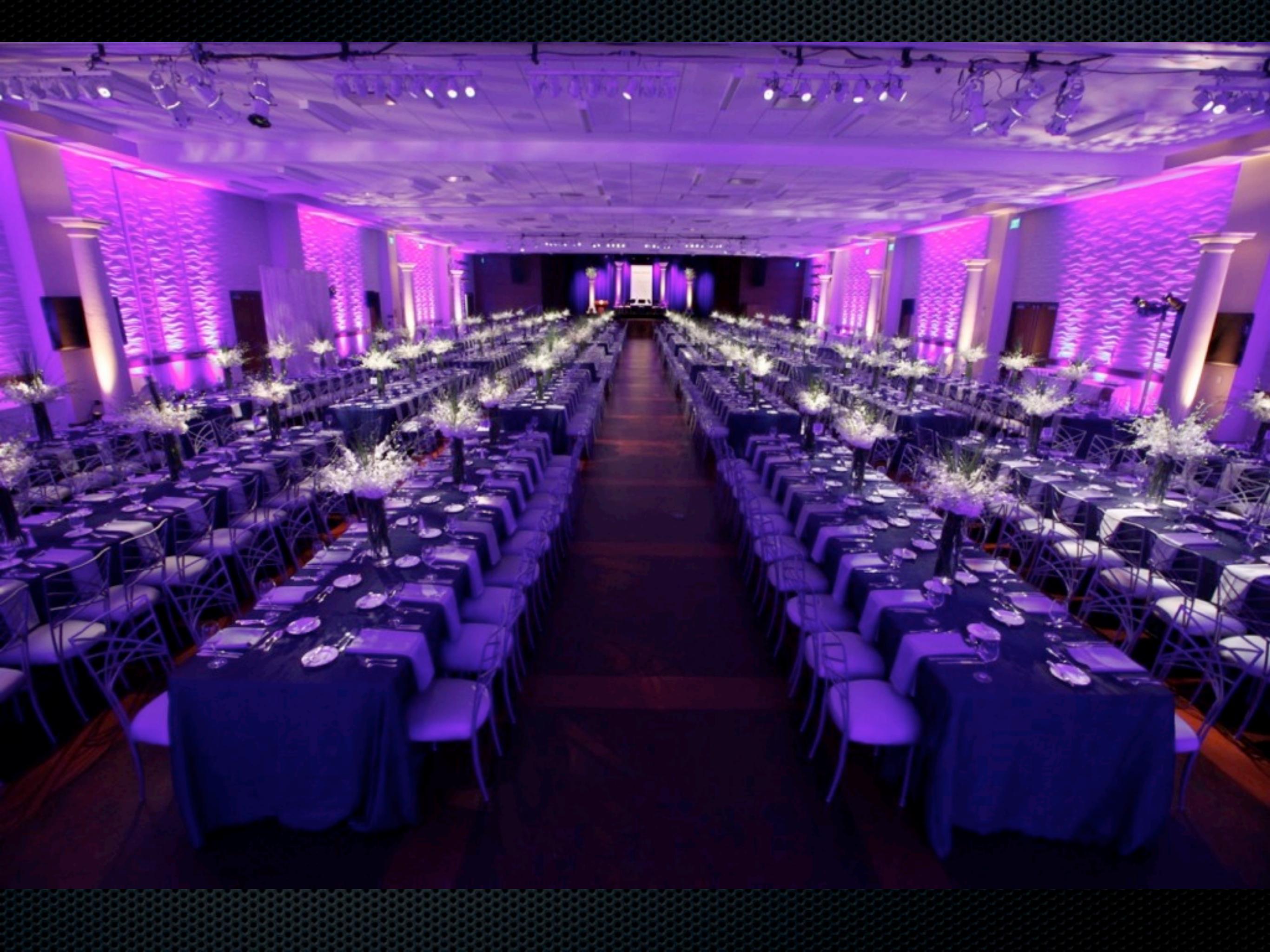
Mid-size Lighting Package

- Ellipsoids (Leko's or Source 4's)
- Pars
- LED's
- Pin Spots for 45 tables

Approximate cost: \$5000







Video

Display Technology

- ❖ Projection (LCD, DLP, Laser)
 - ❖ Reflected
- ❖ Monitor Display (Plasma, LED, LCD)
 - ❖ Emitted
- ❖ LED Panels/Walls
- ❖ Edge Blending, Video Wall, Digital Lighting, LED Wall



VIDEO: SCREEN SIZING

The furthest viewer from the screen should be no more than 6 times the width of the screen.

Screen Size (8ft) x 6 =
Maximum distance of 48ft



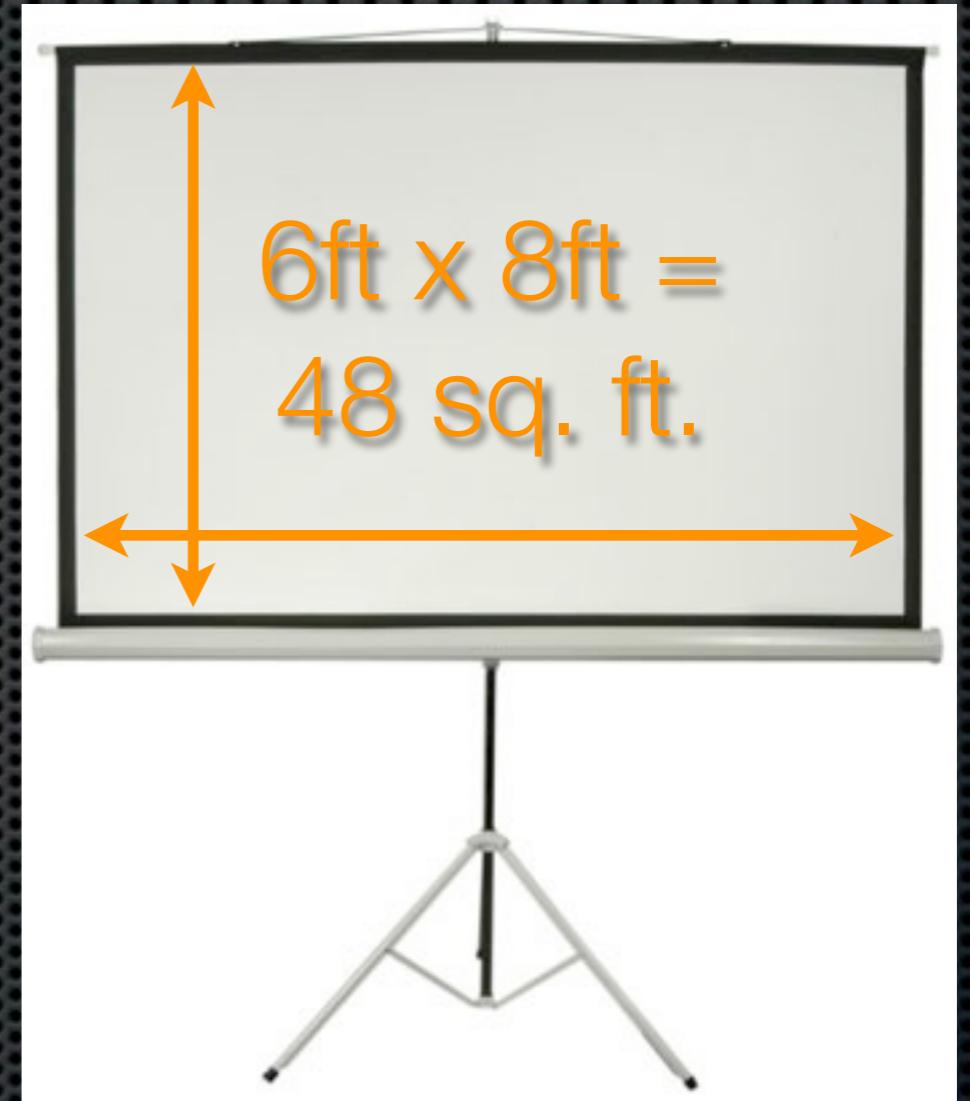
According to CMP use the 2 by 8 rule

The front row should be no closer than 2x width, back row 8x the width.

PROJECTOR SIZING/BRIGHTNESS

Screen brightness should be **greater** than 20 lumens per square foot

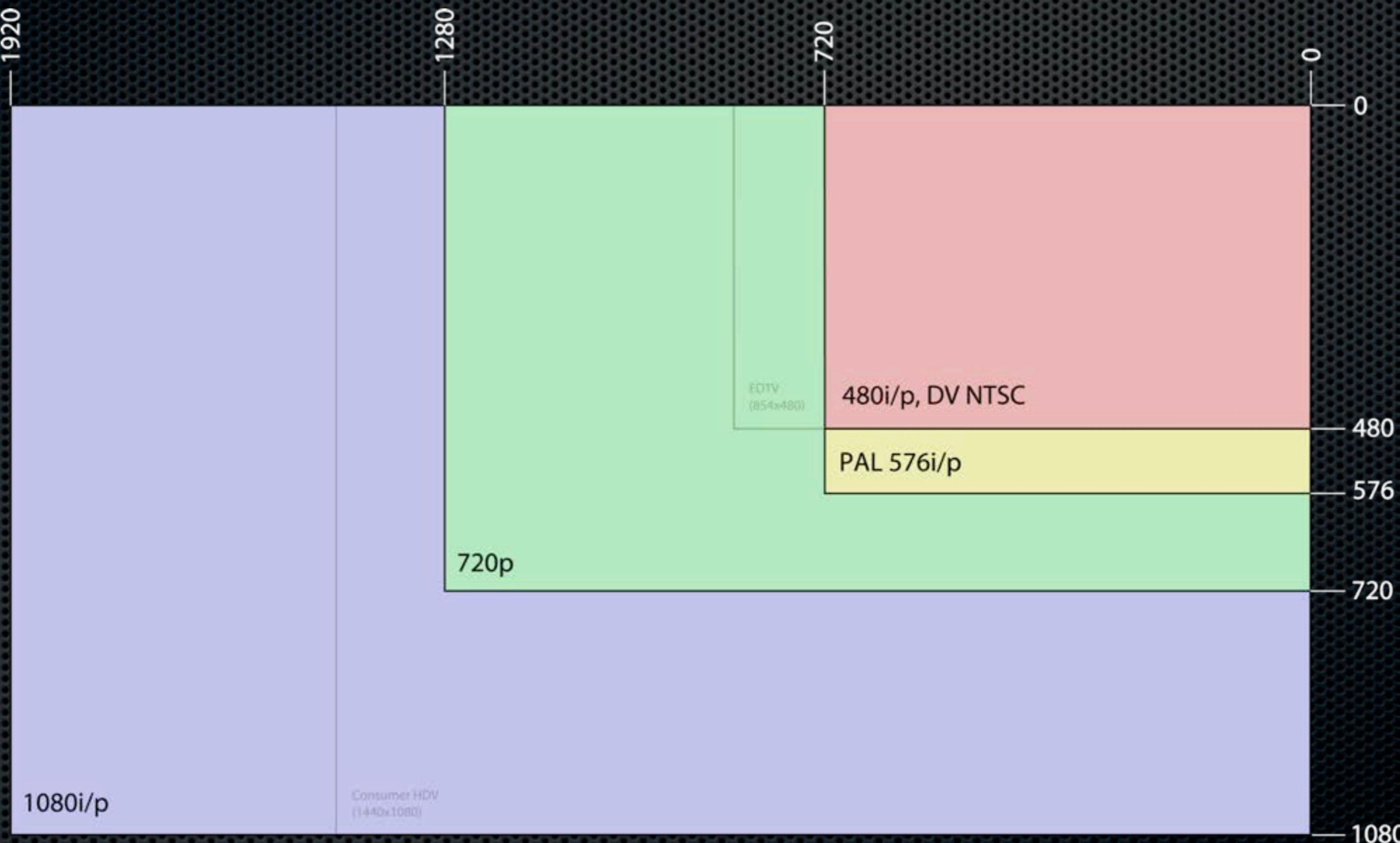
Screen Size (48 sq. ft.) x 20 lumens = Minimum of 960 lumens if pitch black. 1500 lumen projector or greater with room light.



Non-Technical Tip

Tell your technology provider about any windows, ambient light, or light that can't be controlled. Also check the presentation to see if it has good contrast.

Resolutions of Today



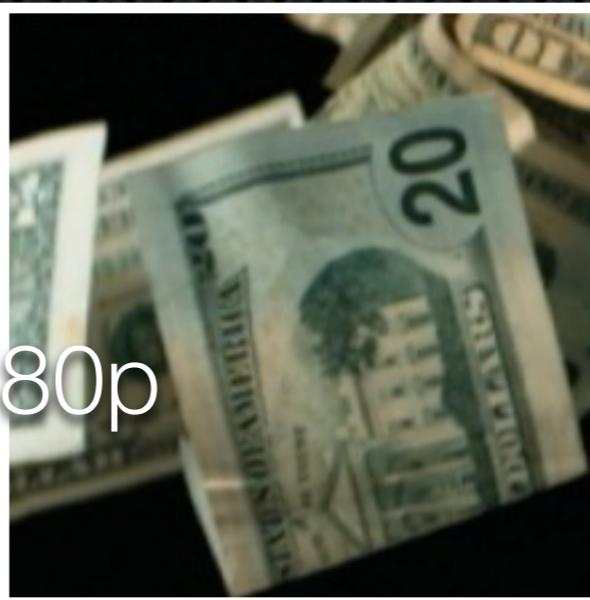
Future Resolutions

4K DCI (4096x2160)



Resolution Demonstration

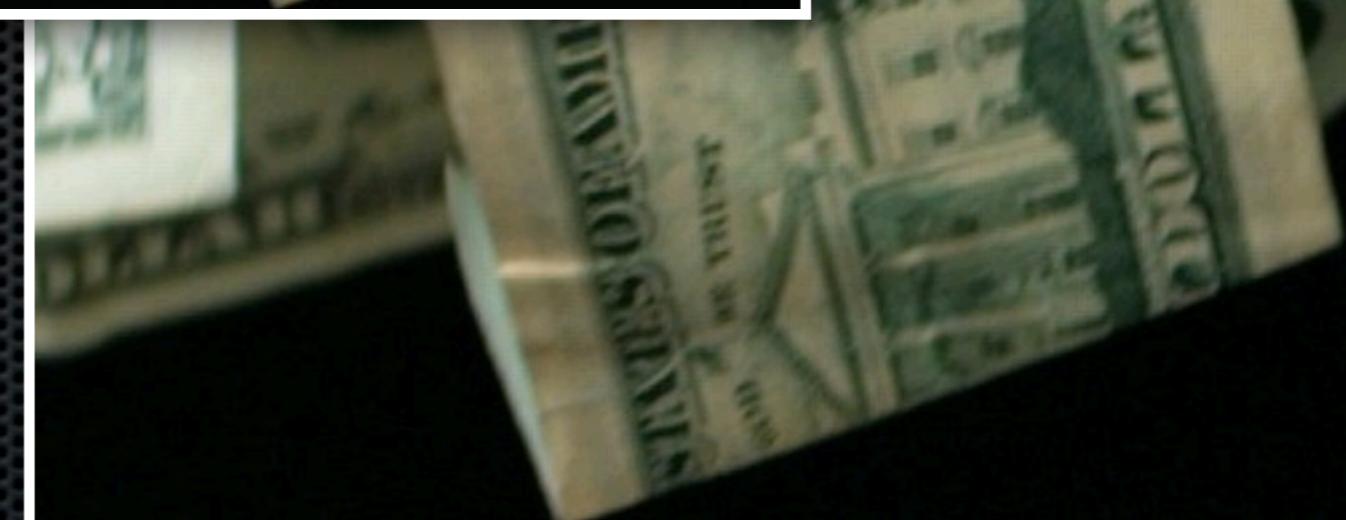
- Standard Definition 480p



- High Definition 720p



- Full HD 1080p



Aspect Ratio/Resolution

- Standard



Validate/Rehearse

- Resolution Differences
- Aspect Ratio Differences
- Color/Contrast Differences
- Codec Compatibility
- Filetype Compatibility
- Embedded/Linked Files
- Hardware Capability

Presentations/Content

1:1 RELATIONSHIP