

# Six myths about videography... *busted!*

Videography is often a grey area for couples planning a wedding: Should they hire someone? Is it worth the money? Isn't a photographer enough? Here at *An Essex Wedding*, newlyweds are forever telling us the only thing they wish they'd done differently was to have their wedding filmed. So, to help make that grey area black and white, we clear up some common misconceptions about wedding videography

## **MYTH NUMBER ONE: A photographer will be all we need to capture the day**

Nearly all couples hire a professional photographer for their big day – after all, they've spent so much money on the event, they want every detail documented. Rightly so. But although a photographer is essential, they can't capture everything. "Imagine you were offered either photos or a video of your grandparents' wedding," says Jim Cliff of Aardvark Wedding Films. "Which one would you go for? A video is the only way to hear the vows, the speeches and the laughter." This can help you relive your day in a way that photos simply can't.

## **MYTH NUMBER TWO: Wedding videos are cheesy**

For a lot of people, wedding videos conjure up memories of watching your parents' big day on cine film, which featured the cheesiest of soundtracks. "Wedding videos have come a very long way since the home video-style efforts of the '80s and '90s," continues Jim. For a start, he explains, couples can choose their own music to make it personal to them. Also, nowadays videos tend to be more natural and utilise fewer effects.

However, be warned: "Some editors still overuse special effects and transitions." So be sure to view a videographer's showreel to ascertain their style.

## **MYTH NUMBER THREE: I'm too nervous to be filmed**

If you're of a nervous disposition – and let's face it, most people feel anxious on the big day – don't assume having a videographer will only make you feel worse. In many cases

you won't even notice the camera, as many fly-on-the-wall videographers will stay in the background, using wireless microphones to pick up sounds clearly.

John Harding of Moving Memories also advises having an informal meeting with your chosen company before the wedding. "This allows both parties to get to know each other, and the videographer can answer questions and put to bed any worries or fears."

## **MYTH NUMBER FOUR: All videographers shoot the same way**

"There are many differences between videographers," explains Sean Perrott of Treasured Moments. "Some may use weird effects such as strobing, and others may reflect on the romantic moments by using dissolves and slow motion. Some may stage scenes and others may not."

A recent trend is documentary-style filming, where the cameraperson only shoots events as they unfold, staying in the background and creating as natural a film as possible. Fly-on-the-wall film maker John says: "We follow the action of the day discreetly, so much so that afterwards we are frequently told: 'We didn't even know you were there!'"

## **MYTH NUMBER FIVE: All good videographers cost a fortune**

The cost of hiring a videographer, as with most suppliers, varies. For a good quality service, you should expect to pay anything up to £1,500, depending on the complexity of the video, the duration of time the cameraperson is at the wedding, and the number of cameras used. But the

good news is if you're on a tight budget, as a guide, you should be able to get a decent videographer for around £450 to £500 for a part of the day.

Be wary of super-cheap packages. "A great video can take up to 10 times longer to edit than it did to film," says Jim. "Consequently you should be suspicious of bargain videos."

## **MYTH NUMBER SIX: I'll look fat on camera**

Everyone knows the camera adds pounds, but is this actually true? "Television can, I'm afraid, add pounds and this is because the human eye perceives two-dimensional and three-dimensional images differently," explains Sean.

But fear not! "This optical illusion really only happens when the camera is too close to the subject," says Jim. "Good photographers and videographers know how to eliminate this issue." Talk to your cameraperson if it's something you're worried about. ♥

## *Useful contacts*

### **Aardvark Wedding Films**

[www.aardvarkweddingfilms.co.uk](http://www.aardvarkweddingfilms.co.uk)

### **Moving Memories**

[www.moving-memories.co.uk](http://www.moving-memories.co.uk)

### **Treasured Moments Videography**

[www.treasured-moments-dvd.co.uk](http://www.treasured-moments-dvd.co.uk)