

DIY VIDEO GUY GEAR GUIDE



BY CALEB WOJCIK

Preface

Gear matters and doesn't matter at the same time (as I'll get into in the next few pages).

It will definitely help you make better videos if you invest in the right things, but it also shouldn't hold you back from making more videos.

In this short guide I'll share with you all of the gear that I have used to make videos the past few years so you don't have to research the best equipment for the best price. (Trust me, I've ~~wasted~~ spent enough time doing that for you.)

If you have questions about how to actually **use** the gear I talk about, check out my full guide: DIY Video Guide at DIYVideoGuide.com.

Cheers,
Caleb Wojcik

P.S. All listings of the cost of each piece of gear and software are obviously subject to change. This guide was last updated with new prices in April 2014.

Some, but not all the links in this guide are affiliate links and I'll earn a small commission if you buy using them. If you do, I really appreciate the support.

Gear Doesn't Matter

My wife and I have spent over \$20,000 on photography and videography gear over the past two years.

We have a closet full of cameras, lenses, memory cards, film, microphones, lights, tripods, monopods, flashes, bags, audio recorders, and more.

And I want to tell you why you don't need any of it to make your videos.

When people email and ask me questions about video, whether they're aimed at ones I've made or they're trying to making videos themselves, without a doubt the majority of the questions I get revolve around gear and equipment.

"What camera did you use?" "What lens is that?" "What software do you edit in?"

When this happens I typically turn extremely nerdy, rattle off all the names of said tools, and offer my own two cents about the ins and outs each of them.

But deep down there is a part of me that wants to reach through the computer screen, grab them by the collar, look them in the eyes and say in a stern, Alec Baldwin voice:

"Gear doesn't matter. Gear doesn't make videos go viral. Gear only keeps you from making more videos."

It reminds of that line from Fight Club.

"You are not your job, you're not how much money you have in the bank. You are not the car you drive. You're not the contents of your wallet. You are not your f'n khakis."

What Really Matters

I actually do care about gear. Heck, that is why I have a gear guide on my site. That is why my wife and I have invested so much money into gear. That is why I geek out when I get to use new fangled gadgets like the MoVI.

But great videos and photos are not dependent on the gear that you used.

There is so much more to it than that. Planning, scripting, framing, lighting, editing, pacing, storytelling, acting, etc.

Asking what camera someone used to make a video is like asking what car you should use to drive across the country.

Just get in the car and start driving.

Figure it out later. It is more important that you start making more videos.

Make Do With What You Have

I don't care whether you have an old handycam or just the webcam built into your laptop.

Start making more videos.

I don't care if you're saving up for a new camera, lens, lights, or microphone.

Start making more videos.

I don't care if you edit your videos using iMovie on your iPhone or have a Mac Pro running Final Cut Pro X.

Start making more videos.

Whatever you have is good enough. In fact, it is better than good enough.

Look at some of the most popular YouTube videos of all time.

Except for all the music videos, the most watched videos all have pretty poor video quality. I'm thinking of Evolution of Dance, Sneezing Panda, Charlie Bit My Finger, David After Dentist.

I'm pretty sure all of those were shot on a phone too.

They were shared and watched so many times because of the content of the video, not for how it looks or sounds.

Now, I know you're not really expecting to get hundreds of millions of views for your videos, but I really mean it about this gear thing.

Gear doesn't matter.

Start with what you have.

Keep hitting record.

Make videos more often.

Gear Matters

Throughout this entire book I'll be mentioning gear and equipment that you can use to make your videos better.

One of the most annoying things that I had to deal with going to workshops and watching training online to learn how to do all the video projects I do was seeing their expensive cameras, huge rigs and teams of people making videos. They had five, six and seven figure budgets for the films they were making.

And we know that is how Hollywood movies are made. I mean, when we sat through the end of the credits at The Avengers just to see the scene where they all sit and eat Shawarma, it took like 10 freakin' minutes to scroll through everyone's names.

But when you have to make your videos with whatever gear you own, can borrow, can rent, or can afford to put on the credit card, it is a little frustrating to see the end result isn't what you want it to be.

So, as I go through this book I'll be mentioning a **ton** of different pieces of hardware and software and I want you to know that you can make truly **great** videos without buying anything you don't have right now. In the end, the content is what matters.

You can make better videos when you have expensive and quality cameras, lenses, microphones, lighting, editing software, etc.

That doesn't mean that you will though.

Even if you drop five or ten thousand dollars to have the best equipment money can buy you'll need to learn how to actually use it.

If you **do** learn how to use it all though your video will look, sound, and be better.

But, before you buy a bunch of gear, why not learn the fundamentals of how to make great looking and sounding videos with what you already have?

That way you'll know exactly what you need to upgrade first (lighting and sound are great choices here).

And then, after you've made a bunch of videos, go buy that gear you've been wish listing and daydreaming about.

Because you'll actually know **why** you are getting it, not just buying it to have a fancy new toy.

(And believe me, I'm as guilty of that last part as anyone I know.)

Okay, enough ranting for now.

Let's dive into my gear recommendations.

CAMERA BODIES

[Canon T5I](#) – \$599

[Canon 70D](#) – \$949

[Canon 6D](#) – \$1,549

CAMERA LENSES

[Canon 50mm f 1.8](#) – \$110

[Canon 50mm f 1.4](#) – \$339

[Canon 50mm f 1.2](#) – \$1,619

LIGHTING

[DSLR LED Light](#) – \$40

[Ring Light](#) – \$249

[Three Point Lighting Kit](#) – \$179

[5 in 1 Light Reflector](#) – \$18

WEBCAM

[Logitech C920](#) – \$75

[iGlasses](#) (Mac) – \$20

MICROPHONES

[Sony Lavalier ECMCS3](#) – \$25

[Rode Smart Lav \(for iPhone & Android\)](#) – \$60

[Audio Technica AT899 XLR Lavalier](#) – \$245

[Rode Videomic Pro Shotgun Mic](#) – \$229

AUDIO RECORDERS

[Tascam DR-05](#) – \$99

[Tascam DR-40](#) (XLR) – \$140

[Tascam DR-100 MKII](#) (XLR) – \$225

EDITING SOFTWARE

[iMovie](#) (Mac) – Free

[Plural Eyes](#) (Mac & Windows) – \$199

[Adobe Premiere](#) (Mac & Windows) – \$50/month

[Final Cut Pro X](#) (Mac) – \$299

[Movie Maker](#) (Windows) – Free

[Camtasia](#) (Windows) – \$299

IPHONE APPS & ACCESSORIES

[Filmic Pro](#) – \$5

[iMovie](#) – \$5

[Glif Phone Tripod Mount](#) – \$30

TELEPROMPTER

[iPad Teleprompter R810-10](#) – \$150

MONITORS

[SmallHD AC7](#) – \$599

[SmallHD AC7 \(OLED\)](#)– \$1299

VIDEO LEARNING RESOURCES:

[Wistia Learning Center](#) – Free

[Vimeo Video School](#) – Free

[Fizzle.co](#) – \$1/First Month

www.DIYVideoGuy.com