

# Beckham Digital

August 2018



## The Challenge of Creativity – Video

Isn't it amazing how quickly things can change and if ever there was evidence that we should not be too quick to write something off, YouTube is it.



I'm embarrassed to admit that not that long ago when YouTube videos were small and poor quality. I said that it would never catch on.

I was blinded by the fact that the audio visual I was making at the time was great quality as an executable file, but pretty bad as a video on YouTube. It seems like only yesterday, but it's not more than a few years ago, but where are we now?

I can make a 60p, full HD videos and upload them to YouTube quickly and easily. The quality is virtually indistinguishable from the executable file and while an Mp4 is a bigger file, that doesn't seem to be much of an issue any more. I am sure it still is for some, but it seems to be forging ahead from what I see.

Not only that, but from a personal point of view, YouTube has become more important to me than TV, which I hardly ever watch now. I prefer to watch and listen to full unedited one on one discussions and debates on YouTube by knowledgeable people around the world. Yes, I need to devote an hour or so, but it's refreshing to hear a full debate and not one from an obviously biased programmes in a 5 minute news slot. You cannot get a feel for the issues in a short debate where the opposing experts have three minutes each to clobber their opponent and try to come out on top of an issue.

BECKHAM DIGITAL  PicturesToExe  
www.beckhamdigital.com.au Audio Visual Software at its Best

 The Challenge of Creativity  
Audio Visual with PicturesToExe

The advertisement features a dark header with the text "BECKHAM DIGITAL" and "www.beckhamdigital.com.au" on the left, and "PicturesToExe Audio Visual Software at its Best" on the right, with a play button icon between them. Below the header is a large white area containing a 3D-rendered hummingbird in a white photo frame on the left. To the right of the frame, the text "The Challenge of Creativity" is written in a large, bold, black font, and "Audio Visual with PicturesToExe" is written below it in a blue, outlined font.

These programs are called long form debates and it was said when they started that people would never sit and watch a debate for an hour or more. How wrong could they be, because the viewing figures show a different story and some YouTube channels have a bigger following than regular TV

programs. Some of them broadcast live too. It seems we do have the staying power to take in issues over an hour or more, if the content has what we are interested in and the Internet gives us the freedom to choose it

Well, I have given this a try. Last month I posted a slide show called *The Directors Cut* and this month I have recorded a video called *The Challenge of Creativity in Audio Visual* based on that sequence.

I would love you to watch it and give me feedback on whether this form of video is something you would like to see more. It's a little like a Podcast, but with something to see on screen, but it's not a step by step tutorial either. I have this idea in mind for the future if it's popular. There are lots of photographic topics that are well worth talking about, but they may not lend themselves to the traditional step by step tutorial.

[Please give me some feedback HERE](#)

[You can download the HD Mp4 Video from HERE](#)

[You can watch the video in HD on YouTube HERE](#)

[The Audio Visual it's based on can be found HERE](#)

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## Photoshop Tip – Saving Images



For those of us who are into Photoshop, Audio Visual, maybe photography in general, we do a lot of saving of images. In most software when you go to Save a document it will naturally default back to where the file was opened from, which in most cases works to our advantage

With images this can be different because we often have a need to open images from one location and save in another and that can become tedious and prone to the odd error. (Yes, I know it's surprising to hear, but I do make errors :-)

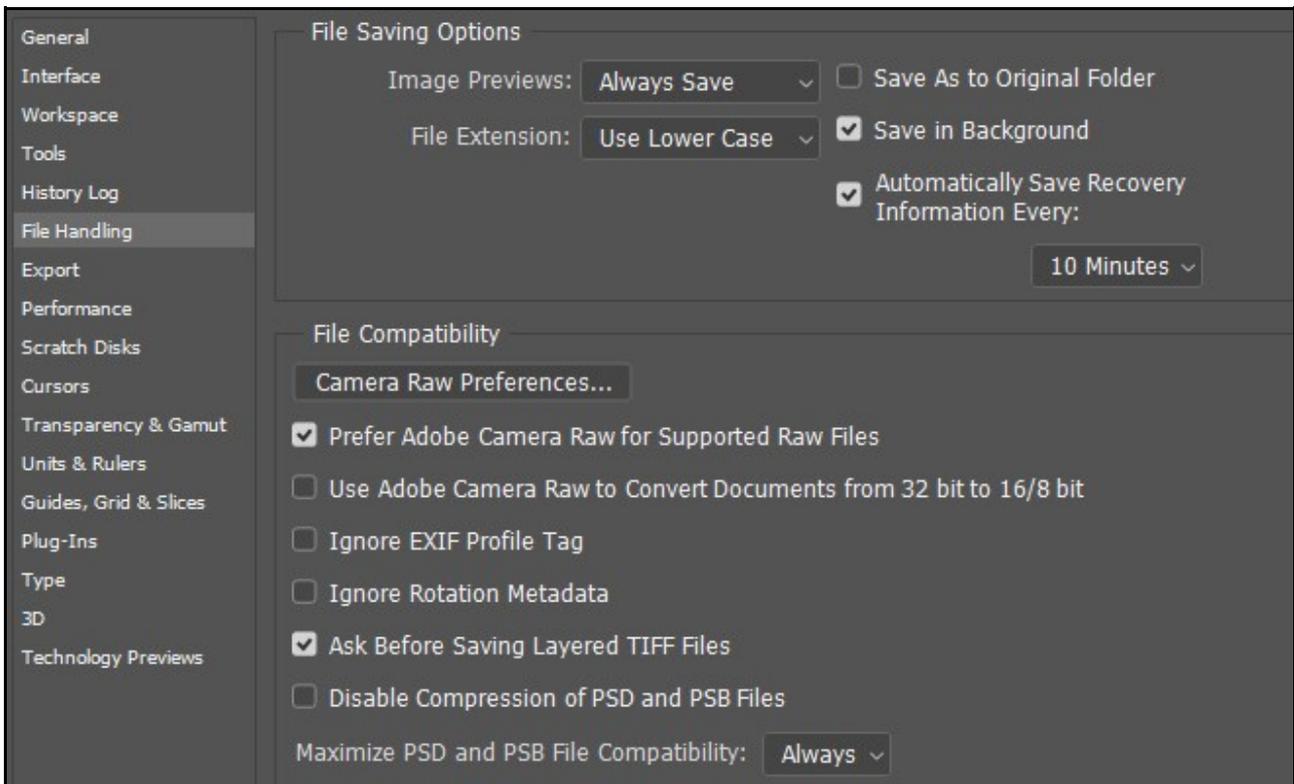
There are a couple of things we can do to help and one them is to go into Photoshop's preferences and tell the software to save in the same location as the previously saved file. Go to Edit > Preferences and then the File Handling section. Remove the tick in the box along side "Save As to Original Folder" at the top right. Now the images you save will follow the path of the previously saved image. (See screen Grab below)



Just remember what you have set and if a file doesn't turn up in the right location, remember your preference setting. It's easy to change back at any time

Another way I like to work is from Bridge by [Creating a Collection](#). You can drag thumbnails from all different locations and then copy them on mass to the new folder of your choice.

This is a pretty good way to work for a lot of projects and particularly audio visual as it saves continually having to navigate to a folder buried deep in your computer. Two ways to work, that reach the same ends, but anything we can do to speed things up and make them less tedious, the more time we have for the creative stuff.



## The Back Focus Button - Video



I was at a Camera Club recently where the subject of using the Back Button Focus on a camera came up.

I was part of the audience and not the Presenter, but I was called upon to explain what Back Button Focus is.

I did my best, but I could see the subject was a bit confusing

to some people. So, I created a short demo to explain it to my own club and made this short HD video presentation from that talk. Click the appropriate icon below

[Download HD Video to keep HERE](#)

[Watch on YouTube in HD HERE](#)

## The Wow Value – A Camera Club Talk - Video

This is a subject I have talked about and created videos about before, but what do we mean when we talk of the wow value. For me it's producing images that are above average. Yes, I know that's a subjective view, but I think most camera club members will know what I mean.

It's the image that when it appears on the screen, those with a little photographic experience say to themselves, that will score well. For me it's also about consistency, producing images from any situation that would stand up well in competition. I recently gave a talk to a Camera Club on this subject and created a presentation to do so.

[Creating the Wow Value to download](#)

[Creating the Wow Value on YouTube](#)



[The Wow value is what my Photoshop for Photographers is all about](#)

Plus [How to Win](#)

And [Understanding Exposure](#)

All the above video sets look at the steps we need to learn to have that consistency and be able to create that wow value at a higher rate than the next Guy.....or Gal. The WOW value is not just one thing, but a series of small steps, but small steps have a habit of adding up into giant leaps.

## YouTube Channel

Due to my inexperience of YouTube in the early days I ended up with more than one channel. In the past few days I have placed the videos on my older channel into my current one, so if you take a look, there may be content there you haven't seen before.



These above are just a few of those I uploaded, so take a look at the Channel and don't forget to subscribe so that you get notified when I put up new content. Or, you can save the channel as a favourite. There seems little doubt that YouTube has come of age and a lot of my videos, presentations and demo's will be uploaded in the future.

### [Beckham Digital YouTube Channel](#)



## YouTube video introductions to Tutorial Videos in our range

YouTube links where appropriate on the left and our website on the right

Photoshop for Photographers	A Complete Photoshop Course
<a href="#">Photoshop for Photographers Introduction</a>	<a href="#">Purchase</a>
<a href="#">Photoshop for Photographers Part 1</a>	<a href="#">Free Download</a>
<b>60 + Lightroom Videos</b>	<b>Covering nearly all LR options</b>
<a href="#">Lightroom Creative Cloud - Introduction</a>	<a href="#">Purchase</a>
Lightroom Master-Class – No intro Videos available	<a href="#">View and Purchase</a>
<b>Photoshop Creative Cloud</b>	<b>Dedicated Topics</b>
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<a href="#">Image Presentation Introduction</a>	<a href="#">Purchase</a>

<a href="#">Monochrome Magic Introduction</a>	<a href="#">Purchase</a>
<a href="#">Infra-Red Photography Introduction</a>	<a href="#">Purchase</a>
<a href="#">How to Win, or do better in Competitions Intro</a>	<a href="#">Purchase</a>
<a href="#">Adding the Wow value in Raw images Intro</a>	<a href="#">Purchase</a>
Master-Class Tutorials (no Intro videos avail for these)	<a href="#">View &amp; Purchase</a>
<b>PicturesToExe 9 – Intro Videos</b>	<b>Dedicated Topics</b>
<a href="#">What's New in PicturesToExe 9</a>	<a href="#">Purchase</a>
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<a href="#">Sand Soda &amp;Limestone - Shooting Glass Pdf</a>	<a href="#">Purchase</a>

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