

# On-Stage Influencer Starter Kit

We frequently receive questions from Gi readers about how to get started making videos. With that in mind, we thought we'd set Nick Jennison the task of showcasing some of the more affordable options from leading brand On-Stage that will give you just about all you need to get your videos looking their best without breaking the bank.

**WHILE** we're lucky at Guitar Interactive to have a fancy studio, expensive lights and cameras and a dedicated team of professionals that handle the filming and editing (and who helpfully remind me that 6 minutes of finger-ending shred might not be the best way to demonstrate a new piece of gear), you absolutely do not need all of that stuff to make great looking and sounding videos.

## Here's what you DO need:

- A camera
- A source of light (you can't film what you can't see!)
- Something to capture the audio
- Something to stand in front of

Let's start with the one you should worry about least, but the one everyone fixates on the most: the camera. Even as recently as 4-5 years ago, you needed an expensive camera to even come close to capturing pro-quality video. Now, just about any modern smartphone can do it. Even with the superb cameras at our disposal, we still occasionally use an iPhone for certain shots at GI. If you have a phone, you have as much camera as you need right now.

So what about the rest, then? Well, On-Stage have some great tools to get you started. Let's start with the VLD360 Ring Light. Ring lights are great because they produce an even, diffuse light that looks flattering on the subject - there's a reason so many "beauty" YouTubers use them! This one is a fine choice because it offers three different "temperatures" of light from warm to cool, as well as adjustable brightness. Crucially, it doesn't flicker, »



## On-Stage Influencer Starter Kit

### The Breakdown

Straightforward Feature-Rich



Specialised Versatile



Affordable High-End



Studio Stage



For fans of

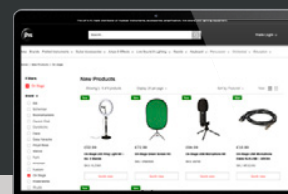
Making video content

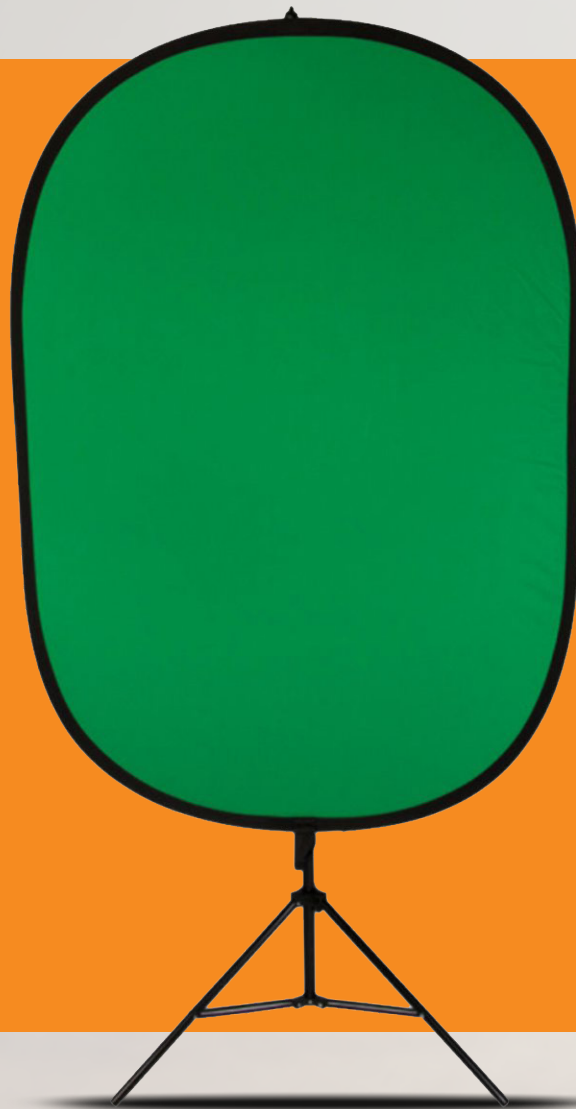
Simplicity

Reliability

For more information, please visit:

[https://www.jhs.co.uk/collections/new/brand\\_on-stage](https://www.jhs.co.uk/collections/new/brand_on-stage)





meaning you won't need to worry about matching your shutter speed to the light source - you can just point and shoot. It also comes with two adjustable stands for desktop or floor mounting, as well as a phone mount to save you from having to buy a separate phone stand.

For audio, there are a few choices here. Ideally, you'd have an audio interface and

some dedicated mics, but if that's a little out of your budget/skill level, you can always use a USB mic like the AS700. This large-diaphragm condenser plugs directly into a USB port and is absolutely perfect for capturing dialogue, with a robust low end for that "voice of the heavens" vibe you hear in professional productions. It also works well for singing, acoustic guitar and even micing up electric guitar amps,

“So what are you waiting for? I wanna see your videos - **get cracking..!**”

but for electric, you could always opt for a USB cable like the IC-10U. Plug this into your guitar and your computer, load up one of the countless excellent free amp sims out there, and you're good to go!

That just leaves “something to stand in front of”. If you have access to a cool-looking space, or even just somewhere you can hang a backdrop, you're good to go. But if everywhere you have access to looks sub-par on camera, you might try a green screen. The VSM3000 Green Screen Kit »



*On-Stage Influencer Starter Kit*



is a portable pop-up screen that's easily big enough for most applications without being so big that it becomes cumbersome. It folds into a handy carry bag for easy storage and clips onto the included stand in seconds. If you're tight on space, this is a great option. If you'd prefer, you can always use the blue screen on the reverse of the green screen, but it's usually a bit

trickier to key out. That said, the blue actually looks quite cool as a backdrop on its own!

So there you go! All the tools you could need to start producing your own content, and all in one place. Sure, if you shop around, you



might be able to find similar items for slightly less money, but take it from someone with experience buying this stuff on the cheap: the quality of “no-name” gear is... mixed (and that’s putting it politely!). When you buy from a brand like On-Stage, you know what you’re getting, and nothing here is going to break the bank. So what are you waiting for? I wanna see your videos - get cracking!

END <<

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