



conscious, nor detract from the romance of the day. Like the perfect wedding gown, you just know it when you see it. A professional videographer will create a wedding story that is compelling to watch – even if it's not your own wedding.

Nothing must detract from the ceremony and reception. The professional videographer with state of the art equipment, ensuring a production with brilliant resolution in low light conditions, will ensure that the videographer is never obtrusive. In fact, the measure of the professional is a video which you love, and a videographer that you are hardly aware of, on the day.

On the Day

The communication between photographer and videographer is very important. This can be an area of stress and conflict, and is never a problem if both the videographer and photographer are professionals who specialise in weddings. The filming of a wedding video is physically demanding, so include these specialists in your guest list – a meal not only keeps the crew refreshed, but is also a good gesture.

The typical Wedding Video

A great wedding video doesn't just tell the story of the bride and groom, it embraces the entire event and everyone in it. For an edited video of the ceremony and reception, 90 – 120 minutes is typical although 3 0 6 hours is actually recorded for the documentary-style wedding video, much is eliminated due to uneventful moments, tapes that represent views of the same footage, or material that's redundant. Nobody wants a boring wedding video.

Costs

There is no such thing as an unlimited budget. The trick is to balance your budget with regard to all the items required for your wedding. If a fortune is spent on one item, some other area is sure to suffer. Always start with professionals, and find out what packages they offer. A careful balance will allow you to avoid the pitfalls of choosing someone who, when disaster strikes, has some other profession to fall back on.

Video can be the last thing you plan, yet it will be the first thing you'll want to see after your wedding.



Moments In Motion -

The Perfect Production

The perfect video production

- By Willie Claassens

Black-Tie Video Productions are best known for their "Black-Tie Mobile Disco." Having specialised in the wedding industry for more than 17 years, they have extended their experience to include a video production company that utilises the latest state-of-the-art software and hardware. Professional videographers ensure a product of the highest quality that you will cherish for years to come. Above all, Black-Tie is committed to excellence that guarantees your satisfaction!

Do I need a videographer if I've already booked a photographer?

From the nervous excitement of getting ready, the smile of the Groom as you walk down the aisle towards him, the exchanging of vows, the infamous Best Man's speech – without a video, all these become a distant memory. While a photo captures a moment in time, a video allows you to record time in motion.

A videographer captures the sights and sounds, the magic, laughter, music and emotions, and one of the most special and meaningful moments of the ceremony – the vows. A video allows you to re-live and hold on to these memories forever!

Making the right choice

Too many people in the video production business enter the industry by covering weddings; you don't want to trust your once in a lifetime moments to someone who is still learning. If you are swept up in the romance and emotion when watching a video of a complete stranger's wedding, it's a good sign of a great video. Quality is unmistakable, the smallest visual details are crystal clear, the colours true to life, and all participants including soloists, speakers, the band, MC and yourselves of course, are perfectly audible. Above all, the video will never look staged. It will have a distinct, natural flow with the wedding couple, bridal party and family members looking completely natural in front of the camera. Lighting will be used in such a way that you and your guests never feel self-