



# Creative Content

In this edition ...

- **Special: All About Lens Filters**
- **Comment: Is ChatGTP A Step Forward Or A Copout**
- **Feature: How Do I Monetise My Horror (or any other) Film**
- **Review: Verbatim 13-in-1 Docking Station**
- **Review: Sony WF-C700 Bluetooth earbuds**
- **Tutorial: Never Overwrite Files Again**



plus all the news you need to know!



**Winner of Zhiyun MOLUS G60 Lighting Kit Announced!**



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**Cover:** Moon's Landing in the forests of the SW of Western Australia.  
Shot on GoPro 9



# editorial

## Good afternoon / evening

Welcome to the latest e-Magazine from CreativeContent

This edition includes the long awaited details of the winner of the Zhiyun Molus G60 Lighting Kit.

I have notified the winner by email to retain privacy, but if you don't get my email for whatever reason, and your email address INCLUDES the letters 'SHAZ', please double check with me to see if it was you.

Thanks to all who entered; I am in the process of setting up a new competition and I'll announce the details shortly.

This edition of the e-Magazine is a mixed bunch of reviews, tutorials and features so hopefully there is something for everyone.

One question I'd like to ask if you can take a few minutes to reply is whether you personally would prefer a regular e-Magazine or newsletter aimed at a specific subject instead of a cross section of material?

For example, you may be interested in GoPro stories and tutorials etc and have no interest in other stuff so would prefer a dedicated GoPro edition. Ditto for drones, or short filmmakers, broadcast people, audio only and so on?

Please let me know – or any other subject you'd like – via [david@creativecontent.au](mailto:david@creativecontent.au) or via [PM on the Facebook](#) page.

I hope you enjoy this read and as always, thanks for the support!

As always, thanks for the support!

David Hague  
Managing Editor / Publisher

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# The Latest News From Around The Tracks

## Digistor Enhances Training Facility

Digistor has announced the upgrade of its training facility with cutting-edge post-production suites featuring the latest technology from Apple and Eizo.

For more information about Digistor's Training Facility and available courses, please visit: [Digistor Training Facility](#)

## Australia-first 72-hour filmmaking challenge

Panasonic has unveiled its first ever LUMIX 72-hour filmmaking challenge, inviting Australian filmmakers to showcase their creativity, talent and storytelling expertise.

Welcoming all entrants, from passionate amateurs to hybrid content creators, the competition will give 10 filmmakers just 72 hours to script, film, edit and submit an original short film.

The complete information is [here](#).

## DJI Drone Comparison Table

With effectively five consumer models on the market currently, working out which model best suits your needs can be difficult.

Do you want photos more than video? Is flight time more important? What about resolutions? or are you not interested in video or photos and just want to "Go Fly"?

To assist, I have created a table that compares each model feature for feature - and there is a downloadable PDF too.

To see the table or get the PDF, click [here](#).

## Fujifilm Announces X-S20 Mirrorless camera

Fujifilm X-S20 is a new addition to the X Series of mirrorless digital cameras known for compact and lightweight body and superior image quality based on the Fujifilm's proprietary colour reproduction technology. In its compact and lightweight body, the X-S20 features AI-based subject-detection AF and recording capability of 6.2K/30P video.

See all the details [here](#).

## New Zhiyun Gimbals

To quote Roy and HG, when too many gimbals are never enough, Zhiyun has upped the ante in the gimbal stakes yet again with the CRANE M3S and Weebill 3S.

Zhiyun describe them as "two ultra-portable products that break new ground in the

# The Latest News From Around The Tracks

professional stabilizer market and will catalyze a new era of dynamic, anytime, anywhere visual storytelling, unconstrained by equipment weight or crew size."

Photos and pricing available [here](#).

## Sony Announces ZV-1 II

Sony has announced the all-new second generation ZV series camera, the ZV-1 II. The new model includes highly requested and popular market-leading features. With a wider angle than ZV-1, the ZV-1 II helps vloggers make more engaging storytelling with attractive photogenic image quality.

All the sepcs etc are [here](#).

## New Canon EOS R100

Canon has announced the EOS

R100, it's latest mirrorless model, that Canon describes as "tailor-made for those who want to preserve quality time spent with family and friends, perfect for capturing special occasions and lasting memories."

The full story and specs are [here](#).

## Seven Network Chooses FUJINON 4K Lenses

The Seven Network (Seven) is one of five main free-to-air television networks in Australia and the largest commercial network in terms of population reach and as of 2022 Seven is the highest-rated television network in Australia. Seven's Sydney-based news operations currently continue at Martin Place and are soon to relocate to a purpose-built high-definition television production facility at the Australian Technology Park in Eveleigh.

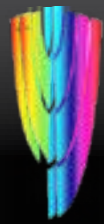
The full story is [here](#).

## STOP PRESS STOP PRESS STOP PRESS

As the volume of stories, tutorials, case studies and reviews grows, even though there is a 'Search' option on my website, often someone just getting started in video, photography, flying drones, creating podcasts or vlogs doesn't quite know what to search for.

Similarly, as posts "disappear" off relevant pages - again although still available via the 'Search' or alternatively, "Show All" options, it makes it difficult when giving advice of what posts to read when in various forums like the GoPro and Drone ones.

So I have added a new "Getting Started" category and section designed specifically for those looking for starter information. It is accessed from the Main Menu bar at the top of every page. of the website at [creativecontent.au](#).



# Review: Verbatim 13-in-1 Docking Station

Not that many years ago, if it was suggested I would need more than 4 USB ports on a PC, I'd be thinking you were a little bit bonkers.

What for? A mouse and a printer were all you needed to connect via USB. What would the rest be for? The keyboard had its own PS2 port, the modem went to the RS232 port and the monitor went to the VGA port.

Q.E.D.

Fast forward to today and I just counted the number of USB devices I have connected to my daily use desktop computer and it staggered me.

25. Yes 25!

There are wireless dongles for the mouse and keyboard, the Loupedeck CT, Contour Shuttle Pro, DaVinci Resolve Speed Editor, headset / mic for Dragon Dictate and Sky-



pe, 3 mics for interviews / podcasts, Logitech camera, Elgato camera 10Terabyte external drive, 3D printer, Epson printer a Nektar synthesiser keyboard, 2 GoPros on permanent

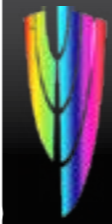
power and the rest are dongles for things I can't remember but probably software unlockers.

I also run 3 monitors, a Blackmagic Design ATEM Mini Pro and the 3D printer use network ports, there are two 3.5mm connected audio mics – shall I keep going?

The point I am making here is that these days, we all need more connectivity than the base computer gives, and this is especially true of laptops.

Thankfully, the boffins-in-charge who gave us USB-C invented a clever little plug indeed. If you take the time to look up the technical specifications of USB-C, you'll find it is a LOT more than just a connector for "stuff". This is why, despite Apple's chagrin, it has become a universal standard.

Moving right along then, let me introduce you to the Verbatim 13-in-1 Type C Docking



# Review: Verbatim 13-in-1 Docking Station (cont'd)

Station.

This gun metal grey box with rounded corners and bevelled edges contains – deep breath:

- 3.5mm audio port
  - 2 x Type C 5Gbps data transfer ports
  - 3 USB-A 3.0 5Gbps transfer ports
  - SD card reader
  - Micro SD card reader
  - 70W USB-C 3 charging port
  - VGA port
  - 2 HDMI output ports
  - RJ 45 network port
- ... and a Kensington Lock Hole.

So, external connectivity is not an issue any more.

If you have a laptop this device is

almost a must I'd suggest.

For me, the fact you can run up to 3 external monitors makes it worthwhile alone. The card readers for my 'big' cameras as well as the GoPros and my DJI Air2S, Mini 3 Pro and Avata drones are a bonus.



there is enough electricities to charge your laptop and drive everything else too by the way, unless you have a stonking big beast that draws a LOT of power.

The super clever thing, and I admit at the start I had difficulty getting my head around this concept, was all you need to do to con-

nect it to a laptop (or PC), is use a single USB-C port. Once your devices are plugged into the Verbatim 13-in-1, your OS (Windows or Mac) will "see" them and let you configure accordingly.

Some may say at \$399 it's not cheap; I'd say at \$399, the additional functionality you'll get either at your desk or on the road, it's a bargain.

The only gripe I have about the Verbatim 13-in-1 Type C Docking Station is the shape. I prefer a clean rectangular black box without rounded corners or bevelled edges.

But that's just me.

For more info and all the techie specs such as what combo of monitor resolutions you can have, see <https://www.verbatim.com.au/products/type-c-docking-station-13-in-1/>

# Tutorial: Never Overwrite Files Again

One bug with GoPro cameras is that unlike say, models from Fujifilm or Canon, you cannot change the way it names the files it creates, no matter they be video or photo images.

(Or if you can, I have never found a way so please tell me!)

This means, as one member of a GoPro forum discovered the other day, it is very easy if you are not vigilant, when copying files from the camera (or SD card – see here for those instructions) to overwrite existing files you have on your computer that may have the same name.

I am sure that GoPro could fix this with a firmware update in a flash, but failing that, here is how I do it

to make sure I don't lose important shots.

On my secondary drive, a 10 terabyte Seagate USB 3 model, I have separate folders at the top of the directory tree for video and photos.



Under each of these, I have a directory (folder) for each of my cameras and drones, so for example, Fujifilm X-S10, Canon 5DS, GoPro 11, GoPro 10, DJI Air2S, DJI Mini 3 Pro and so on.

When it comes time to upload files, I create a new folder under the one corresponding to the camera or drone the imagery is coming from that relates to the subject matter eg DougieDoggy in Park, and under THAT folder, another with the name of the date of the footage.

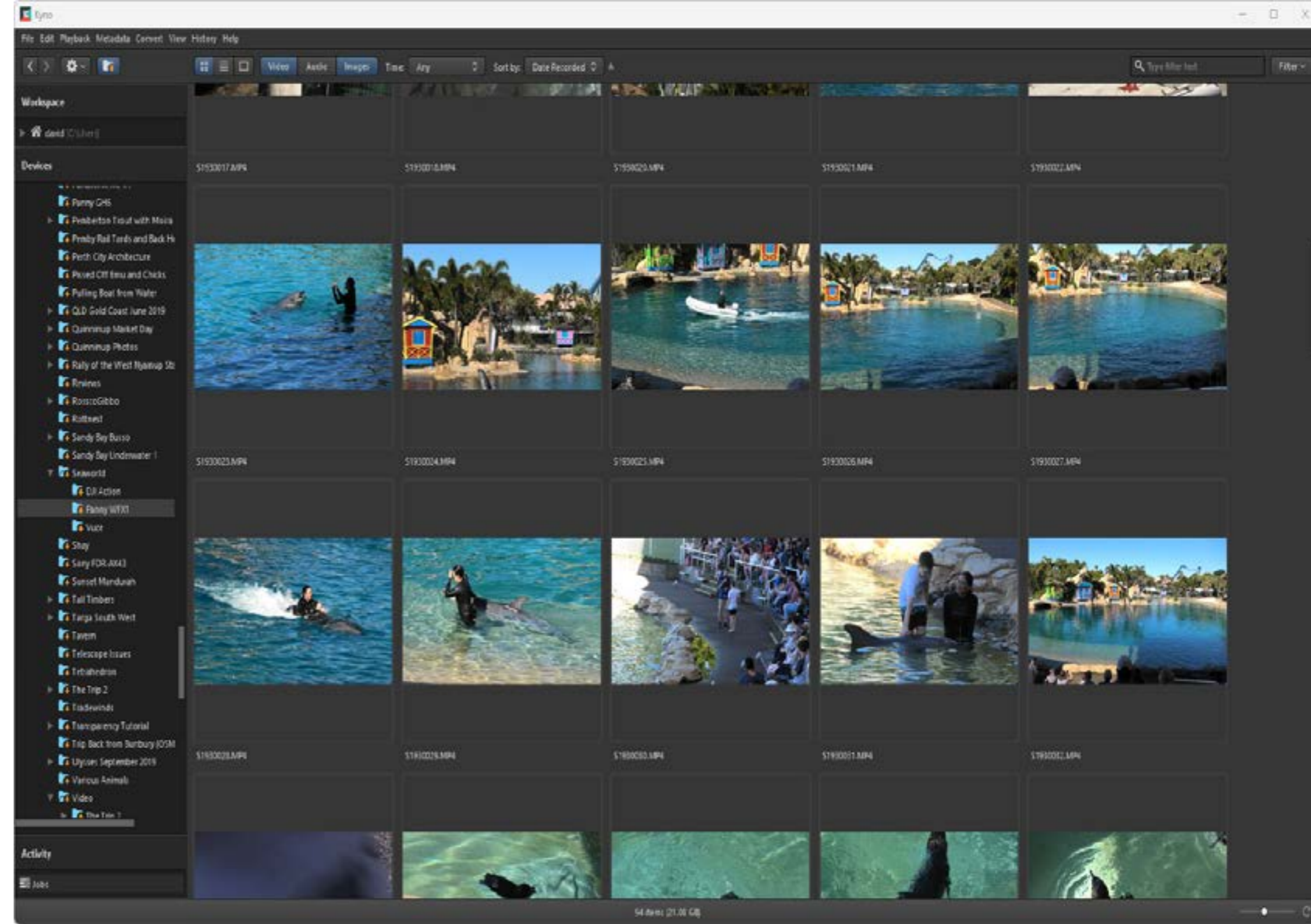
This is the location I place the new files.

Of course, if I have previous footage of DougieDoggy in the Park, I just create a new folder in that directory (folder) for the new date.

This way, it is impossible to overwrite something, as each time you are creating a new folder whilst also cataloguing your footage making it easier to find in the future.

To make the job of finding footage and stills even easier, have a look at [Kyno](#) (right).

I have a [full review here](#).





# Tutorial: Lens Filters

Over the last few months, I have seen a lot of posts in Facebook Groups asking about filters on cameras. Questions included when to use a red filter, what rating ND filters to use, what is a CPL and others.

So here is a breakdown of the basic types and when to use them (and when not for that matter).

But first, what is a filter and how are they used.

Generally, filters are screwed onto the lens at the front of the camera. If you look closely, most cameras have a thread in the lens of a specific value, and you get filters that match this thread size.

Another type, such as marketed by Cokin, have a filter holder that

screws into the lens and allows a number of filters to be added at once.

Others, like GoPros, need you to buy a special filter adaptor (usually containing a UV filter) and then other filters can be screwed into this.

## Coloured Filters

The easiest to explain is coloured filters such as red, blue or yellow. A red filter is used for underwater video and photography as they can increase visibility in hazy or cloudy water. In landscape photography, red filters turn a sky almost black making clouds pop out.



A blue filter on the hand can INCREASE haze or fog adding to the mood of a shot. It will also lighten blues and darken yellows, oranges and reds given colour separation in scenes

with a mix of colours.

A yellow filter is used to bring out clouds by darkening a blue sky.

## Effects Filters

Effects filters such as the star filters I mentioned earlier are purely to add a special effect to a shot and like special effects in video, should be used sparingly. As well as star filters, you can get ones that break up the image into triangles or pentagons (and more), ones that "fog" the edges of an image and much more. For inspiration, look at a Hoya or Cokin catalogue.



## UV Filter

Whilst a UV filter is useful in film photography (as against digital) as by stopping UV rays reaching the film and causing discolouration, the primary use these days of a UV filter

# Tutorial: Lens Filters (cont'd)

is as a lens protector, stopping dirt and grit and even fingerprints on to the valuable 'glass'.

## Polarizer Lens

If you are shooting anywhere near water or glass, a polarizer is extremely advantageous as it will help remove any reflections, when for example, shooting through a window. In effect, they work exactly the same way as polarizer sunglasses.

Now you may see reference to linear and circular polarizers. It is best to go for circular ones, also called CPLs, as these have an extra quarter wave-plane element that helps convert



the light back into a form that is suitable for modern autofocus and auto-exposure systems.

## ND Filter

These are the trickiest to explain in a few words, so much so I did an entire article on them a while back you can read here.

There are varying values of ND filter – 4, 8, 16, 32 and so on – and these allow you to vary the exposure time by reducing the amount of light reaching the sensor.

This is best explained by way of an example.

Say you have a waterfall you are shooting, and its bright sunlight. You might need to shoot at f22 and 1/60th of a second to get a still shot, that is not overexposed, but this will 'freeze' the water in the shot.

By adding an ND filter, you

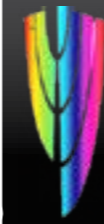
will reduce the light getting to the sensor and allow you to slow down the shutter speed to maybe 2 seconds (depending on the filter you use) or even more, and therefore get one of those blurry water shots.

A master exponent of this art in nature shots is [Jim Picôt](#) with his drone images, and my great mate [Ross Gibb](#) with his nature footage.

It takes trial and error with a learning curve to master ND filters, but in the long run they are worth it.

## Conclusion

This was a very quick primer on filters and I hope it helps. If you have any questions, feel free to contact me at [david@creativecontent.au](mailto:david@creativecontent.au).



## Is Chat GTP A Step Forward or a Copout?

**L**ast night I came across a post in a Facebook group I am involved with that is a meeting place for amateur and professional film makers alike.

In this post, the author stated they were investigating the use of ChatGTP to create scripts for their next film, and did anyone have any tips.

I personally find this a little disturbing.

Surely, as I argued in a response to the message, this takes away any personal creativity, instead letting a computer algorithm, albeit a clever

and complex one to cobble together a pile of material scraped from the internet ending into a so-called "script"



I further added "You want to make a movie? A docco?"

A short film? Even a TV commercial... rely on your OWN talent and instincts, not a computer somewhere. The computer is a tool, and you would be letting it become your master."

Responses to my reply so far have been about 50-50 mixed with agreements and disagreements.

But what do you think? I am curious to know.

Is it that we are passing the buck in favour of expediency or am I wrong, and this is just another step forward in the art of filmmaking in the same way digital and CGI were?

## How Do I Monetise My Horror Film? (cont'd)

**I**n one of the Facebook film groups the other day, someone was lamenting that they could get no one to take on the horror film they had produced.

To paraphrase, the question that was asked "how do I then monetise what I have done if no-one will take it on?"

My reply to this was succinct, but I'd like to expand on it a little here.

I have two things to say on this from where I sit.

First is that to me, it seems everyone is either making a horror / vampire / slasher film, or some derivation of an LGBTQ etc etc movie.

In other words, those particular pools are full to overflowing.

This obviously dilutes the interest of those who might take it on as it is just more of the same being thrown at them, no matter how good – or bad – it may be.



Second, is that if you expect to simply "monetise" something in this way, you have NO idea of how it or commerce in general works.

No-one is going to take on your work, again no matter how good or bad it is, to make quid for you out of the goodness of their heart. The magic word here is 'business'. Businesses like

film distributors – no I'll rephrase that – ALL businesses, are there for one thing; to make money.

So, if there is no opportunity for whatever reason to make a dollar out of your film, it simply won't get done. I refer back to point one above.

If you are making films to try and make a living, or at worst recoup costs, then you need to produce something that people want to see, not what you want to make – unless you are prepared to lose money and do all the hard slog yourself.

And you need to take the idea to a distributor with a firm business plan in place so they know you are serious about what you are doing.

Do you agree?

Please leave comments in the [comments](#) section so others can join in.

## Review: Sony WF-C700N Bluetooth Earbuds

I have been somewhat spoiled over the last few years having access to differing types of Sennheiser headphones and ear buds. Why? Coz they are bloody brilliant that's why.

For every day listening I use a pair of HD300 Pro headphones and if I am travelling, a pair of LE Momentum TW 3 Bluetooth connected earbuds.

So, for better or worse, these are my benchmarks, and I have to say, I consider them a very hard act to follow.

Under that circumstance then, I wonder how the new Sony WF-C700N earbuds compare?

As is pretty common these days, they are shipped inside a small

container that acts as a USB-C connected charging station and also holds enough electricities to do a single stand-alone charge. This gives a listening time of 7.5 hours for the initial charge and a further 7.5 hours top up from the charging station.



Enough for a return flight from Perth to Sydney then,

which is another of my benchmarks.

In the box you also get an extra couple of pairs of different sizes of the rubber ear pieces and a fold out multi-language paper manual, that really has little use as there are scant instructions beyond charging advice. For the manual proper you need to scan a QR Code to get a website to download it, which personally I find a tad tedious.

Worse though is that you then have to also download an app in order to set the earphones up properly and as Sony puts it, "use all functions and improved performance".

Why? What's wrong with having it all built in from the get-go and having a paper cheat sheet for the instructions? I can only imagine it's to get some metric information on the almighty God of "numbers".

Anyway, to perform a proper review, I did just that (it took a number of attempts as it kept stopping during the downloads for some reason) and discovered a bit of an

## Review: Sony WF-C700N Bluetooth Earbuds (cont'd)

impasse. You are prompted to connect to a device via Bluetooth – fair enough – but there are no instructions on how to do this other than 'check the manual'. But I haven't got to the stage in the app where I can read any manual (that I can find anyway). And you cannot get out of this situation as the app just keeps looping back on itself.

The obvious is to get the online version of the manual of which there is also a PDF download.

Righto, removing the buds from the charger automatically turns them on, and pairing to my Samsung phone was painless and straightforward.

The app then tells you it is "Setting Up" and will take a few minutes. A prompt then asks me to Sign in – I'm not sure to what as yet – and then immediately tells me I am not con-

nected to a network, which of course I am.

A second attempt informs me I am creating a Sony account. Again, why? I don't want one, so back out of it and yay, back to the Bluetooth menu again.

Right now, I am starting to curse this process which just seems long winded and pretty damn pointless to me.

Anyway, checking the Bluetooth settings on the phone shows the earbuds are now connected and I can use the app to control the headphone settings to change, according to my actions and location and how to deal with ambient sound.

The app also keeps a record of how and when I use them and allows me to see this detail after the fact. Frankly, I am not sure what the use of that particular functionality is so I ignored it.

Next, I am given the option of setting up 360° Reality Audio which promises a live perfor-

mance-like experience. And you are given a small sample to try.

And yes, there is a difference between the two that makes it an interesting option, but then I discover you need another app in order to use it, and there are fees involved.

So, no thanks.

Finally, we are all ready to go, and discover what other goodies may be in store.

### Operation

Like the Sennheiser TW3s, multiple presses of the buttons on the side of each earbud activate different functions such as play / pause, skip to beginning of next track or previous track, turn noise cancelling on or off and use or cancel voice assist which supports either Google on Android or Siri on Apple.

You can also use the earbuds in concert with making and receiving phone calls.

For the rest of the review, please [click here](#).





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