

WHITE BALANCE

Ever notice the colors on your video are a little too orange or too blue? This could show you are not white balancing your camera before filming.

Light, has different color temperatures, whether it is coming from an indoor lamp, overhead fluorescent tubes, an LED light kit or the sun. These color temperatures are measured in degrees of Kelvin. The typical color temperature of household incandescent bulbs and tungsten studio lights are in the range 2700-3200 Kelvin. These lights illuminate a “warm” or orange look. The sun is closer to 5600 K, making it “cool” or more bluish in color.

The problem with different color temperatures is color consistency. If you shoot an outdoor scene with the sun as the only light source, then an indoor scene using lamps, you will notice the color of the video image looks different in each scene.

This is where white balance can help. By white balancing the camera, you are taking the relative orange or blue from the light source and making it white.

When should you white balance? White balance before you begin shooting a scene, and any time you change locations or a different light source.

To white balance, zoom in all the way on a white card or something white (a white wall, piece of white paper, foam board, even a T-shirt would work), filling the entire screen, check your focus, and press the auto white balance (AWB) button on the front of the camera. Be sure to perform this function in each color temperature or lighting condition you are shooting.

Our JVC 150 cameras have three settings for white balance: A, B and PRST. A and B allow you to store two different manual white balance settings, which is convenient if you are going back and forth between indoor (save to preset A) and outdoor (save to preset B). The PRST setting is a preset, which can be set for 3200 or 5600 K. 3200 K is the color temperature that most studio lights are at, and as mentioned before, the sun shines at 5600 K.

An important thing to remember if you have colored gels or filters on your lights is to remove the gel or filter before you white balance, then re-attach the gels after white balance is completed. Again the whole point of white balancing is to make the “whites look white” not turn a blue party gel to white.

Good luck with your shoots and remember to white balance!