



**2 0 0 8 I P O E D U C A T I O N  
F O U N D A T I O N A W A R D S**

An Evening with Dean Kaman & Dr. Ihor Lys



## Project Snapshot

An 18-minute, single-camera production capturing a premier intellectual property awards ceremony. With no multi-camera switching, every shot had to be intentional: framing, movement, and post-production editing carried the full weight of the narrative. The final piece preserves a historic evening - including **Dean Kamen's** keynote and **Dr. Ihor Lys** receiving the National Inventor of the Year Award - for donor relations, educational use, and archival purposes.



## Background

The Intellectual Property Owners (IPO) Education Foundation is a subsidiary of the IPO Association, an international trade group focused on IP rights education. Its annual awards gala is the organization's marquee event.

The evening's honorees and speakers:

- **Dean Kamen** - Legendary inventor (Segway, iBOT), founder of FIRST, recipient of the National Medal of Technology (2000). His keynote was the centerpiece of the evening.
- **Dr. Ihor Lys** - 35th recipient of the National Inventor of the Year Award. Co-founder of Color Kinetics (sold to Philips in 2007), inventor of Powercore® LED technology, holder of over 200 patents.
- **Phil Johnson** - Then-President of the IPO Education Foundation, former SVP at Johnson & Johnson, and a titan of IP law. He introduced both honorees.



## The Goal

This was a single-camera shoot at a formal, high-stakes event. There were no second takes. The goal was to produce an 18-minute final video that felt seamless, professional, and worthy of the foundation's brand - despite having only one camera angle to work with.

### **Specific objectives:**

- Capture every word of every speech cleanly (audio priority #1).
- Cover multiple speakers, award presentations, and audience reactions without multi-camera switching.
- Use editing and basic graphics to create the illusion of a multi-cam production.
- Deliver a polished, archival-quality video for the foundation's website, donor communications, and educational programming.



## The Production Process (Single Camera / No Live Switching)

Because I had only one camera, pre-production and in-event positioning were critical.

### **Pre-Production:**

- Studied the event run sheet to anticipate speaker changes, award moments, and key photo ops.
- Planned a single camera position that could capture the widest useful framing, with room to punch in during editing.
- Arranged redundant audio (lav on each speaker + backup room mic) because audio failures can't be fixed in post.



## The Production Process (Single Camera / No Live Switching)

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### Filming (Live Event):

- Single camera on a tripod, framed for a medium-wide shot that included the speaker, the podium logo, and enough headroom.
- During each speech, I stayed locked on the speaker. No panning or zooming during active sentences (distracting and unusable).
- In the original long form edit, between speakers, I quickly captured reaction shots of the audience and close-ups of awards / logos - these became my "cutaway" material in post.



# The Production Process (Single Camera / No Live Switching)

## The Edit:

- I added graphics (lower thirds with speaker names/titles, full-screen title cards, sponsor logos) to create visual variety.
- Color correction was applied to match the warm, formal lighting of the ballroom. No stylized grade - just clean, natural skin tones.
- The 18-minute runtime was preserved as a single, cohesive piece, but I also delivered chapter markers for easy navigation.



## Creative Approach: Making One Camera Look Like Three

- Style: Formal, stable, archival. No handheld energy. Every movement was either locked-off or a slow, deliberate zoom (rare).
- Composition: Medium-wide as the primary shot. In post, I occasionally cropped in to create a "close-up" (simulating a second camera).
- Cutaways: Audience listening, Dr. Lys accepting the award, Dean Kamen gesturing - these were filmed during transitions and inserted during long speeches to hide cuts.
- Graphics: Lower thirds introduced each speaker. A title card marked the award presentation. Sponsor logos appeared at the end.
- Color grade: Neutral, slightly warm, with lifted shadows to keep faces bright under ballroom lighting.



## Deliverables

- 1 x 18-minute final video (MP4, 1920x1080, 29.97fps)
- Clean audio mix (speech foreground, room tone underneath)
- Motion graphics: lower thirds, title cards, sponsor end card



## The Result & Value

This project demonstrates that high production value is possible with a single camera - if you understand pacing, cutaways, and audio.

- Client benefit: The Foundation received an archival-quality video of a major event featuring two world-class inventors.
- Production efficiency: One camera, one operator, no crew - keeping costs low without sacrificing professionalism.
- Long-term asset: The video can be used for donor recruitment, educational outreach, and historical preservation.