

Church Production Magazine

The Educational Magazine for Houses of Worship Covering Audio, Video and Lighting Technologies



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A church finds its ideal audio console



Leasing vs. Buying – Financing the technology of the future

Crystal Cathedral

Creating a Broadway-caliber production in an architectural landmark



CPM REVIEWS:



ROBE
ColorSpot 575 AT
Automated Lighting
Fixture



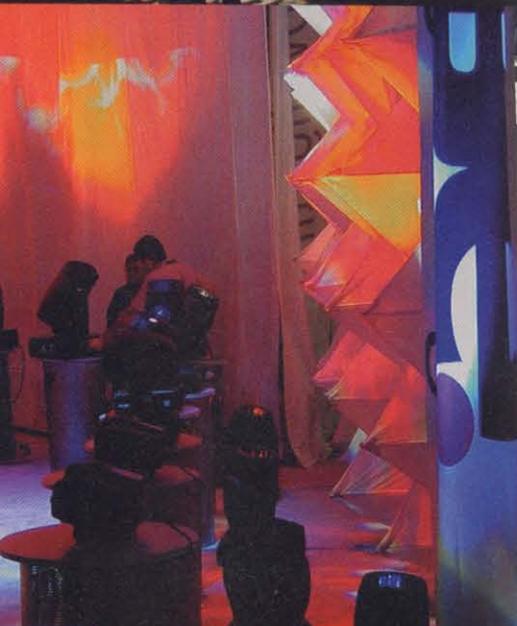
AUDIO-TECHNICA
AE5100
Cardioid Condenser
Microphone



APPLE
Final Cut Pro 5
Non-Linear
Video Editor



ELATION
Easy Color
Automated
LED Fixture



LDI 2005 Preview: ETS-LDI Scheduled to Light Up Orlando

by Greg Persinger

In November 1994, some friends were kind enough to let me tag along on their road trip to Entertainment Technology Show-Lighting Dimensions International (ETS-LDI, then simply called LDI for short) in Reno, Nevada. This was my first taste of the world of professional performance lighting, and an opportunity to see the newest products on the market.

After surviving a long plane ride, a drive through the mountains in a snow storm, and having our rental car vandalized, we finally arrived chilled to the bone from the wind blowing through our broken car window and ready to continue our journey in the warmth of the convention center. Once inside we wound our way through the registration lines, paid our registration fee, and followed the crowd toward the entrance of the exhibit hall.

This was the moment I had been waiting for, the moment I got my first glimpse of what has been described as a "Lighting Mecca". What I saw when I entered seemed a lot like heaven – well, at least the heaven my Sunday school teachers had described. The air was full of wispy white smoke pierced by brilliant beams of light. In all directions there were things that sparkled in brilliant colors.

Occasionally the sky lit up with brilliant flashes of white light, and there was a continuous rumble in the distance.

After I got over the initial shock to my senses I learned that the wispy white smoke came from displays of smoke machines and hazers. The brilliant beams of light piercing the smoke were created by innovative products like High End Systems' Cyberlight moving head fixture, with accents of sparkling color created by the numerous DJ effect lights being shown. The lightning was created by a company called Lightning Strikes whose products simulate lightning, while the thunder was provided by the audio manufacturers showing the latest, greatest, and loudest of their wares at the other end of the hall.

OK, so it really wasn't heaven at all, but for those of you trying to represent heaven here on earth, the ETS-LDI Tradeshow would be a good place to look for gear that can give you some new and unique lighting looks as well as special effects. This year the ETS-LDI Conference is happening November 7-13 at the Orange County Convention Center in Orlando, Florida. The show floor is open November 11-13. Featuring over 400 vendors of entertainment technology, this year's show will showcase all types of entertainment

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lighting, production audio, and video display systems.

Also included is LDInstitute which holds intensive training classes on many aspects of lighting, audio, video, staging, rigging, and special effects, as well as Backstage Orlando, a backstage look at various technologies used in some of Orlando's theme parks and shows.

With LDI considered one of the best entertainment technology shows in the United States, its size and popularity seems to grow a bit larger each year, and 2005 is no exception. This year will be a first for ETS-LDI with separate parts of the show floor dedicated to lighting, audio, and video. This will allow attendees to easily find vendors and products by category instead of different products being spread out across the show floor as in years past.

One thing to note about this event is that entertainment is the primary focus and that the audio and video products shown primarily focus on touring, theatrical, and club uses. Because of this focus there are not a lot of vendors showing broadcast and studio equipment such as cameras and video decks and audio studio equipment. Instead, it is primarily display technology on the video product side, and

>> Continued on page 98.



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Michael W. Smith photo courtesy of Scott Moore

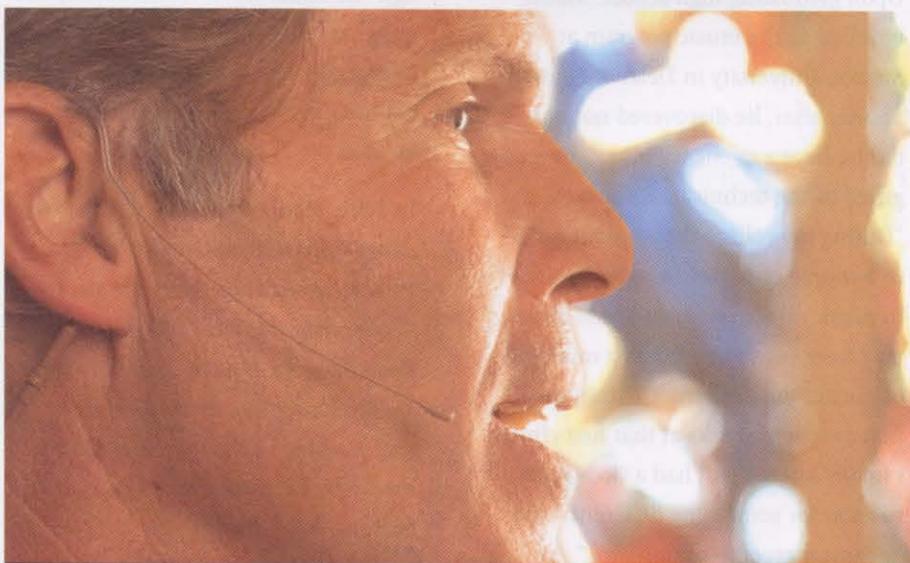
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Top Ten Rules for Typography

There are many other rules and aspects of typography, but here are ten things to keep in mind (some of which summarize earlier comments):

- Stick with the same point size throughout the whole set. Sermon points may be larger, but consistency is king!
- Most fonts should be over at least 30 point for the screen.
- Avoid serified fonts. A serif is a fine line finishing off the main strokes of a letter, such as at the top and bottom of "M". Most serifs are too thin for the screen and may flicker.
- There are two types of fonts: display (sometimes called headline), and body (sometimes called copy). Generally speaking, it is best to pick one of each for every graphic set. Some fonts work as both display and body. Display fonts

are good for theme lines, sermon points and small bodies of text. Body fonts are good for song lyrics, scripture and any other large bodies of text.

- Don't use fonts outside of the selected set unless making an illustration. Keep the visual thread going throughout the set even with the use of fonts and avoid veering off in an unnecessary direction.
- Keep sermon points short. We recommend four to seven words or less. An old advertising rule is to keep slogans under seven words. This is a good rule for sermon points too.
- Choose appropriate fonts. No grungy typewriter fonts on Mother's Day, or scripty fonts on a Super Bowl football graphic. Always ask the question: Does this font fit the overall feel and theme of this image?
- It is best to limit text on the screen because it is a visual medium. Say it with imagery rather than text whenever possible.
- No Comic Sans, or Times New Roman (unless you're doing a comic book graphic or Newspaper illustration, or some other appropriate use).

Have fun!

Understanding that "Design Matters" means understanding the complete range of tools at the disposal of an image designer. Type is an integral part of most finished designs, so treat it with the same respect as the other principles. Fonts can be dangerous in the hands of the inexperienced, but when chosen with intentionality and careful consideration, they can be the icing on the cake. Create a rich visual experience using the perfect font.

Jason Moore and Len Wilson are Midnight Oil Productions, a ministry designed to help churches tell the Story in a new light through innovative worship resources and training. They may be reached at www.midnightoilproductions.com.

speakers and consoles for the audio side. If you plan to go strictly for the audio and video gear you might want to make sure the vendors whose gear you would like to see will be exhibiting.

So what can you expect to see from the lighting manufacturers this year? Rumor has it that ETC is going to be showing their new sine wave dimming system, as well as a new moving light console. High End Systems is going to be showing their new DL2 digital light with an integrated media server, as well as the iPC lighting console. Jands is scheduled to be there in force with their new Vista console, which seems to be the current hot new item for moving light control, and the list goes on and on. Of course, these are just a few of the new products that will be featured in the lighting section. In addition to the new products that will be shown, many companies will also show their best sellers, some of which are staple products of the lighting industry.

In addition to an audio section of the show floor, audio manufacturers have an opportunity to show their wares in a live-performance environment on the ET Live concert stages. ET Live will provide continuous entertainment throughout the show, while providing an opportunity for attendees to evaluate some of the worlds top audio equipment.

For more information on exhibiting manufacturers, available classes, registration and lodging, visit the ETS-LDI website at www.ets-ldi.com.

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