

**CS6041 - INTERACTIVE MEDIA
PROJECT/WORKSHOP 1 2024/5
SEM1
Phase 3**

**Video Production Blog
The Final Cut Crew –
Product Video - Daily Basics
Spaghetti Noodles**

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Final video link:

<https://youtu.be/f4ZAMhef5HI>

In today's digitalised age, videos have become one of the most powerful ways to tell stories, connect with audiences, and bring ideas to life. Whether it's a short promotional clip, a narrative piece or an explainer video, every project starts with an idea\vision and ends with a shared experience that leaves a lasting impact on the users.

Video production isn't just about cameras and editing software's—it's about stitching together visuals, sounds and emotion to communicate a message effectively. From pre-production planning to the final cut, every stage requires creativity, technical skill, and collaboration.

In this blog, I'll dive into the process behind the scenes—how ideas evolve into compelling visuals and the challenges we faced along the way to make it all worth it. I hope these stories inspire you to see the power of video through a new lens.



The Vision

Every project starts with a vision and for this food product video, the goal was to create something that didn't just look delicious but also told a story that would connect with our viewers. We wanted to showcase the product in a way that captured its flavours, textures and flexibility while evoking the warmth, joy and comfort that food brings.

To achieve this, I worked closely with the team to conceptualize the video's look and feel. From highlighting the brand's identity to ensuring the video style and tone matched with the target audience, every detail was carefully planned. Whether it was the warm lighting to mimic a cozy kitchen or the choice of props to enhance the product's appeal, the vision was all about making the food the undeniable star of the show.



Pre-Production

In pre-production, I took charge of sound and recording, ensuring the audio quality would elevate the entire production. Using Rode wireless go2 equipment, I carefully planned the audio setup to capture crisp, clear, and immersive sound that would complement the visuals perfectly.

This phase took great coordination with my team to refine the concept, finalize the script and select locations that were both visually appealing and acoustically suitable. I tested various setups to ensure that the Rode gear could handle any challenges, from ambient noise to capturing the nuances of the food preparation process. One of the greater challenges was to ensure the white noise from the heater, electric chimney was not reflected or introduced with the audio of the video when recording. For that I used sound muffs on the microphones which helped to a great extent. I also enhanced the sound of chopping, boiling etc to mimic the sounds that are produced when cooking.

This role taught me just how critical sound is to storytelling—how even the smallest details, like the sizzle of food or the soft rustle of ingredients, can make a production feel vibrant and authentic. It also reinforced the importance of flexibility and foresight, as even minor adjustments in pre-production can significantly impact the final result.



Production

On set, I focused on sound design and operation, ensuring every audio detail was captured flawlessly using Rode microphone equipment. My primary role was to set up and monitor the sound, from the subtle sizzling of food to chopping and boiling noises, to the ambient background tones. This involved constant adjustments to ensure high-quality audio regardless of the environment.

In addition to sound, I stepped in to assist my team mate with holding the lighting stands. Collaborating with the lighting team, I helped create the perfect balance of warmth and focus to make the food look as appetizing as possible on camera.

One memorable moment was trying to capture the sizzle of butter in the pan. I quickly devised a way to hide the microphone in the chef's pocket just in front of the pan where the butter was sizzling away from the frame of the camera. This helped in getting quality audio of the butter sizzling in the pan. This experience highlighted the importance of adaptability and teamwork in bringing the production to life exactly as envisioned.

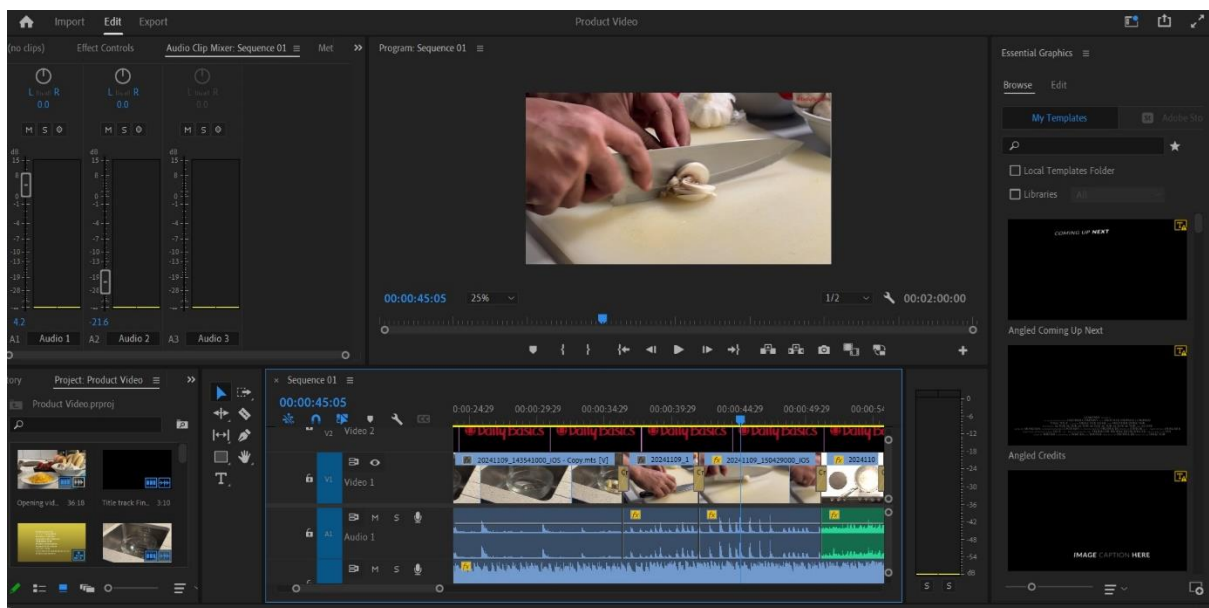


Post-Production

This is where the magic truly came to life! Collaborating closely with a teammate, I focused on the video editing process, weaving together the footage into a seamless and engaging narrative. While I took the lead on structuring the timeline and refining the flow of the story, my teammate brought their expertise in transitions and effects to elevate the overall production.

One of my key contributions was sound design—syncing the audio captured during production, enhancing the natural sounds and integrating a carefully chosen soundtrack that complemented the visuals.

Seeing all the elements—footage, sounds and effects—come together was incredibly rewarding. The collaborative effort ensured that every detail contributed to telling the story we envisioned from the start and it was exciting to deliver a piece that truly captured the essence of the project.



Lessons to take away from the Experience

Video production is all about teamwork. While I focused on my role, it was the collaboration with others that made the project a success. Everyone brought something unique to the table and working together taught me how important clear communication and flexibility are in bringing a vision to life.

This project also showed me the value of listening to feedback and adapting when challenges arise. It's always rewarding to see how teamwork can turn an idea into something truly special.

