Video Fundamentals

Comm Lab
Interactive Media NYUAD
Spring 2017

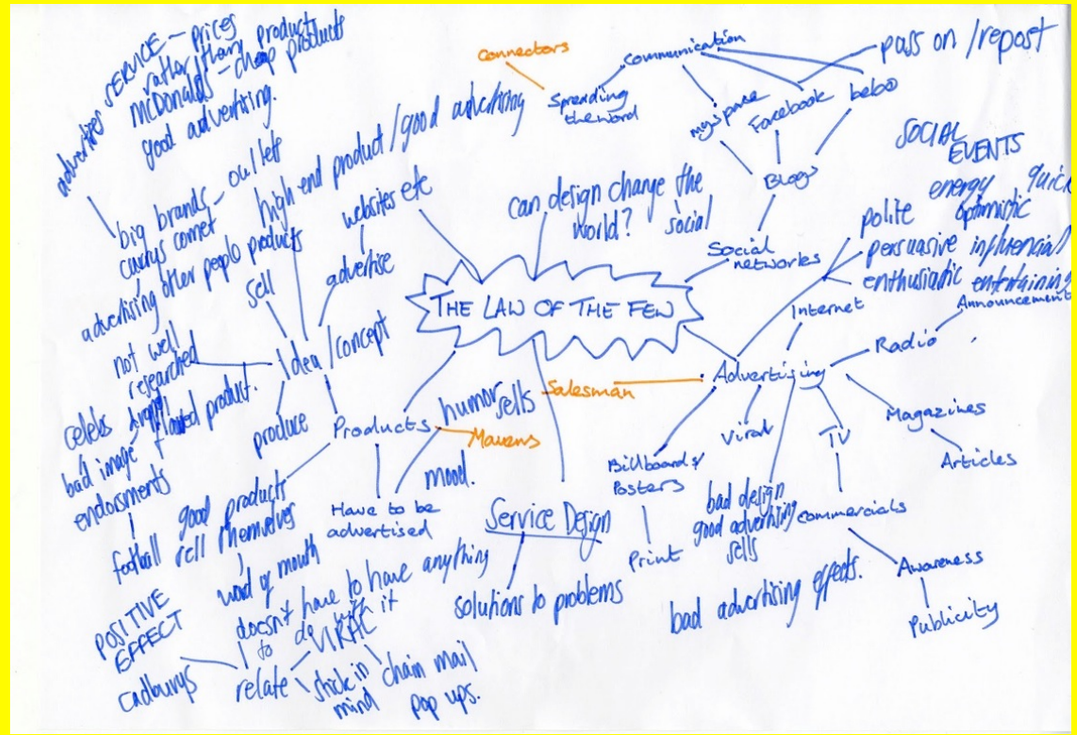
HOLLYWOOD

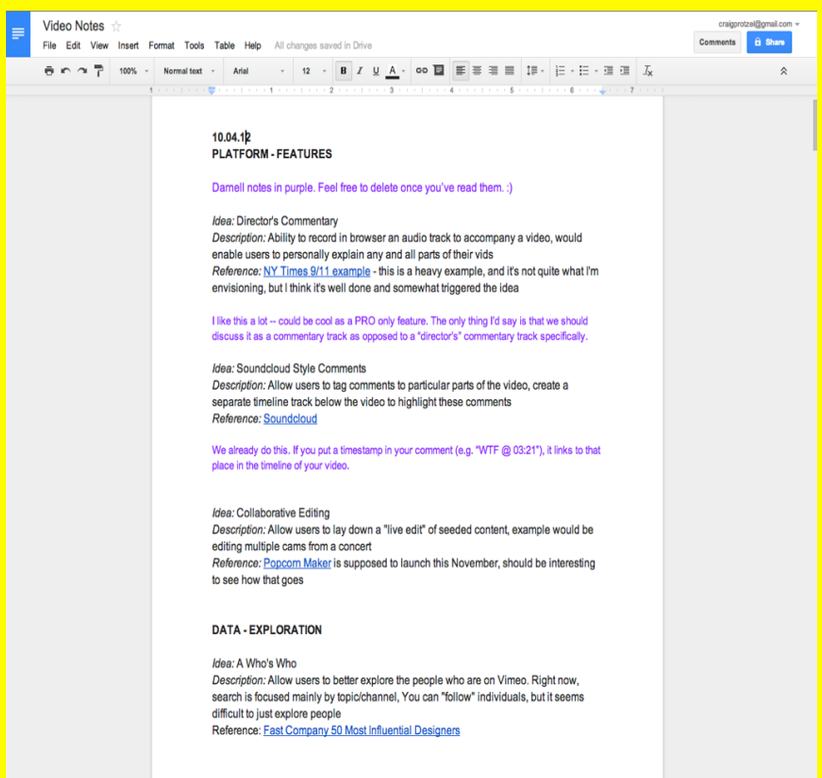
"Stories are written three times"

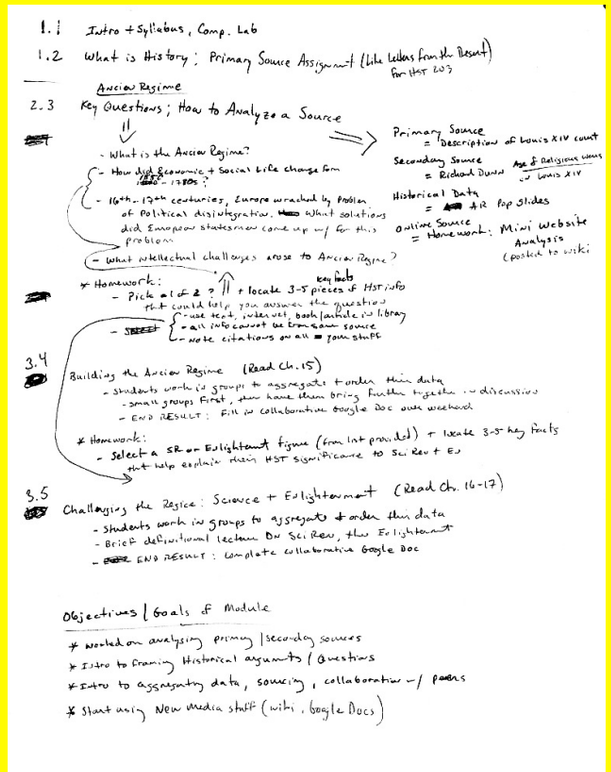
1) Pre-Production - Writing
2) Production - Shooting
3) Post-Production - Editing

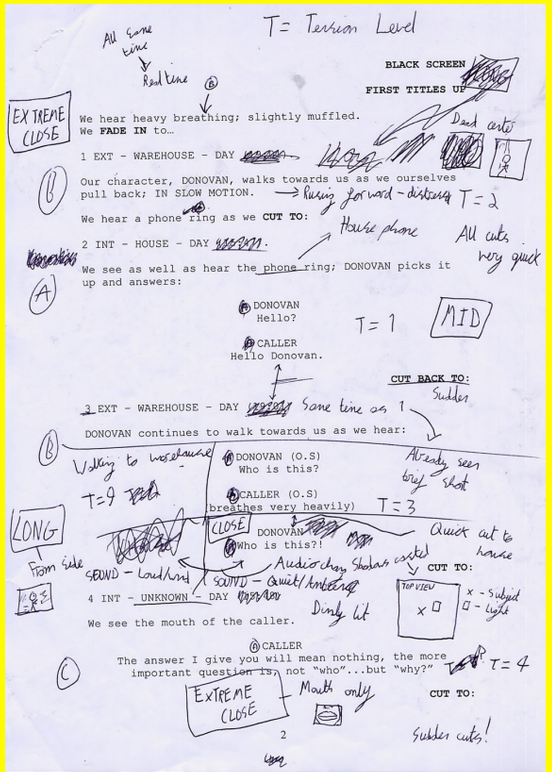
The First Draft

IDEATE

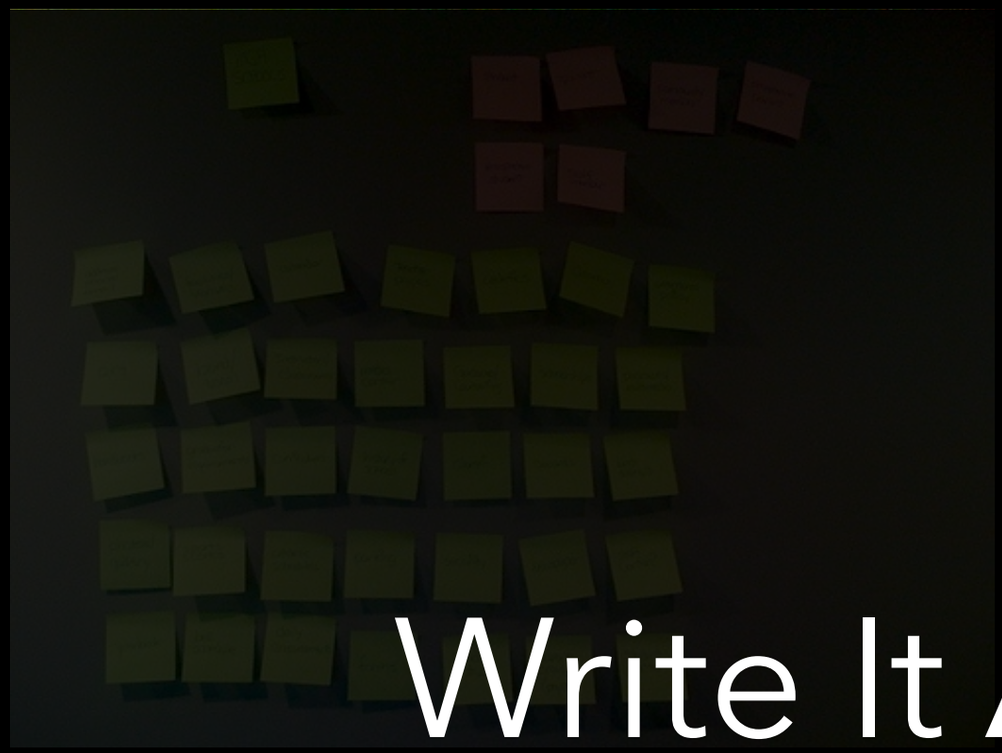

THE LAW OF THE FEW
Connectors
Salesman
Mavens
Communication
pass on /repost
Facebook
bebo
Blogs
Social networks
Internet
Radio
Advertising
Viral
TV
Magazines
Articles
Billboards & Posters
Print
commercials
Awareness
Publicity
Service Design
solutions to problems
bad advertising effects.
VIRAL
chain mail
pop ups.
SOCIAL EVENTS
can design change the world?
Products
produce
Idea /concept
sell
advertise
websites etc
high end product /good advertising
big brands - cadbury
humor sells
mood.
Have to be advertised
word of mouth
POSITIVE EFFECT
cadburys
relate
stick in mind
polite
persuasive
enthusiastic
optimistic
energy


Video Notes
File Edit View Insert Format Tools Table Help
All changes saved in Drive
Comments
Share
10.04.12
PLATFORM - FEATURES
Darnell notes in purple. Feel free to delete once you've read them. :)
Idea: Director's Commentary
Description: Ability to record in browser an audio track to accompany a video, would enable users to personally explain any and all parts of their vids
Reference: NY Times 9/11 example - this is a heavy example, and it's not quite what I'm envisioning, but I think it's well done and somewhat triggered the idea
I like this a lot -- could be cool as a PRO only feature. The only thing I'd say is that we should discuss it as a commentary track as opposed to a "director's" commentary track specifically.
Idea: Soundcloud Style Comments
Description: Allow users to tag comments to particular parts of the video, create a separate timeline track below the video to highlight these comments
Reference: Soundcloud
We already do this. If you put a timestamp in your comment (e.g. "WTF @ 03:21"), it links to that place in the timeline of your video.
Idea: Collaborative Editing
Description: Allow users to lay down a "live edit" of seeded content, example would be editing multiple cams from a concert
Reference: Popcorn Maker is supposed to launch this November, should be interesting to see how that goes
DATA - EXPLORATION
Idea: A Who's Who
Description: Allow users to better explore the people who are on Vimeo. Right now, search is focused mainly by topic/channel, You can "follow" individuals, but it seems difficult to just explore people
Reference: Fast Company 50 Most Influential Designers

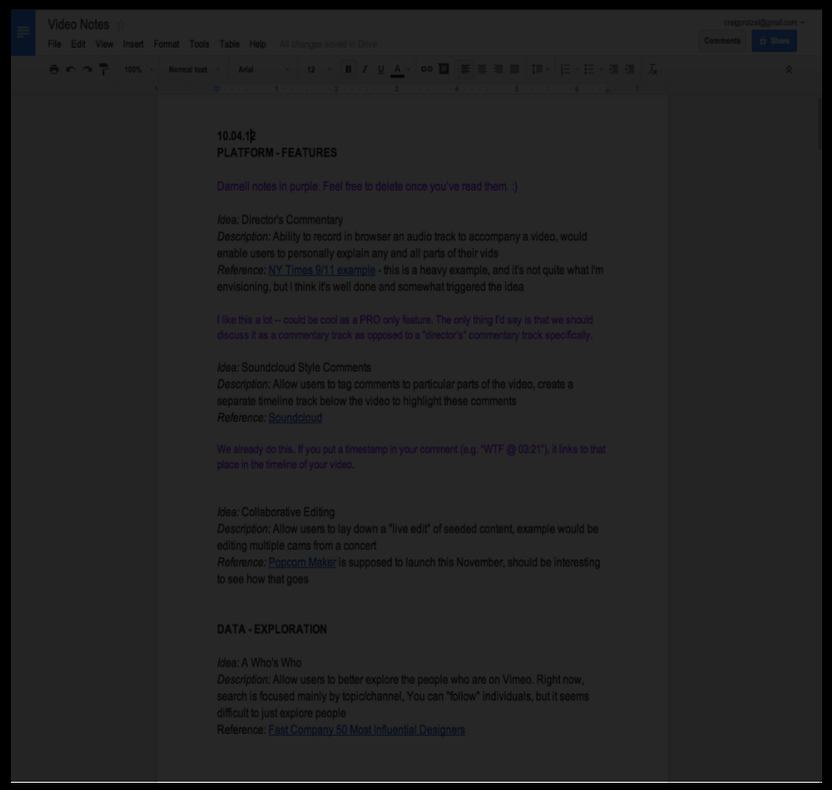

1.1 Intro + Syllabus, Comp. Lab
1.2 What is History; Primary Source Assignment (like letters from the Present) for HST 203
Ancien Regime
2.3 Key Questions; How to Analyze a Source
- What is the Ancien Regime?
- How did Economic + Social life change from 1300 - 1700s?
- 16th - 17th centuries, Europe wracked by Problem of Political disintegration. What solutions did European statesmen come up w/ for this problem
- What intellectual challenges arose to Ancien Regime?
Primary Source = Description of Louis XIV court
Secondary Source = Richard Dunn
Historical Data = AIR Pop Slides
Online Source = Homework: Mini website Analysis (postlet to wiki)
* Homework:
- Pick 1 of 2 + locate 3-5 pieces of HST info that could help you answer the question
- use text, internet, book/article in library
- all info cannot be from same source
- note citations on all your stuff
3.4 Building the Ancien Regime (Read Ch. 15)
- Students work in groups to aggregate + order their data
- small groups first, then have them bring further together in discussion
- END RESULT: Fill in collaborative Google Doc over weekend
* Homework:
- Select a SR or Enlightenment figure (from list provided) + locate 3-5 key facts that help explain their HST significance to Sci Rev + En
3.5 Challenging the Regime: Science + Enlightenment (Read Ch. 16-17)
- Students work in groups to aggregate + order their data
- Brief definitional lecture on Sci Rev, then Enlightenment
- END RESULT: complete collaborative Google Doc
Objectives / Goals of Module
* Work on analyzing primary / secondary sources
* Intro to framing Historical arguments / questions
* Intro to aggregating data, sourcing, collaboration w/ peers
* Start using New Media stuff (wiki, Google Docs)

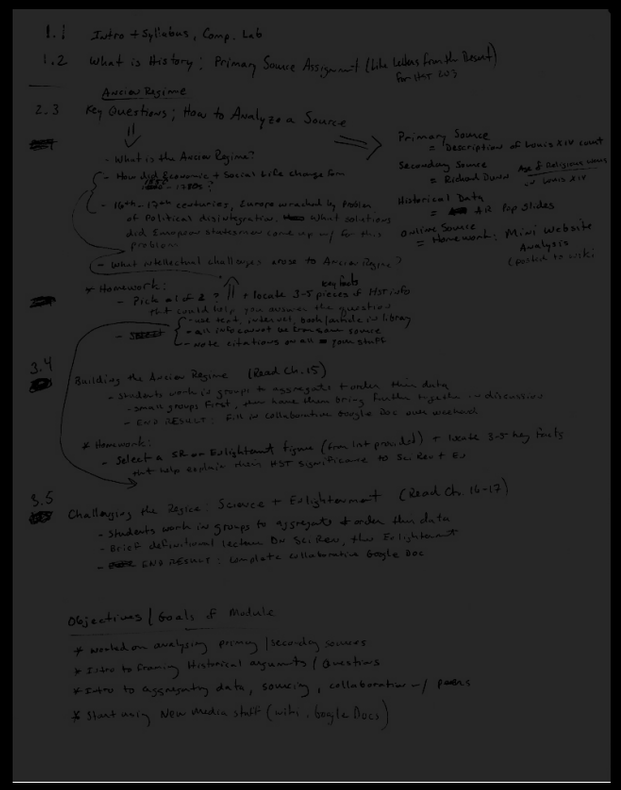

T= Tension Level
BLACK SCREEN
FIRST TITLES UP
EXTREME CLOSE
We hear heavy breathing; slightly muffled.
We FADE IN to…
1 EXT - WAREHOUSE - DAY
Our character, DONOVAN, walks towards us as we ourselves pull back; IN SLOW MOTION.
We hear a phone ring as we CUT TO:
2 INT - HOUSE - DAY
We see as well as hear the phone ring; DONOVAN picks it up and answers:
DONOVAN
Hello?
CALLER
Hello Donovan.
T= 1
MID
CUT BACK TO:
3 EXT - WAREHOUSE - DAY
DONOVAN continues to walk towards us as we hear:
DONOVAN (O.S)
Who is this?
CALLER (O.S)
breathes very heavily)
T= 3
LONG
CLOSE
DONOVAN
Who is this?!
CUT TO:
4 INT - UNKNOWN - DAY
We see the mouth of the caller.
CALLER
The answer I give you will mean nothing, the more important question is, not "who"...but "why?"
T= 4
EXTREME CLOSE
CUT TO:
2

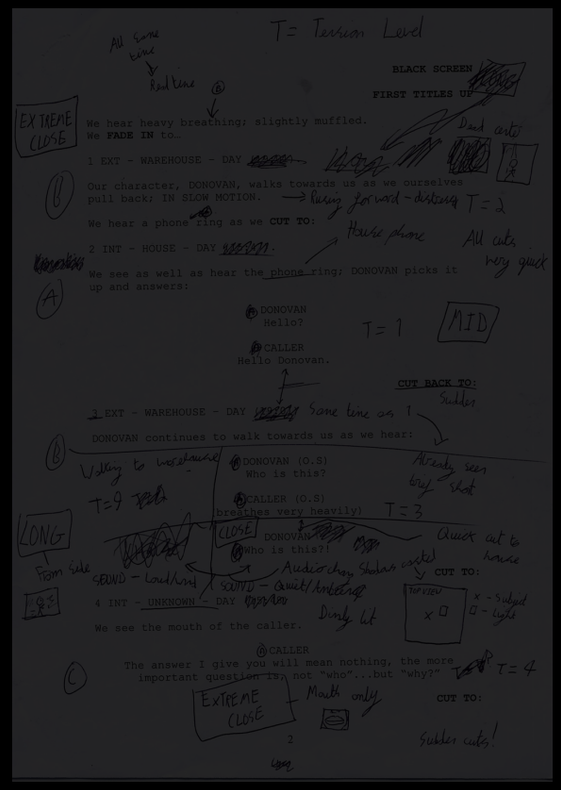
IDEATE



Write It **ALL** Down







WRITTEN VERSION

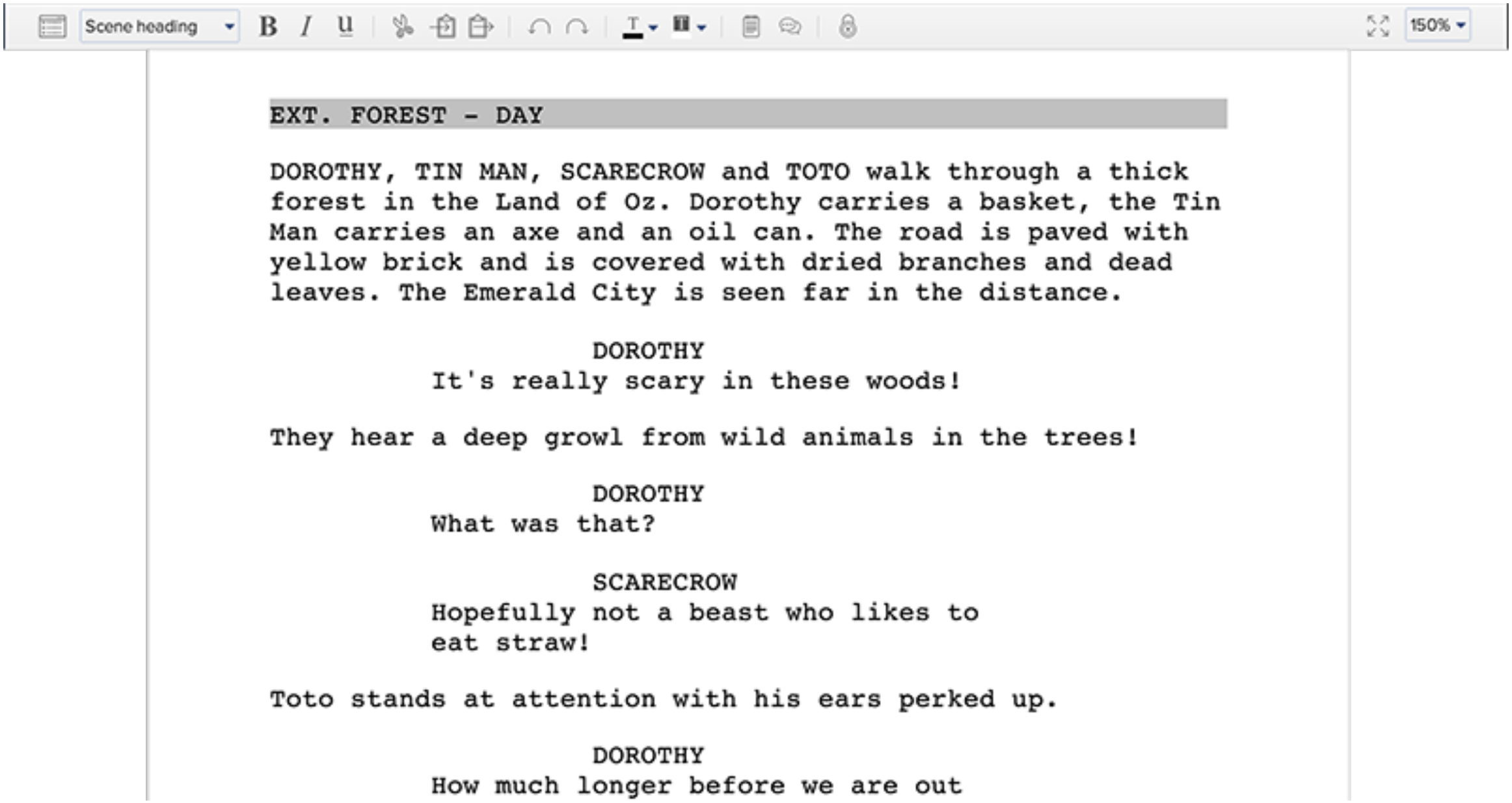
WRITTEN VERSION

COPY NARRATION & TITLE CARDS

DIAGETIC ON CAMERA SPEAKING

VISUALS CAMERA SHOTS

SCRIPT - SCREENPLAY



SCRIPT - PROMO

	Video	Audio	Times
		(CITY OF ROCKVILLE RECYCLING—3. TALKING REAL TRASH — 03:00)	
1.	DOUGHNUT OPEN.	[SOT — UP FULL]	10
2.	FADE IN.	[MUSIC UP]	1
3.	EXT. — RESIDENTIAL STREET. **Refuse truck picks up trash.**	NARRATOR (VO) And now … let's get into talking real trash!	7
4.	EXT. — RESIDENTIAL STREET, CONT'D. **Refuse truck picks up more trash.**	That's right! After this video, you'll understand what's trash and what isn't.	5
5.	EXT. — RESIDENTIAL STREET, CONT'D. **Refuse truck picks up more trash.**	Trash consists of non-recyclable items — technically it's worthless stuff. That's why we burn it.	6
6.	INT. — INTERVIEW LOCATION. **Expert on camera.** CG: **[Name]** **[Title]**	EXPERT (OC) [Explains that if you mix trash and recyclables, you're actually costing the city of Rockville money, because one mistake can cause an entire truckload to be ruined.]	30

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Visuals

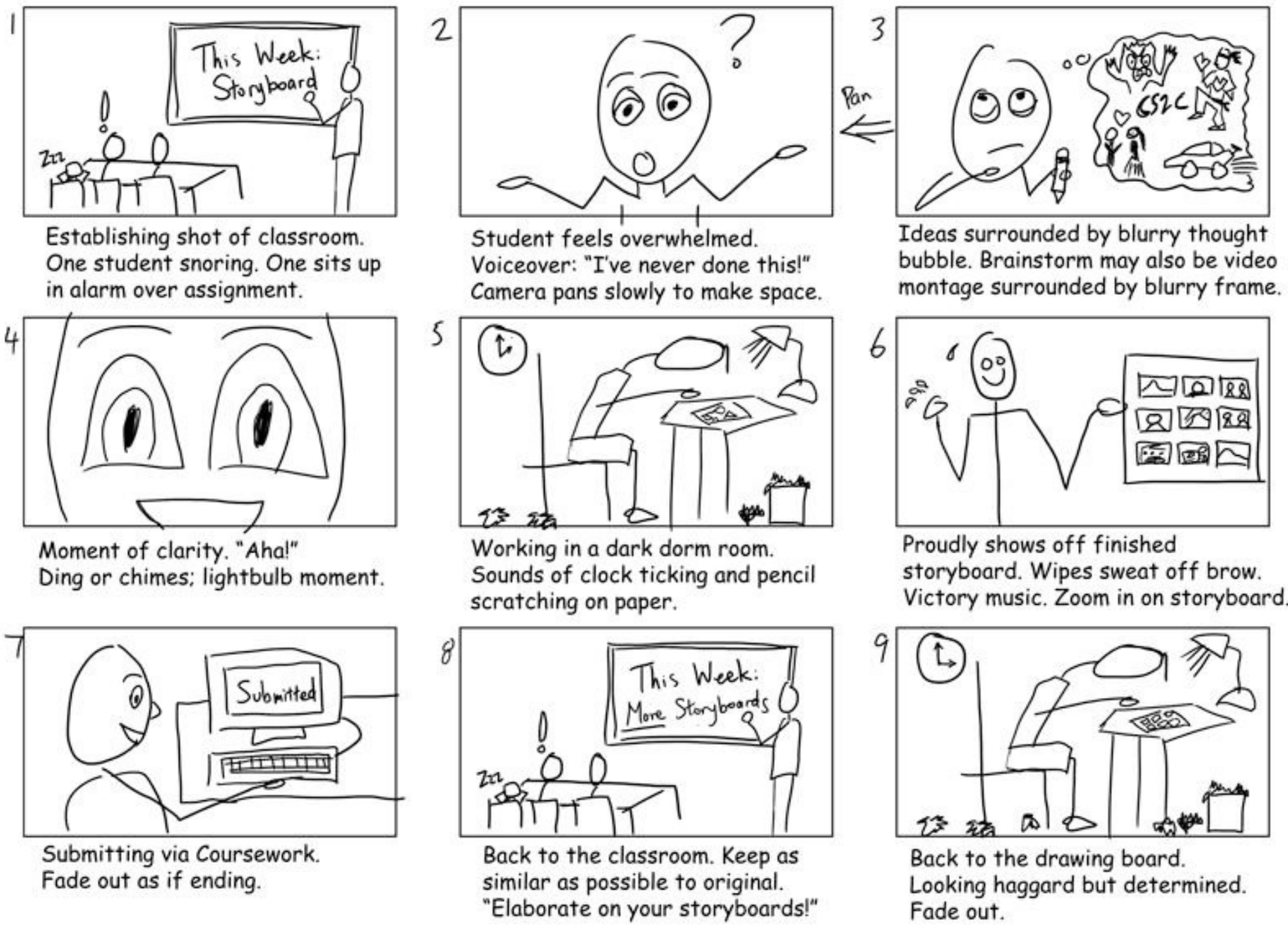
Copy

Dialogue

Copy

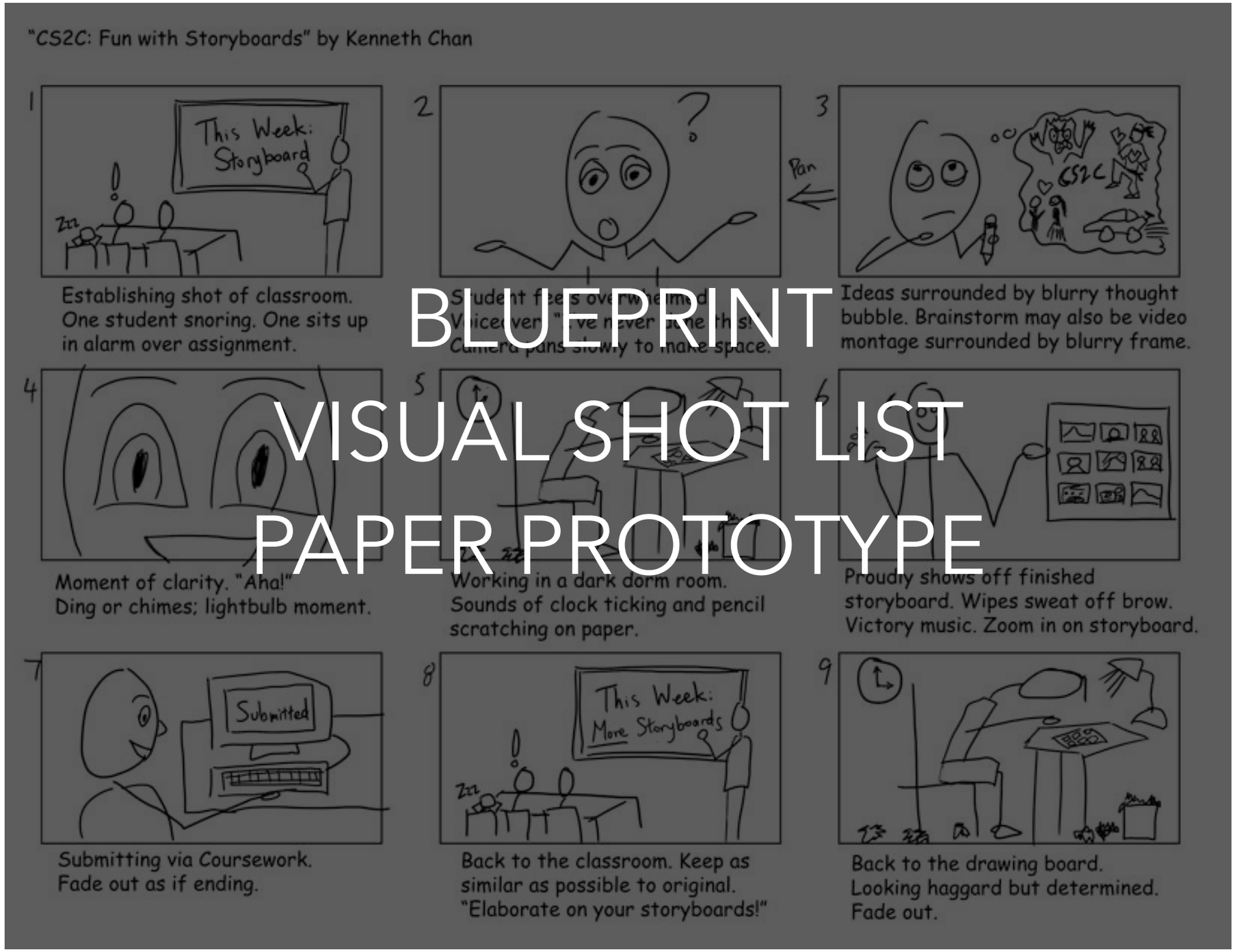
SCRIPT - STORYBOARDS

"CS2C: Fun with Storyboards" by Kenneth Chan



1. Establishing shot of classroom. One student snoring. One sits up in alarm over assignment.
2. Student feels overwhelmed. Voiceover: "I've never done this!" Camera pans slowly to make space.
3. Ideas surrounded by blurry thought bubble. Brainstorm may also be video montage surrounded by blurry frame.
4. Moment of clarity. "Aha!" Ding or chimes; lightbulb moment.
5. Working in a dark dorm room. Sounds of clock ticking and pencil scratching on paper.
6. Proudly shows off finished storyboard. Wipes sweat off brow. Victory music. Zoom in on storyboard.
7. Submitting via Coursework. Fade out as if ending.
8. Back to the classroom. Keep as similar as possible to original. "Elaborate on your storyboards!"
9. Back to the drawing board. Looking haggard but determined. Fade out.

SCRIPT - STORYBOARDS

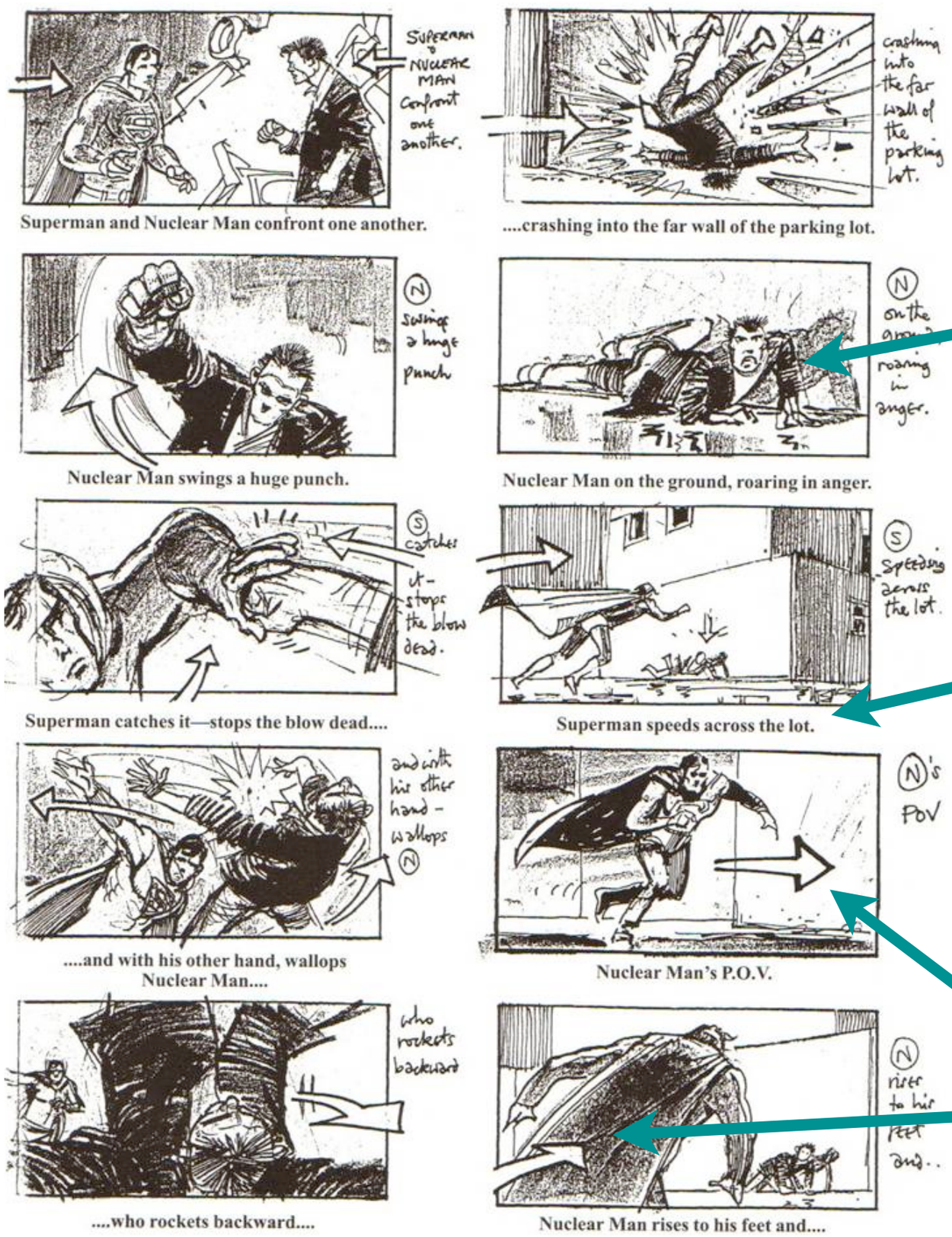


BLUEPRINT

VISUAL SHOT LIST

PAPER PROTOTYPE

SCRIPT - STORYBOARDS

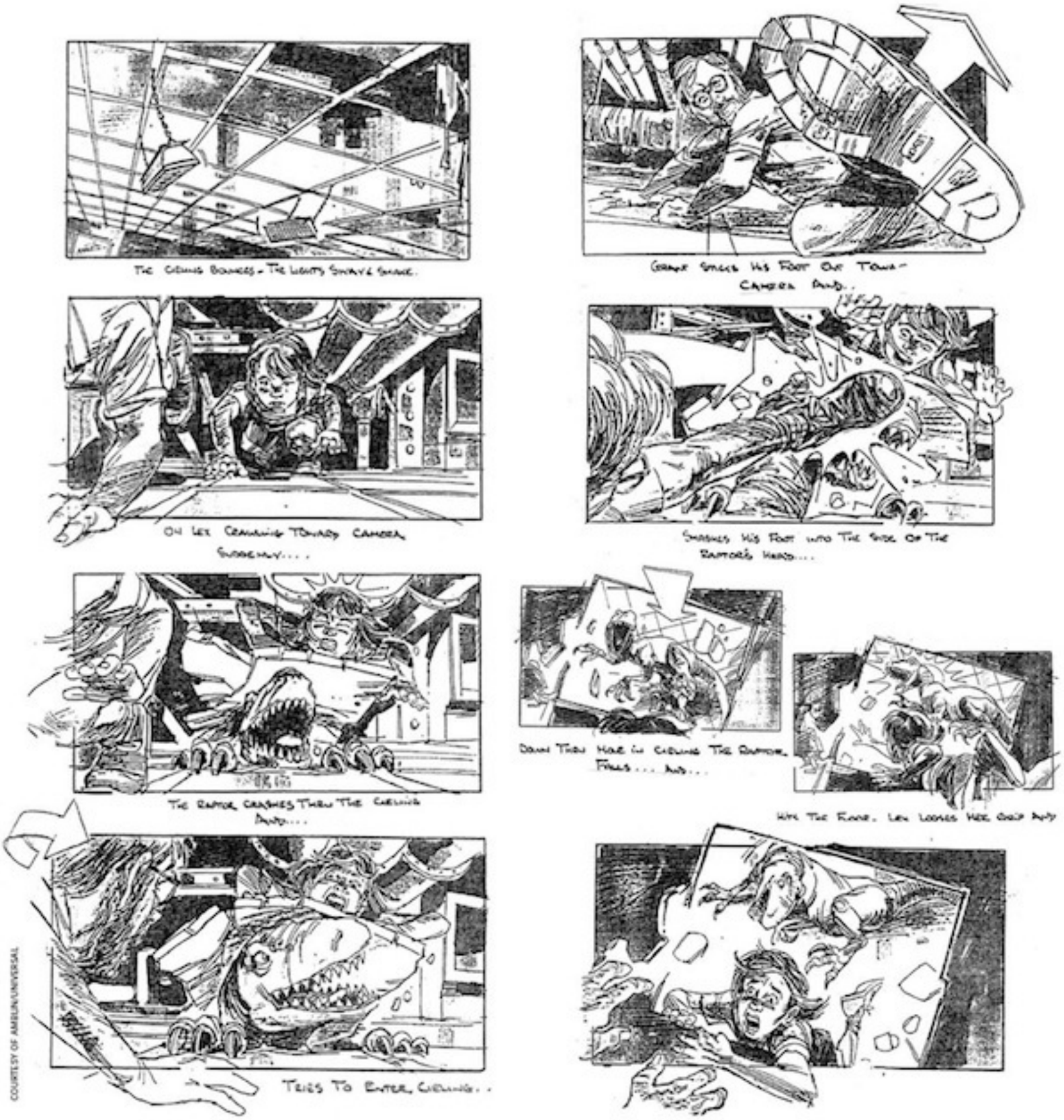


Story Frames drawings

Commenting shot description

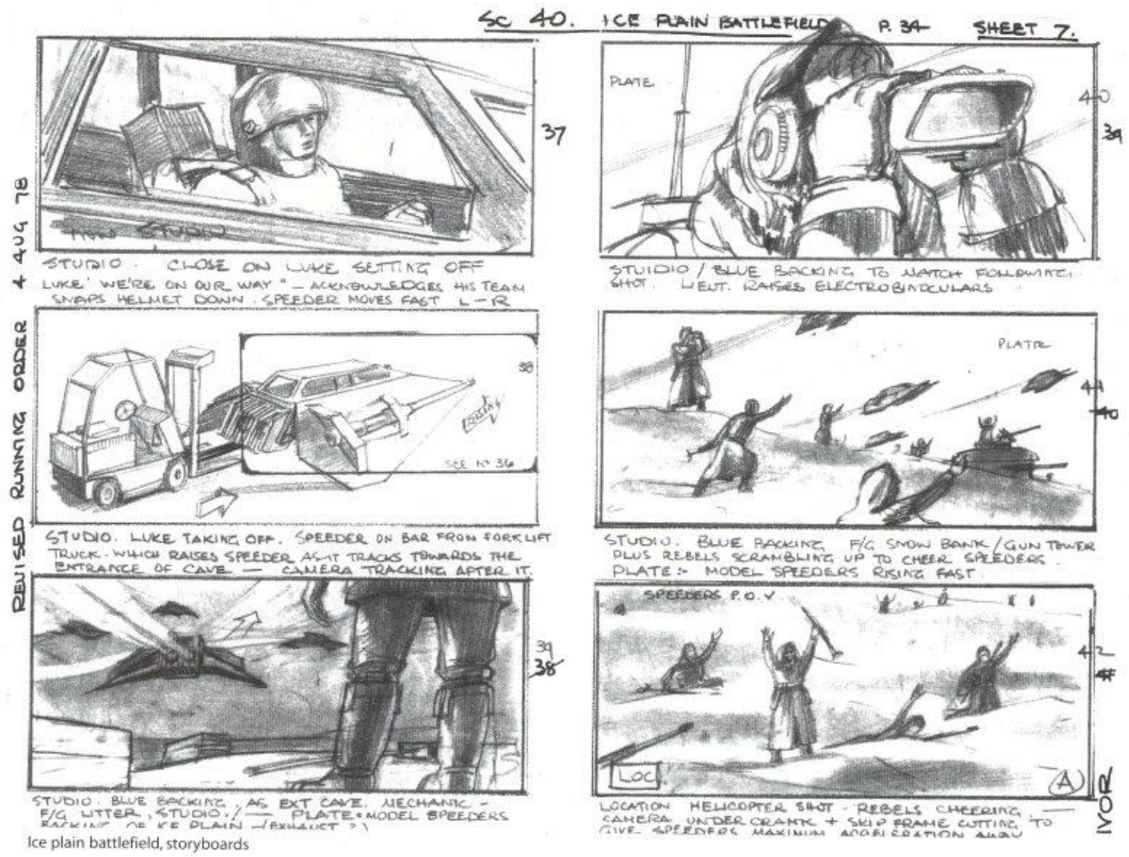
Camera/Actor Movements

JURASSIC PARK

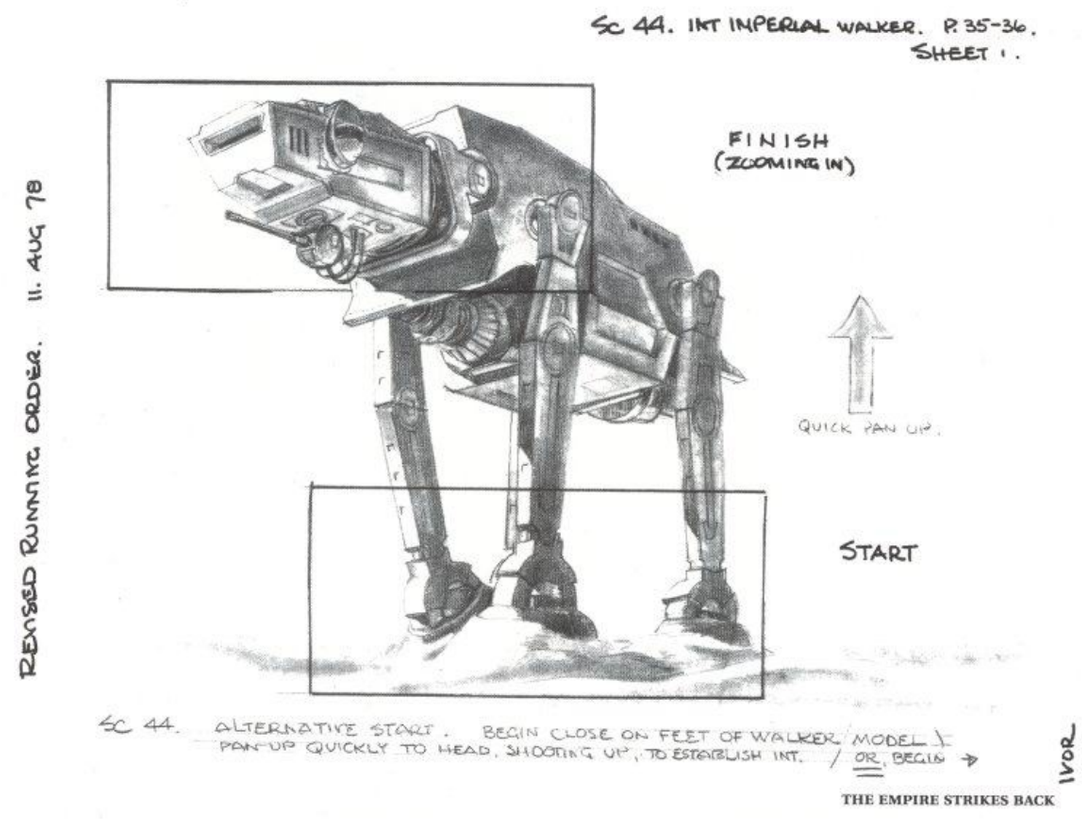


COURTESY OF AMBLIN/UNIVERSAL

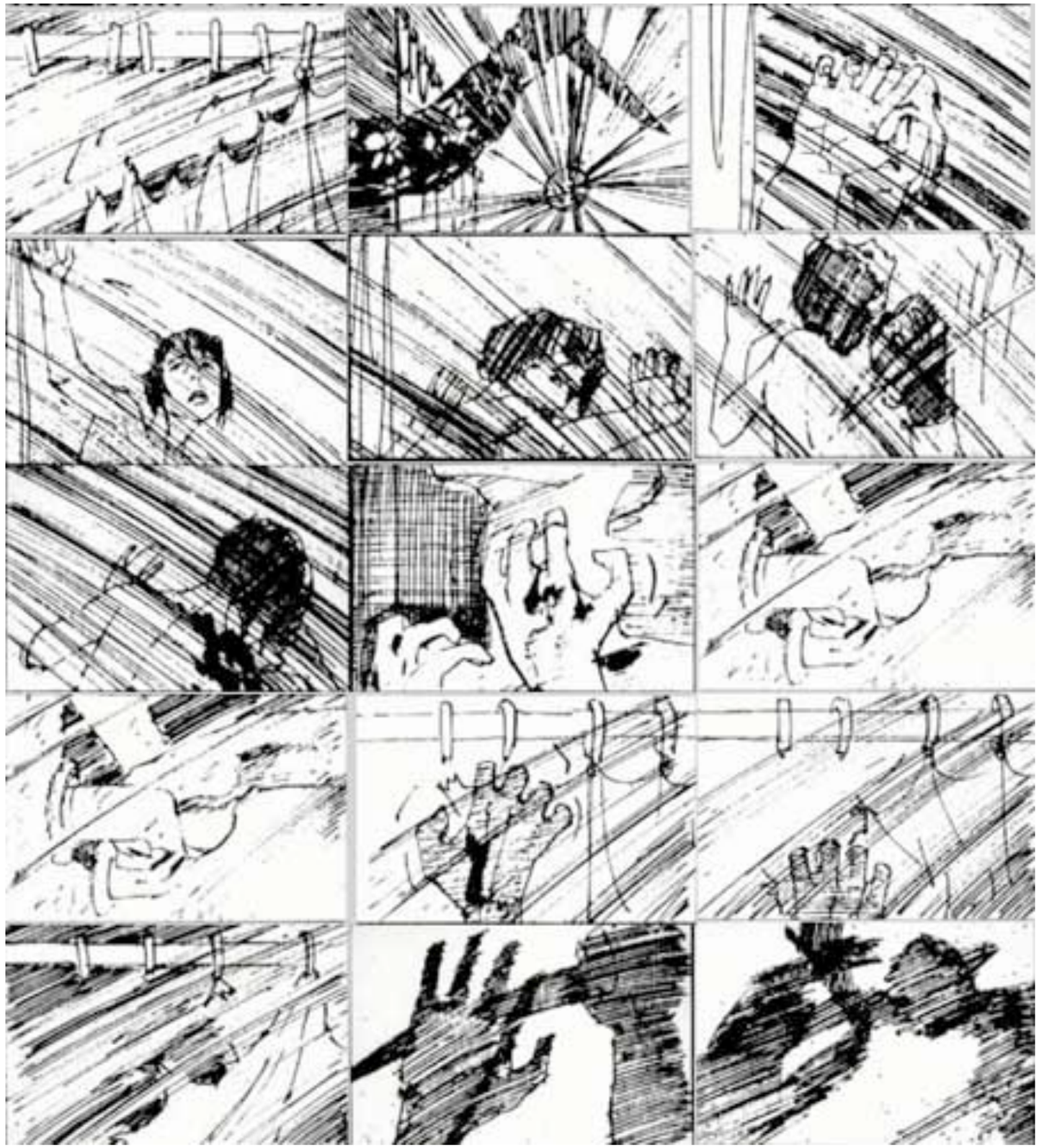
EMPIRE STRIKES BACK



Ice plain battlefield, storyboards



HITCHCOCK'S PSYCHO



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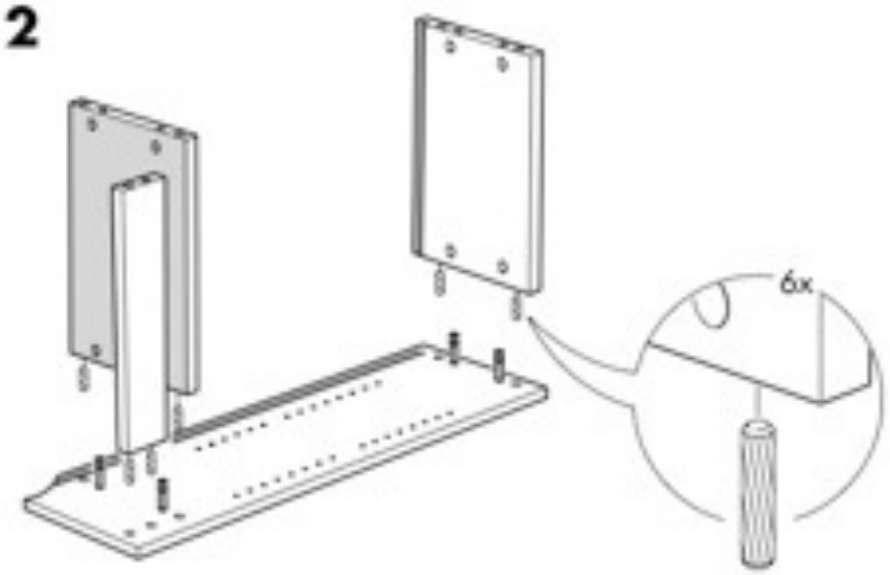

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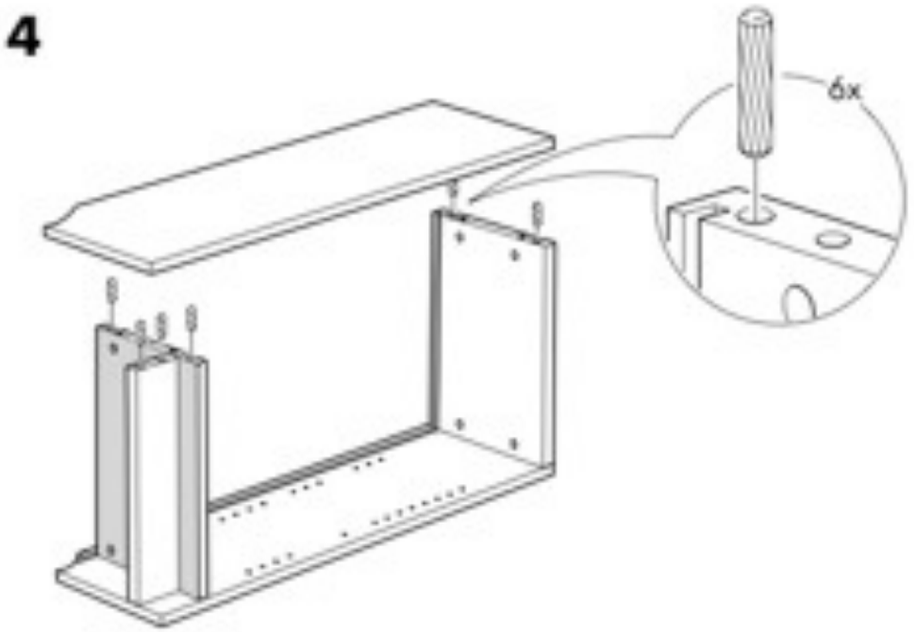

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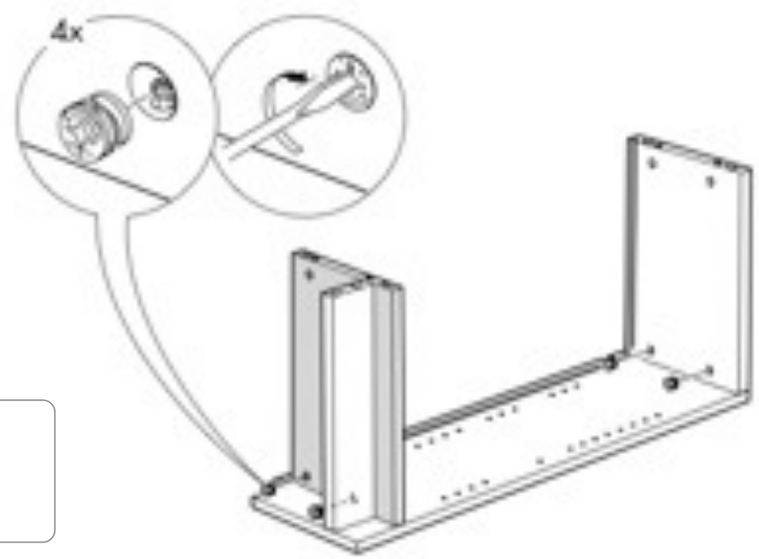

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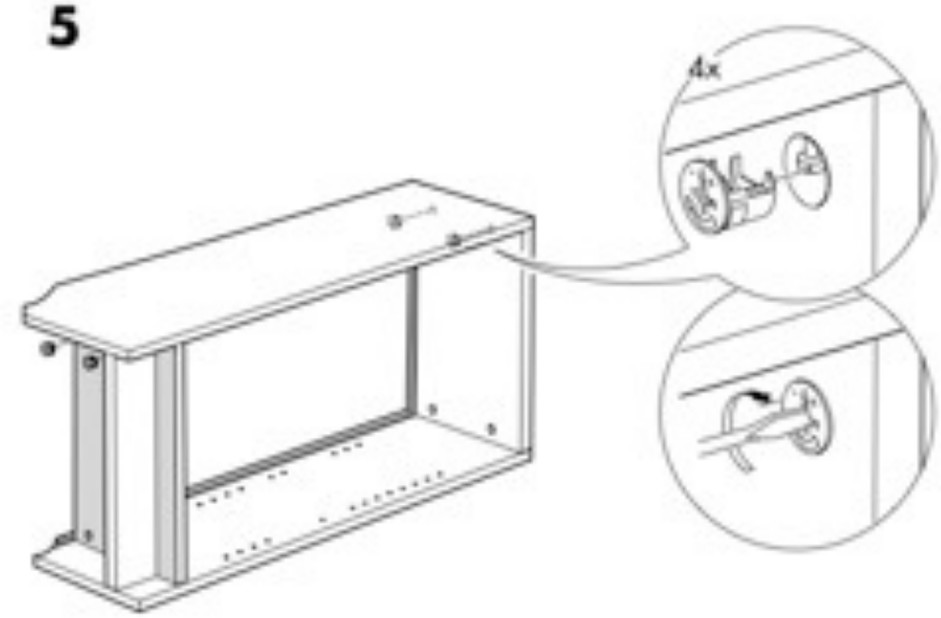
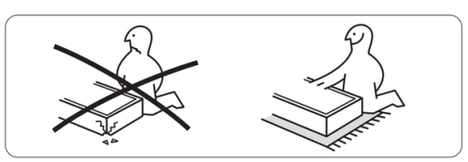
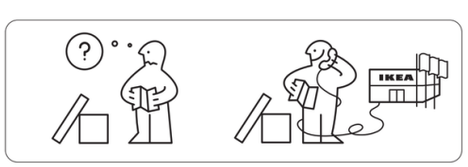






ANIMATICS

Storyboards edited for timing and motion often including audio & music

SHOOTING
FILMING
RECORDING

CHECKLIST

1) CAMERA
2) LENS
3) LIGHTS
4) AUDIO
5) ADDITIONAL

CAMERA

WHAT MAKES SENSE?

WebCam
SmartPhone
Canon DSLR

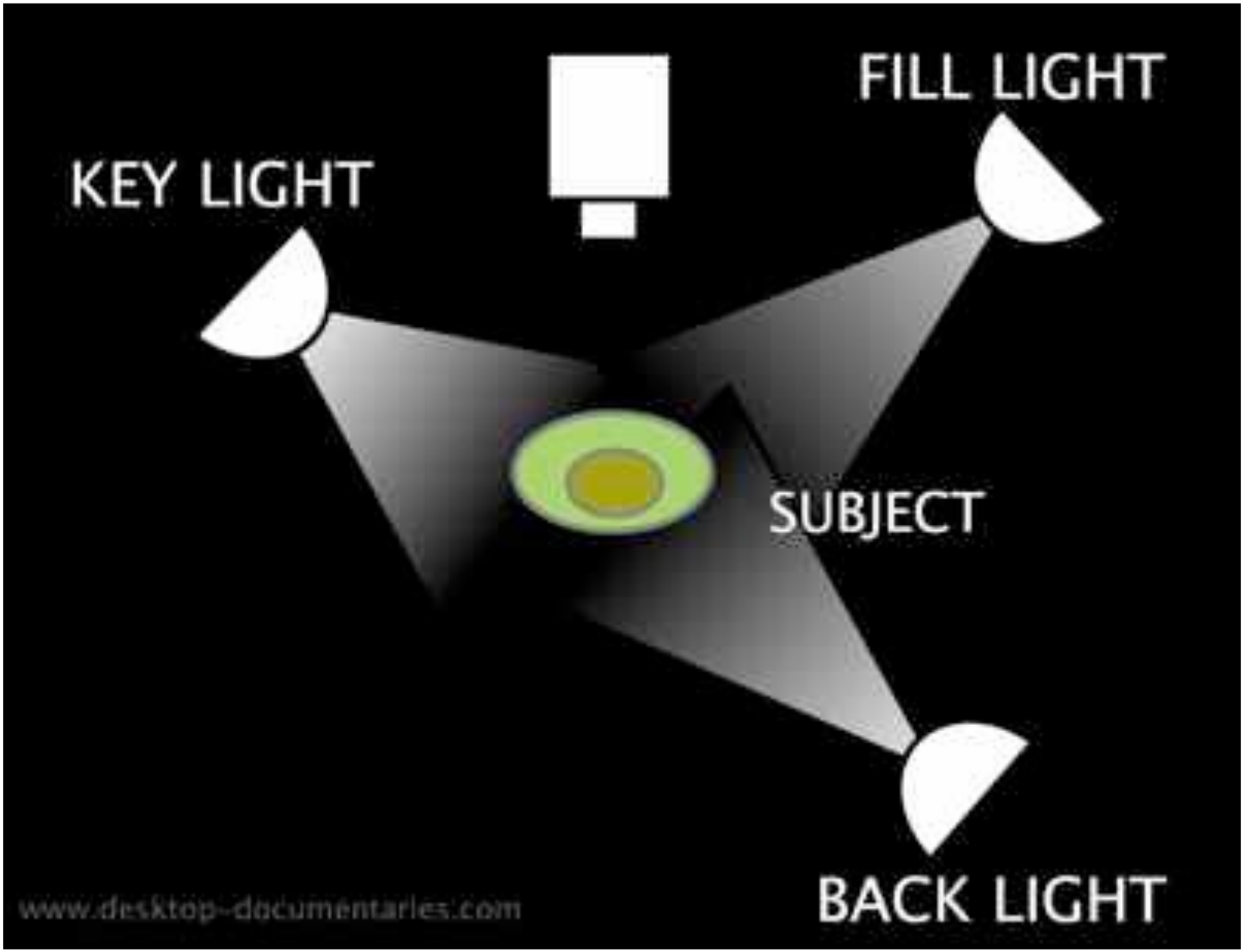
LENS

WHAT MAKES SENSE?

Adjustable
Wide Angle
Macro
Prime

LIGHTS

3-POINT LIGHTING



AUDIO

“Bad video is tolerable, bad audio is not”

AUDIO

CS-88

SENNHEISER
SENNHEISER

ZOOM
STEREO 4CH MTR
00:00:01:037
STE-000.wav
FOLDER FILE SPEED WAV/MP3
INPUT
REC
Handy Recorder
H4n

Blue

ADDITIONAL

Batteries or Adapter
Cards - SD, CF
Card Reader
Carrying Case
Headphones
Tripod
Time
Snack

SHOOTING

HOLD A SHOT FOR AT LEAST 10 SECONDS
RECORD "HANDLES" BEFORE AND AFTER

http://www.jou.ufl.edu/faculty/mmcadams/video/five_shot.html

AT LEAST 2 SHOTS

MEDIUM FROM THE WAIST UP

CLOSE-UP FACE ONLY

BBC RULE OF 5

HANDS (tight)
FACE (tight)
MEDIUM (hands and face)
OVER THE SHOULDER
SOMETHING ELSE

http://www.youtube.com/watch?v=EMMT4bbWo8k

BBC RULE OF 5 + 1

HANDS (tight)
FACE (tight)
MEDIUM (hands and face)
OVER THE SHOULDER
SOMETHING ELSE
ESTABLISHING SHOT

http://www.youtube.com/watch?v=EMMT4bbWo8k

OTHER SHOTS

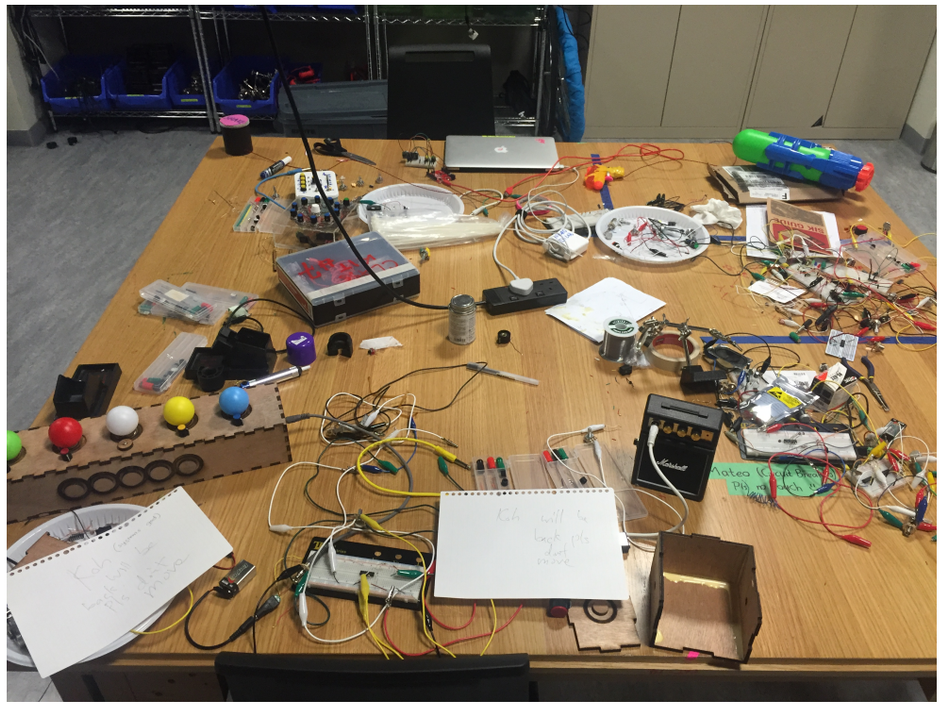
COVERAGE

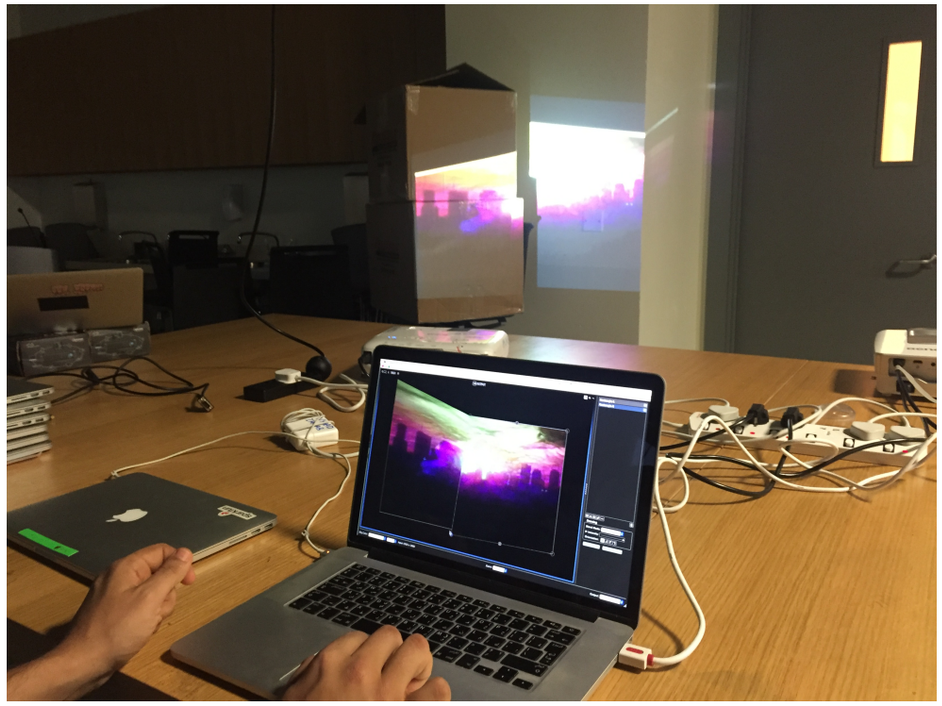
B-ROLL
EXTRAS
SCENERY
CUT AWAYS
ENVIRONMENTALS

STILL
WIDE
CLOSE-UP
PANS
TIMELAPSE

WIDE SHOTS

B-ROLL





FRAME RATE vs SHUTTER SPPED

Frame Rate - Number of frames per second
Shutter Speed - Exposure time per frame

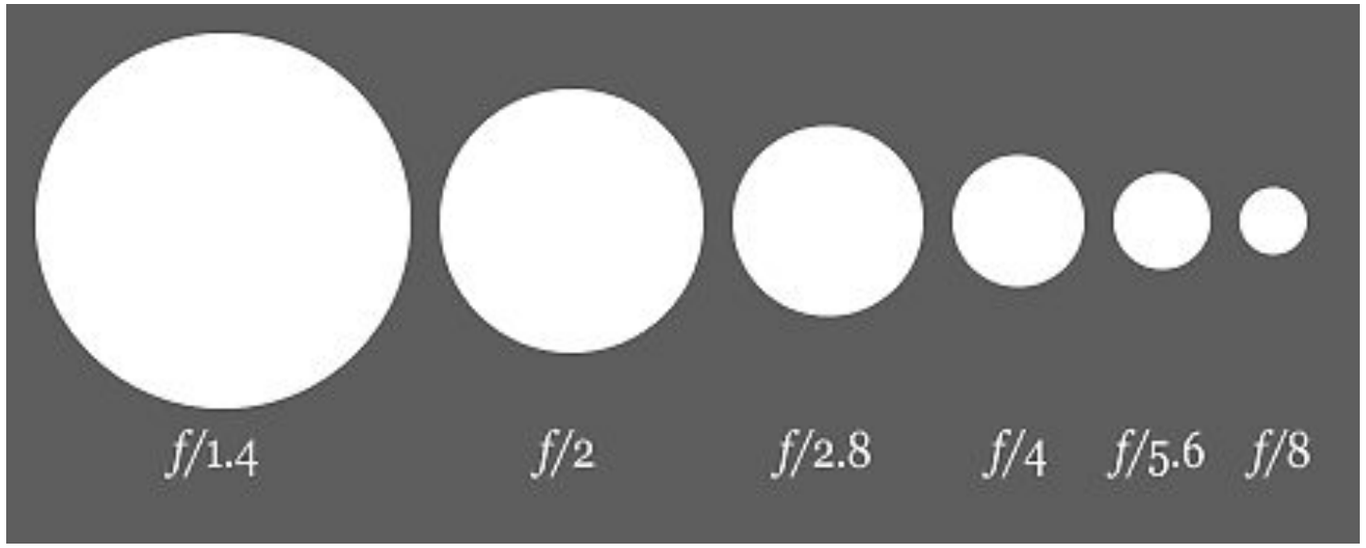
24p or 25p >> 50 (1/50 sec)
30p >> 60 (1/60 sec)
50p >> 100
60p >> 120

Rule of Thumb: Shutter speed should be set to twice the frame rate

Vimeo Video School: Frame Rate vs Shutter

APERTURE

Controls the amount of light let in through the lens and onto the sensor



1.4
Low F-Stop Value
Wide Aperture
Shallow Depth of Field

32
High F-Stop Value
Narrow Aperture
Deep Depth of Field

Easy Guide To Understanding Aperture

APERTURE

f-Stop 5

f-Stop 32

1.4
Low F-Stop Value
Wide Aperture
Shallow Depth of Field

32
High F-Stop Value
Narrow Aperture
Deep Depth of Field

Easy Guide To Understanding Aperture

ISO

Sensor Sensitivity - higher ISO means more noise

GOOD ISOS: 160, 320, 640, 1250, 2500
AVOID USING: 125, 250, 500, 1000

Rule of Thumb: Use as low an ISO as possible, increase only *when* there is a need to compensate for poor light and you don't want to stop down your aperture any more or your shutter speed

Easy Guide To Understanding Iso

The Final Re-Write

SOFTWARE

iMovie

Camtasia

Final Cut Pro

ADOBE PREMIERE

Avid Express

Sony Vegas

MEDIA MANAGEMENT

IMPORT

↓

ORGANIZE

↓

REVIEW

2 Steps

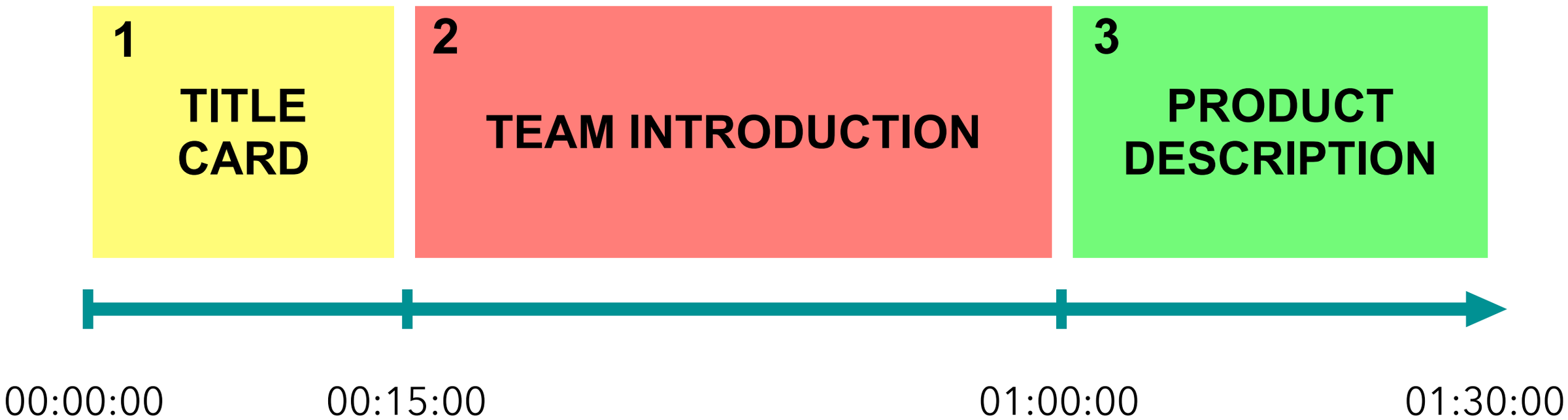
STORY EDIT

Narration, Titles, & Dialogue

POLISH EDIT

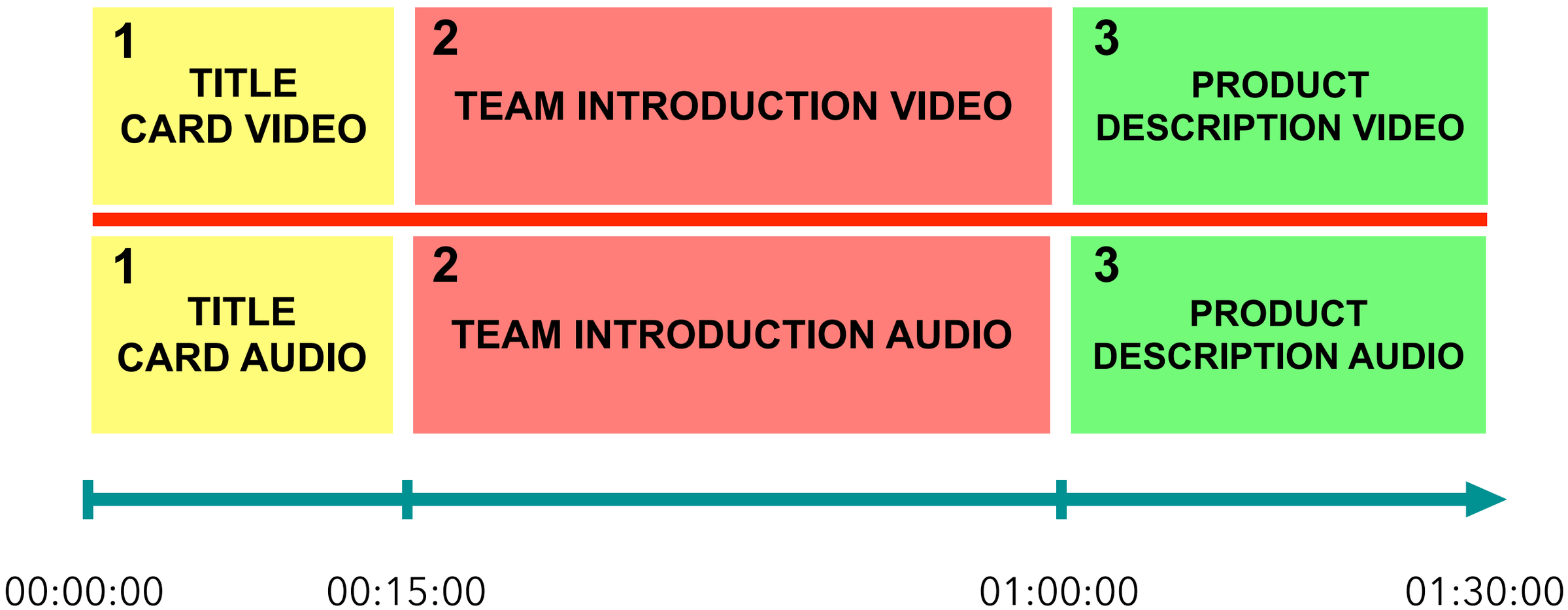
Music, Pacing, Imagery Emotion

BASIC OPENING / ACT 1

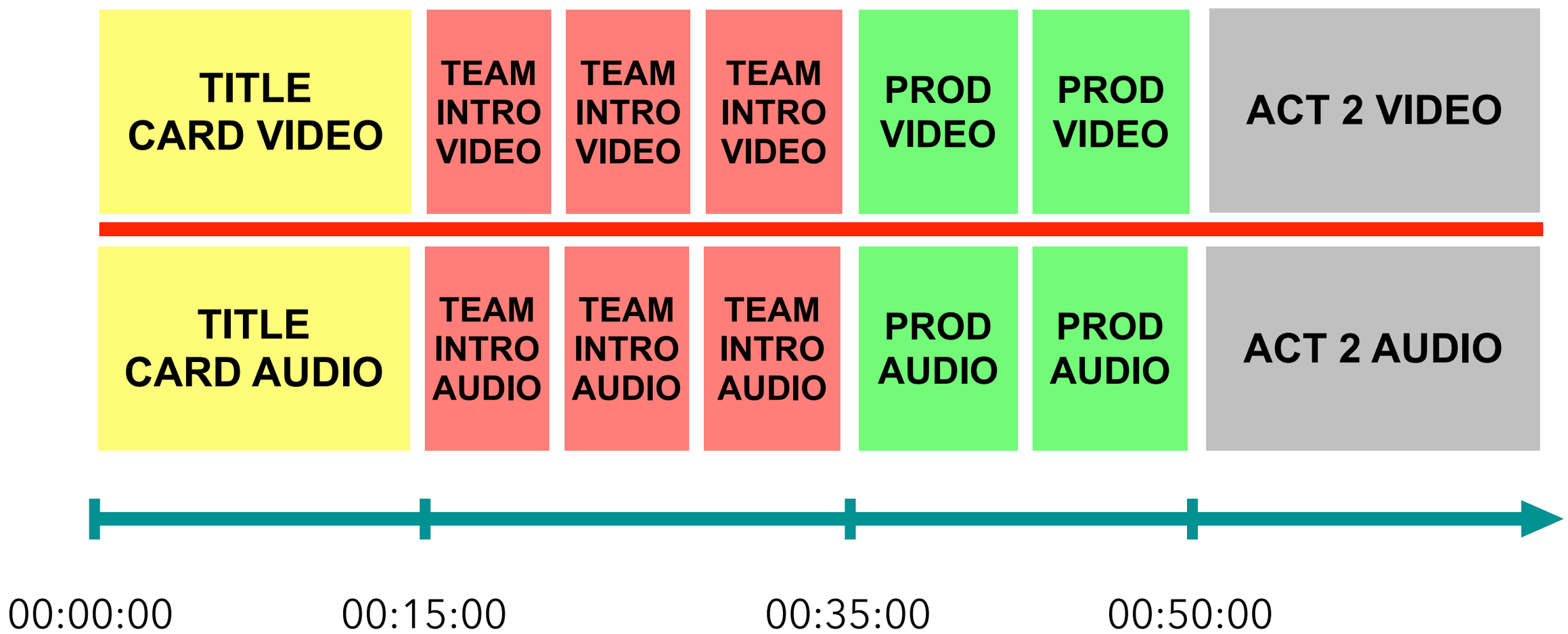


STORY EDIT

BASIC OPENING / ACT 1

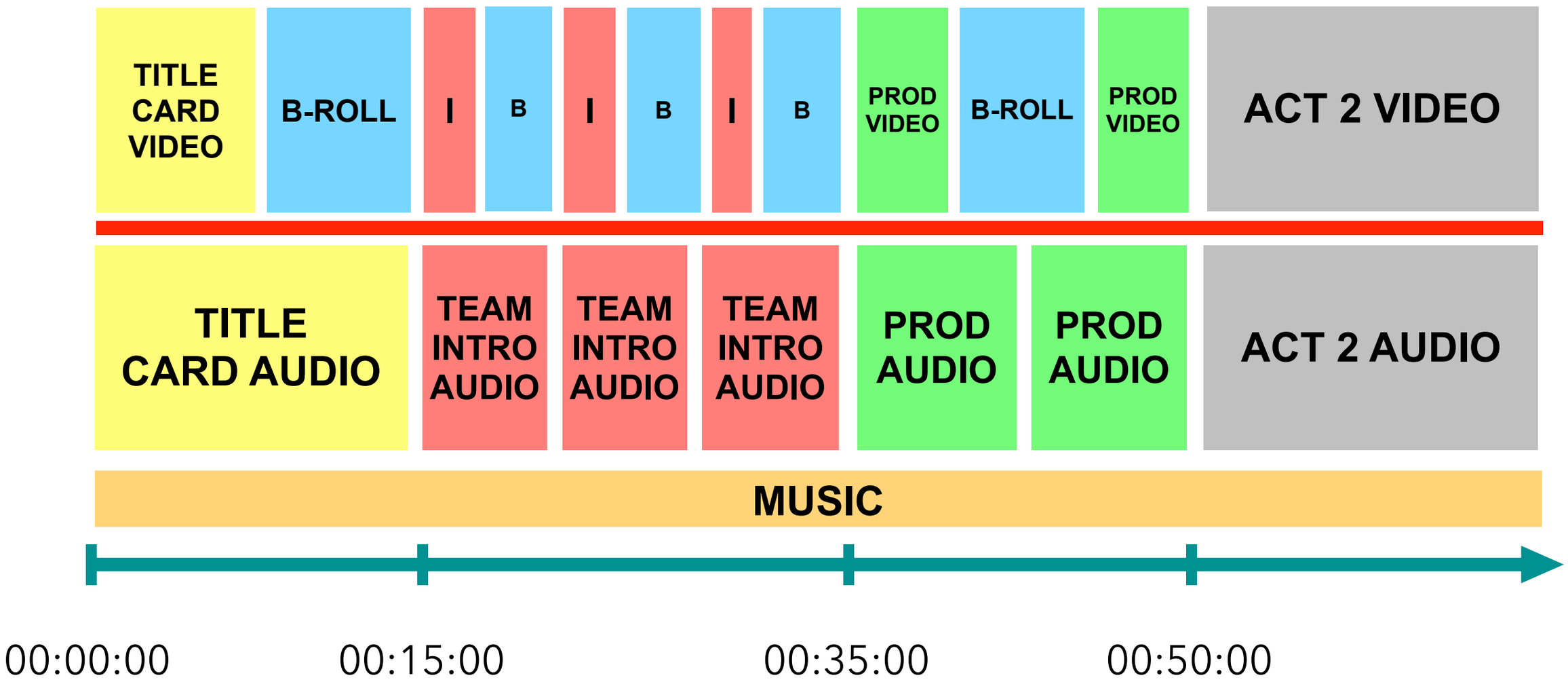


BASIC OPENING / ACT 1

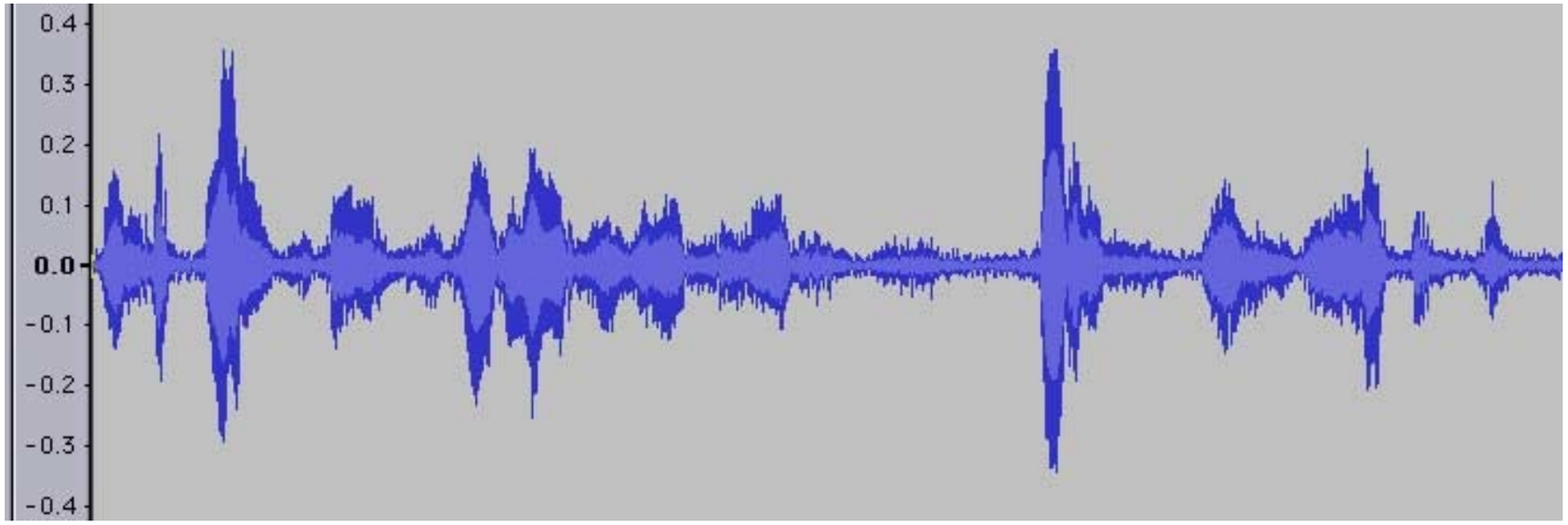


POLISH EDIT

PICTURE LOCK



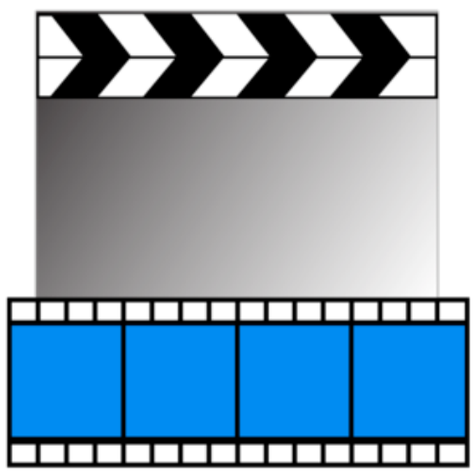
SoUnD MiX


0.4
0.3
0.2
0.1
0.0
-0.1
-0.2
-0.3
-0.4

vol 0.0
dyn
Audio 1
vol 0.0
dyn
Audio1.dp1
vol 0.0
Master 1

COLOR CORRECTION

MEDIA CONVERSION



MPEG STREAMCLIP

HANDBRAKE

NY TIMES - “The Impossible Burger”