

Media and information

MOTION INFORMATION AND MEDIA

Motion Media

- There is no universally adopted definition for motion media.
- Motion media in essence is visual media that gives the appearance of movement.
- Motion media can be a collection of graphics, footage, videos. It is combined with audio, text and/or interactive content to create multimedia
- Motion Media is a type of media that uses moving images (video footage, graphics, text) in communicating information with various purposes (e.g. educational, entertainment, advertisement).
- This form of media is usually paired with audio elements to convey its message effectively.

IN MOTION MEDIA:

- each picture is a frame and that motion is created by rendering or showing consecutively several frames per second.
- 24 frames (pictures) or more per second makes for a smooth animation.; videos, film, slides also make use of frames.

Production Steps

- Generating of storyboard
- Scriptwriting and dialogue recording
- Sketching for animation; Acting and shooting for video
- Adding background music and background details
- Rendering

Classifications of Motion Media

According to Type

1. Film

- comes from the fact that photographic film was the medium for recording and displaying motion pictures.
- however, films are more often recorded digitally these days.

2. Television

- The electronic delivery of moving images and sound from a source to a receiver.

- By extending the senses of vision and hearing beyond the limits of physical distance, television has had a considerable influence on society.

3. Live stream (online)

- a broadcast of the video and sound of an event over the internet as it happens

4. Animation

- a method of photographing successive drawings, models, or even puppets to create an illusion of movement in a sequence.

According to Format

1. **animated gifs** (Graphic Interchange Format), Flash, Shockwave, Dynamic HTML
2. **Video formats/Video Codecs** - motion media use large resources. Codecs compresses and decompresses video files. Examples are H.26N series, Quicktime, DivX, MPG, MP4

DESIGN ELEMENTS AND PRINCIPLES OF MOTION MEDIA

1. Speed

- Speed can be constant or variable.
- The tone of the movement can be highlighted by the speed coupled with music.
- A fast movement gives vigor and vitality, intensifying emotions.
- A slow movement connotes lethargy, solemnity or sadness.

2. Direction

- Direction can indicate a movement from one direction to another. It can also refer to the growing or shrinking of an object. As objects move, the background must remain in scale with the object.

3. Motion path

- Motion Path refers to the route that the object will take. It shows the change in direction of a movement. It is important to note the triggers to the change in direction of an object. These triggers are often key objects or events in a story

4. Timing

- Timing can be objective or subjective.
- Objective timing can be measured in minutes, seconds, days, etc.
- Subjective timing is psychological or felt.
- Objective timing is used to produce subjective timing.

- Timing can be used to clarify or intensify the message or the event. Using a pause can help time the events.

Design Principles

- Speed, direction and timing should depict natural laws of physics. This included trajectories, impact on objects and reactions of the environment.

Timing

- Timing affects recall.
- Fast movement sends much information
- Slow movement provides emphasis and lasting recall.

Transitions

- are used to switch between scenes. Having a clear start and finish in your motion path or scenes
- It is important to know which type of transition to use as this sets the tone for the next event and should provide a smooth connection from one event to another.

SOUND AND COLOR ADDS DEPTH AND MEANING TO MOVEMENT

Blurring

- can be used in different ways. In animation, blurring can provide the illusion of fast movement. In videos, it is often used to censor information for security or decency.

Remember

- Always review the purpose of the movement. Movement is not added for the sake of it.

Motion Media: Focus on Film

- We will discuss the elements of motion media in the context of film. The choice of this context in our discussion is due to the generalizability of the terms used in film, which makes them applicable to other motion media types as well.

There are **four main production elements** that make up a film, which we will cover:

1. MISE-EN-SCENE
2. CINEMATOGRAPHY
3. EDITING

4. SOUNDS

1. MISE-EN-SCENE

- All of the elements that appear on the camera and how they are arranged make up the film's mise-en-scène.
- It literally means "placing on stage".
- includes lighting, the setting (depth of space, decor, fixtures, etc.), costumes or wardrobe, makeup, and actors and other figures seen in the frame.

Lighting

- helps in creating the overall composition of each shot and leading audiences to the intended understanding of the film.
- **Lighting** can direct our eyes to a particular portion of the frame, emphasize textures of different objects present in the scene, and help establish the mood.
- **Film lighting** can be characterized in terms of quality, direction, source, and color.

Quality

- **Soft Lighting** - is used by cinematographers to eliminate shadows and recreate subtle shades of light from exterior sources.
- **Hard light** is a harsh souring of light that can be created with a direct beam from a light source or from the sunlight.

Direction

- **Frontal Lighting** has a tendency to eliminate shadows, hence usually creating a fairly flat -looking image. Its main advantage, however, is its ability to evenly illuminate a scene. The light source comes from behind the camera.
- **Backlighting** is caused when the source of light is placed behind the subject. It illuminates only the edges of the figure; it defines depth that can sharply distinguish an object from its background.
- **Sidelighting** is used to sculpt the character's features.

Source

- **Key light** is the primary source of light and it can cast strong or dominant shadows.
- **Fill Light** on the other hand is used to soften or eliminate shadows cast by the key light.

- **3-point lighting setup** A combination and carefully planned placement of these light sources, including backlight, will result in effective lighting necessary for the scene. The illustration on the right shows the most basic arrangement of these 3 light sources

Color

- Colors in film can facilitate visual storytelling. It can be achieved in different ways:
 - a. Colored lights
 - b. Filters in front of the camera
 - c. Different film stock
 - d. Production design
 - e. Added at post-production
- It may seem like the colors in the film only match their realistic sources such as having a predominantly yellow color when the light source in the scene is a yellow lamp in a living room. But color can also be nonrealistic, such as casting blue light on the face of the actor to emphasize fear.

Setting, Costume, Wardrobe, and Makeup

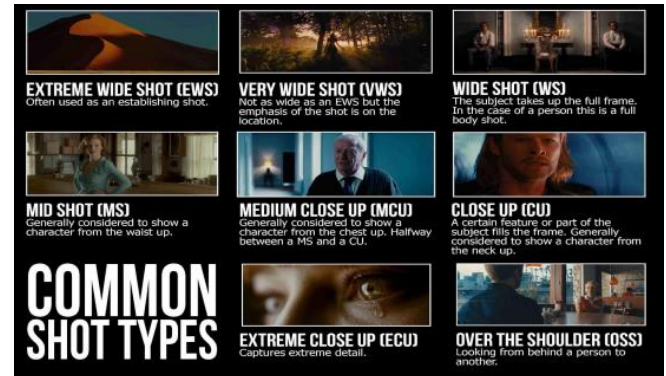
- **Setting** serves as a container for the actions, movements, objects, and everything that takes place in the film.
- **Costume, wardrobe, and also props** contribute to the authenticity of the film, particularly in relation to its time. They also help in building characterization for actors.
- **Makeups** are used to enhance the appearance of the actors and make their faces register better to the camera.
- These components of mise-en-scene can be collectively called the film's production design. Production design is the creation and organization of the physical world surrounding a film story.

2. CINEMATOGRAPHY

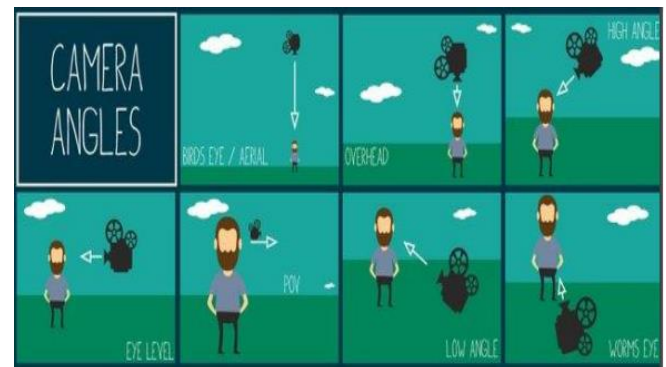
- defined as "the art or technique of motion picture photography."
- a film term that comprises all on-screen visual elements like the different camera works, lighting, color, and also lens choices, filtration, and exposure.

Camera Works

- The term "camera work" covers several different areas:
 - camera shots
 - camera angles
 - camera movement
 - camera focus



Camera Angles



The camera angle is the angle at which the camera is placed relative to the subject.

LOW ANGLE 	<ul style="list-style-type: none"> camera is looking up subject looks large angle creates the impression of power in subject
NORMAL OR STRAIGHT ANGLE 	<ul style="list-style-type: none"> camera is at eye-level of subject subject looks even with, or equal to, viewer angle makes viewer feel equal to subject and may even cause viewer to identify with subject
HIGH ANGLE 	<ul style="list-style-type: none"> camera is looking down subject appears small angle creates the impression of weakness in subject

Camera Movements



3. EDITING

- Film editing is an art form which can either make or break a film
- the way the film is put together (e.g. inclusion, length, and order).
- The sequences of shots then must be arranged to form an entire film.

A. Pace

- Think of editing as a heartbeat. The **faster the pace (shorter length shots)**, the more excitement and action; **the slower the pace (longer length shots)** the more serious or detailed.

B. Transitions

- There are a different ways on how two scenes can be connected:
Straight cut – one scene is directly after another image
Dissolve – One image merges into another
Fade – (to black) indicates the end of a scene
Crosscutting – two lines of actions are cut between to show they are happening at the same time.

C. Montage

- a series of short shots edited together to condense a part of the story. Montages suggest the passing of time.

D. Special Effects

- broad term for fantastical audio and visual illusions that could not have been filmed by normal means.
- Special effects include in-camera effects, miniatures, CGI, rear-camera projections, and stop motion animation. Visual effects are a subcategory of special effects.

E. Continuity

- the practice of ensuring that details in a shot are consistent from shot to shot within a film scene.
- When there is continuity between shots, then audiences have a greater suspension of disbelief and will be more engaged in the film. (Perkins, 2016)

F. Framing and Composition

- Composition is how the subjects and other objects in the scene are placed in a frame.

- Shot composition is what your camera sees, and in essence what you audience sees on the screen.
- A good composition will help in effectively conveying the narrative of a film or the intended message of a motion media text.

Phases of Motion Media Production

1. Preproduction
2. Production Phase
3. Postproduction
4. Distribution

1. Pre-Production

- encompasses all aspects of preparation that are performed before the camera starts to roll.
 - a. Screenwriting/ Scriptwriting - the blueprint for films. It is the general plan for production.

Storyboarding

- A storyboard is a visual representation of a film sequence and breaks down the action into individual panels. It is a series of ordered drawings, with camera direction, dialogue, or other pertinent details. It sketches out how a video will unfold, shot by shot.

2. Production Phase

- The production phase refers to the period of time when the film is actually being shot. The goal is to capture the sound and image necessary to tell the story. Some aspects of production include the following:

1. **Direction**
2. **Camera Operation**
3. **Lighting**
4. **Sound Recording**
5. **Acting**

Basic Film Equipment

- a. **Camera**
- b. **Tripod**
- c. **External Microphone**
- d. **Portable lights/ reflector**
- e. **Powerbank/ Portable battery pack**

How to get started (before hitting that record button!)

- a. **The Production Designer** makes sure that the set is ready; actors are in proper

wardrobe and with the right props, if there's any.

- b. **The Director** briefs the actors of what the scene is and does the blocking.
- c. While preparing **the actors**, the Cinematographer fixes the framing and composition. She checks the light quality and does necessary adjustments to ensure that the scene is properly lit. The Director checks and approved the final framing.
- d. **The audio equipment** is placed in areas that would best capture the sound, especially if there are dialogues. Microphones may also be attached directly to the body or clothes of the actors.
- e. **Actors** are instructed to proceed to their blocking.
- f. **The Director** does the "call" to cue the filming of a "take" (the moment the camera starts recording until it is stopped).
She will give the following cue:
 - **"Actors ready"** to cue the actors that the recording is about to begin.
 - **"Sound"** to cue the sound mixer to press record button on the recording device.
 - **"Camera"** to cue the cinematographer to press the record button on the camera.
 - **"Action"** to cue the actors to start acting and for the rest of the crew to execute their parts according while the
 - **"Cut"** to cue end of take.
- g. **The Director** reviews the recorded video then evaluates whether it is a good or bad take. If it is bad, the director will call for a retake.
- h. The same process is repeated until all shots set for the day has been completed.

3. Post-Production

Video Editing software

- For you to execute all the principles of postproduction, learning how to use video editing software is necessary

Picture Editing – Basic Cuts

Standard Cut - The fundamental start to editing is the standard cut. This is the cut between two different clips next to each other.

J-Cut - A J-cut will have audio from the proceeding video clip enter the next shot before the first shot has finished.

L-Cut - An L-cut has audio from the first shot bleed into the second shot.

Jump Cut - A jump cut is where a single shot is cut ahead into itself, making the subject appear sporadically through the frame. Usually used to signify a shift in time.

Cutting on Action - s where you would cut from one shot to another angle that fluidly matches the first shot's action

Match Cut - A match cut is an edit that uses elements from the previous shot to transition to the next scene. The proceeding scene is usually wholly different from the first scene.

Crossing Cut - Crossing cutting is a form of editing that establishes two sequences at separate locations to be occurring at the same time.

Text and graphics can be a strong film and video production tool, from simple text blocks to elegant animations and all in between. They can help reinforce the information being presented.

However, just because something is showy does not mean it is necessary (or even best) for your project's requirements.

Here are some things to consider when deciding whether or not to add text to your videos

- ***Size***
- ***Fonts(Text)***
- ***Obstructions/Backgrounds Safe margins***