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| Sheet No.                    | 1 |
| Assignment 1                 |   |
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## Assignment 1:

A photograph of your choice delivered via Canvas e-submission

A 150 second (2m30sec) video delivered via Canvas e-submission

In this assignment you will investigate the basics of photography, video editing, colour correction and video delivery.

### Your photograph

Your photograph can be of anything you like. It is up to you to think about what might make a good photograph and to then compose the image accordingly. The best way to understand this is to look at lots of photographs. Why do they look good? How are they framed? Have they used the rule of thirds or another composition technique? What is the lighting and colour like?

Seeing as this is a module about television and video, and due to the nature of television, you must deliver your photograph with a **landscape 16:9 aspect ratio** – you can crop a larger format if you need to.

This part of the assignment is about familiarising yourself with framing and image composition, so I am less interested about particular technical errors within your shot (e.g. noise). However, I expect the main subject matter to be in focus and not incorrectly exposed. If you have used focus and exposure creatively and are concerned. I might not understand your thought process, please discuss this in your report.

I would recommend you show your photograph to a few peers and ask for an opinion. A two minute discussion with somebody not familiar with your work can really help you understand what an audience might think of your picture.

I also expect a **minimum resolution of 1920x1080px** and the file type to be JPEG, PNG or TIFF with no obvious technical errors (e.g. you accidentally left a black line down the edge). This is not difficult to achieve and if you deviate you will lose marks.

Your photograph requires a short report. Use this report to explain your thought process. The report is important as, without it, I am guessing as to the creative choices you have made.

## Your video

You are welcome to use either Final Cut Pro or Adobe Premiere video editing package to produce your video.

This lab is not an in depth tutorial on how to use an edit or colour-grading package – the lectures will cover the basics and there are many training tutorials online for which ever package you choose to use. We are also obviously happy to help with any specific issues you may have. Your job is to use your knowledge gained in the lectures and personal research to make a video with the clips provided using the minimal features (because this is all you need) of an editing package. If you find yourself using more than import, export, cut and mix then you are concentrating more on the package and less on making a video. But again, if you have any specific problems then you are welcome to ask me.

You will be making a video that is about an allotment. Specifically Dr Patrick Holroyd's allotment. The type of video you are making is a VT that would sit within a larger TV programme. If it were part of a real programme it would probably be a weekly item and would cover a different topic each week. Try to think of what audience the TV programme would have. The key thing to remember is that you are telling a story. This story has already been written in the form of a script. Use the script and make an interesting engaging video that is both technically correct and looks great. Choose an appropriate music track for your video that compliments the content of script and video RAWs.

Your video should be **2 minutes 30 seconds** long including a **sound track** and **graphics** where appropriate. You should use the script that has been written as your guide and use the video and graphics resources we provide. You **SHOULD** use your own choice of music / audio for background music and sfx. You should deliver your video on **CANVAS via e-submission** using the following spec:

**H.264 codec, 50fps, 1920x1080 resolution, square pixels, .mov or .mp4 container, stereo audio balanced to -12dBFS.**

You must also submit your Adobe Premiere file or Final Cut Pro file. **DO NOT** upload any of the original assets. This file size should not exceed more than 500KB

You will be assessed on the complete package.

All software for editing and colour correcting your video (Adobe Premiere, Final Cut Pro, Adobe After Effects, Adobe Photoshop, Davinci Resolve) are available on Informatics machines in RI-204/205. Adobe CC has also been made available to VPT Students on **ONE** personal machine.

All the video source files required for this assignment can be found in the Informatics Teaching Space under "VideoProductionTechniques". **DO NOT USE ANY OTHER VIDEO RESOURCES!**

Assets can also be accessed from the N Drive. Navigate to;  
/its/teaching/Departments/Informatics/VideoProductionTechniques.

**N Drive support document** - <http://www.sussex.ac.uk/its/help/guide?id=49>

Alternatively, RAW footage available at:

<https://sussex.box.com/s/b6ueffzh0lzunsv93y2rhdpdbqcuijw>

## How to make a good video

This project is about producing a **good looking video**. The best way for you to achieve this is to do some **homework: WATCH TV!!! (not youtube or streamers, actual TV)**. Watch loads of it and make notes of all the small VT packages that are run. Watch adverts. Watch programmes like *Strictly Come Dancing* and note everything that is not live. Watch home buying programmes to see their quick overviews of the local areas. Look at graphics and how they are used. Listen to audio and pick out the nuances in effects and quality. You are aiming to produce professional looking material. Pay careful attention to lecture 2 and 3.

## Setting up your workspace using Premiere

Create a new project in Premiere.

Create a new sequence following the information below.

When selecting the preset settings for your sequence, select **AVCHD 100 1080p50** (as shown in Figure 1). It is important that your sequence settings match the raw video settings. If they do not the video files will be re-rendered by Premiere and the default storage for the resulting in an excess of renders and the potential loss of quality. The raw video files are currently encoded with AVC-Intra at 100 Mbit/s with a frame size of 1920-1080px and frame rate of 50fps.

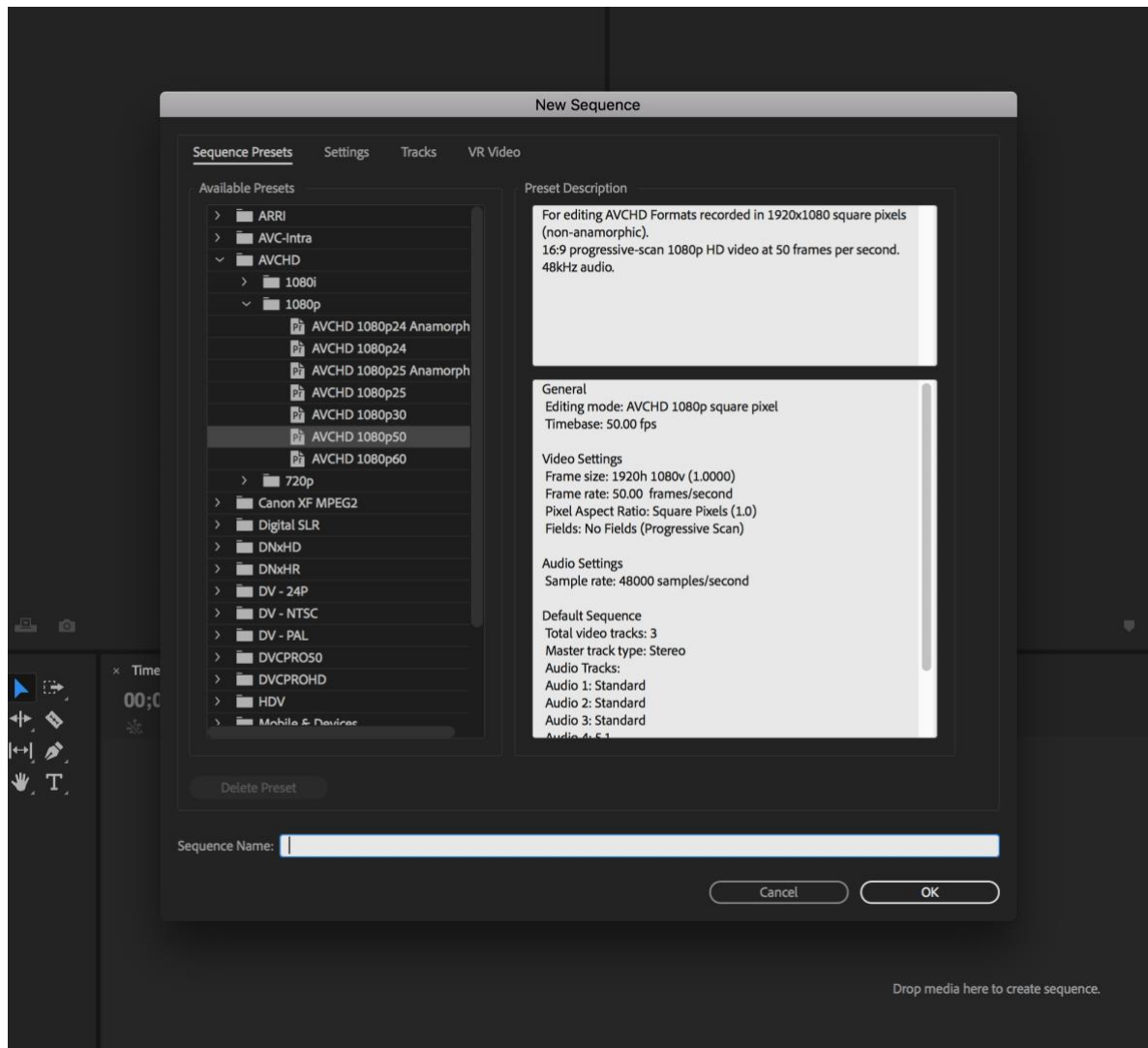


Figure 1 - Sequence preset settings for Premiere

Once you have a new sequence import your files into Premiere or Final Cut by dragging them in from the Informatics Teaching Space.

For this assignment we will be editing using files located on a remote server. This is only possible when the network is of sufficient speed. Hopefully the Informatics network will keep up under the strain! All video files are located in the Informatics Teaching Space under VideoProductionTechniques.

## Colour correcting

20% of the marks for this assignment are for colouring your video and creating a consistent look that runs throughout your entire video. The raw video files have been supplied directly from the camera. Many shots are over/under exposed and a number of shots need correcting. Use your editing package to create a consistent look that run throughout the video, and the colour package DaVinci Resolve to fix specific clips – try and recover shots that are over/under exposed. If you are unable to recover a shot think about removing it from your video. Colour correcting is about tying your shots together so they don't look like they were shot separately. Colour correcting is not colour grading. Colour grading is about giving your video a certain creative look that has been specified for the video.

## Submission

You should submit

1. **Photograph** - You should submit your photograph as a Jpeg, PNG or TIFF
2. **Video** - You should submit your 150 second raw video using the following settings: **H.264** codec, **50fps**, **1920x1080** resolution, square pixels, **.mov** or **.mp4** container.
3. **Your addition audio assets.** (backing track & sound effects)
4. **EDL file** (e.g. FCPX or Premiere XML export)
5. **Report**  
Your report should be in two parts:
  - **Part 1 explaining your photograph**
  - **Part 2 explaining your video (e.g. specific choice shots / your music choice) and detail the process how you put it all together. Please include a screenshots and a screenshot of your projects entire timeline.**

**This e-submission (on Canvas) must be made before the deadline date (see end of document).**

## Assessment Criteria

This project is split into 2 major assessment areas. The photograph is worth 20% of your overall mark for this assessment and the video is worth 80%.

### Photograph – 20%

The photograph is assessed in 3 areas, composition, technical and report. The following provides a guideline to the mark allocation:

#### 40% Composition:

Choice of shot

Framing

Use of rule-of-thirds

#### 30% Technical:

Exposure

Focus

Resolution must be a minimum of 1920x1080px

Aspect ratio must be landscape 16:9

File type as Jpeg, PNG or TIFF

#### 30% Report

300 words. Explain your photograph. Why have you chosen the subject matter? Have you considered the framing? Does it have a deeper meaning? What camera have you used? Have you edited it? Justify any technical aspects of the photograph that may be considered incorrect.

Your photograph should be included in your submission and saved as a Jpeg, PNG or TIFF.

## **Video – 80%**

The video is assessed in 3 areas, technical, creative and delivery. The following provides a guideline to the mark allocation:

### **Technical:**

5% Length of video (150:00 seconds - bare in mind this does not mean 149 or 151 seconds, it means 150:00 seconds)

15% Technical quality and accuracy of video editing

15% Technical quality and accuracy of audio editing

20% Colour correction

### **Creative:**

20% Look & Feel

Choice of shot, usage, sequencing and trimming

Effective use of graphics

Timing of audio and video

Appropriate use of cuts and transitions

Effective audio (including audio effects)

Choice of music and audio tracks

### **Delivery:**

15% Conformity output specification and delivery

Export spec:

H.264 codec, 50fps, 1920x1080 resolution, square pixels, .mov or .mp4 container, stereo audio balanced to -12dBFS.

### **Report:**

10% 500 words. Explain your video and detail how you put it together, use screenshots to help you explain your process. Explain your music choice and how you edited your audio. You also should include a screen shot of your entire edit timeline. Discuss any issues you had to overcome with the video / audio and the process used to resolve those issues.

**Submission deadline: Thursday Week 5 16.00 Hrs, via Canvas.**

**All documents will need to be uploaded before 16.00 Hr. Remember to leave plenty of time for your files to upload.**

**Please check Sussex Direct for confirmation of the deadline.**

**More information is available in the Lectures and on Canvas**

