

### Critical Thinking Questions

1. You are reading the information that accompanies a video. It states that the video is 1080p. Explain what this means. Be specific.
  - In every video there is a format and resolution called. Format and resolution vary depending on what type of video is needed and where it will be used or showed. The commonly used video resolution is 1080p, which it is now an industry standard when producing a video. We see and hear 1080p almost every time we see or watch a video. A 1080p resolution means that the image contains 1920 pixels horizontally and 1080 pixels vertically (1920x1080). Its means that the image is way more clear and smoother, and it can pay attention to the details. It is also called "Full HD," so when the resolution is 1080p, it is Full HD. But the screen must be capable of handling such a high resolution; it is pointless for the video to be 1080p if the monitor's pixels are lower. 1080p resolution is also widely implemented in newer mobile phones and, in especially, computer monitors.
2. Imagine that you were filming a brief documentary about a political candidate. Which camera angle and camera movement would you use in the opening scene? Why would you select these?
  - I would choose a high perspective shot and a steady upward camera movement for the first scene of a political campaign documentary along with back shot that shows his/her supporters as the background. The candidate would enter the frame and slowly move toward the camera in this view, which would begin from a low position, and with the added back shots that gives the candidate a sense of authority and domination. In addition to providing a great perspective of the surroundings, the high angle shot sets the scene and pinpoints the place. The candidate is well introduced in this shot, which also makes a great visual impression in the opening scene. In addition, I would gather some of his old videos (if there are any) or include some of his political activity into the documentary. This would have a positive effect on the public and would also establish the project's overarching concept. In order to accentuate that person's authority, I would also use a cold color filter while editing the video.

3. Imagine that you decided to film a video in SD because the video will mostly be shared on social media, and you want it to be able to load quickly. What considerations do you need to take into account in order to make the video successful?
  - When filming a SD video or "Standard Definition," a resolution whose have 480 pixels or sometimes lower than that, I might consider the resolution of my camera. I will use a resolution that is not too high for the SD video, because when editing it, it will take time for it to be rendered when I used high resolution camera format and it will disregard the raw video's resolution when it is being rendered to lower resolution. I will also check the supported resolution of the social media platform where the video will be published. Of course, I will make a quick plan of the video considering what type of content is needed, the length or duration of film, and the availability of the equipment, so during the actual shooting or filming, there will be no wasted time and the shooting will be smoother. Using a SD resolution in all of your videos, from raw video to the edited video is a great way when you want to produce a quick film. But keep it in mind that you will not have a good film produced when doing it so.
4. Imagine that you will be shooting a public service announcement about the dangers of vaping. You have decided to shoot it in HD. What considerations do you need to take into account so that the framing is appropriate for HD?
  - For this one, I will also consider different aspects like in above scenario. The equipment availability, the duration of the video and as well the timeline of the whole project. But here, I should have the time creating this video as it will be published in HD unlike in the above scenario where it is only a quick film. I could have used a good camera for this shot and have a good resolution. To make it appropriate, paying attention to lightings, focus of the shot, background, audio, composition, camera movement and placement, subject choice and any other important aspect is very crucial for this type of video. Especially the camera movement and placement, where it is the key aspect for the success of the video. I will used more of a medium to close-up shot, and movements that can emphasized those shots as the video will be in HD, so by that important details of the video will be seen. For those kind of shots and to effectively express the concept of the film, a focus on the vape and a focus on the model would be perfect. I will just play between those two important subject to fit the framing. With those foundation mentioned, I can possibly produce the best video.

5. Imagine that you had been asked to film a commercial to advertise a car wash. What kind of lighting would you want to have available for the filming? Explain your choices.
- First, I will use key lighting and this would be sun as my source light. Of course I will film the commercial outdoor to illuminate the subject by the natural lighting of the sun. This will look realistic as my key source of light is the sun which is a good advantage when shooting the commercial. Even though my key lighting will be good, is it not enough to fill all shadows especially the off shadows in my scene. This can be fix by using fill lighting. So I will include a fill lighting to fill any shadows that is off of the scene. And for the subject to stand out for the rest of objects in the scene, a background lighting is good to make separation between the subject and its background. I will also use some lighting edit technique when I'm editing the videos taken so I can fix the unnecessary lighting. And lastly, I will incorporate a good color filter that can match up the subject and will export the video to high resolution. By these techniques from lighting choices to the editing of the raw videos, I can produce a good commercial video for a car wash.

## **UNIT 6: LAB**

### **Create a Storyboard**

*Note: The three items you create in this unit (a storyboard in this activity and a Gantt chart and equipment list in the lab) will become the foundation for your video shoot in Unit 7.*

#### The Setting

You're a digital media professional who specializes in creating animations and videos, and you work in the Marketing Department of FonSec, a company that creates privacy and security apps for smartphones.

FonSec is launching a new security app for smartphones and as part of that launch, the Director of Marketing wants to create a short video (three to five minutes long) that features phone users being asked questions about security and their phones. Here's his email:

**From:** Ben Garcia

**Subject:** RE: Video Storyboard Project

Thanks for taking on this new project! As we discussed, I'd like you to create a short video of three to five minutes that we'll embed on our website home page. I'd like this video to be something like what you see in news programs where the interviewer is first seen asking a

question, and then it cuts to several different people who were interviewed answering that question (in news videos it's usually people on the street walking by).

I'd like to ask four or five questions and then get responses from several different interviewees to each one—maybe three or four interviewees? Exactly how many depends on the time, I guess. I think we should shoot more than we need and then when we're editing, we can decide which are the best responses to use. It would make the video more interesting if for each interviewee, you're shooting their responses in a different location and at a different camera angle—but make sure the lighting stays the same across all the different locations. When you're deciding on locations, choose places that are familiar to our target audience (males/females ages 15-19)—places where you know our target audience would be hanging out.

The idea, or main purpose, of this video is to show that people (specifically people in our target audience, males/females ages 15-19) rarely think about, or even more so, care about, their phone security. I've been thinking about the questions, and here's what I've come up with—I'm open to suggestions if you think we can finesse them or if you think of additional questions that will help us meet the purpose:

- Is there any information on your phone that you wouldn't want everyone on the internet to see?
- Do you use a passcode security lock on your phone? Why or why not?
- How many apps do you have on your phone? Do you read all the terms and conditions of an app before you click I agree and download it? Why or why not?
  - If you do read some of the terms, how much would you say that is, percentage wise?
- Do you ever use security software to scan your phone? If so, what do you use?

As our next step, I'd like to see a full storyboard—I'm going to be showing it to the CEO to make sure she approves before we start spending all that money on the shoot.

Looking forward to seeing what you make! Thanks!

Ben Garcia  
Director of Marketing

Instructions

### **Step 1: How will you create it?**

The first thing you'll need to do is decide which method you will use to create the storyboard—click on each option below for more information about each:

### **Step 2: Create the Storyboard**

You've been given a structure to follow, so it should be relatively easy to start out. Refer back to Ben's emails for the specifics.

Each interviewee should be filmed in a different location and at a different camera angle. Choose angles that best fit with your purpose and the context of the shot. Choose locations according to Ben's request (places your target audience will recognize), but be aware of your lighting and sound needs. When you design the layout, keep these two important practical considerations in mind:

- Each frame should be designed in landscape (the frame is wider than it is tall)—the rectangular shape of a film, TV, or computer screen.
- Keep in mind that you will be recording sound on a phone, so you need to be relatively close to your subjects in shots where they are responding.

With that framework of interviewer/interviewee in mind, start by creating storyboard frames for these shots:

- Title Slide (give the video a working title; this slide will contain that text only)
- Interviewer asking question 1
  - Interviewee 1 response (location 1)
  - Interviewee 2 response (location 2)
  - Interviewee 3 response (location 3)
- Interviewer asking question 2
  - Interviewee 1 response (location 1)
  - Interviewee 2 response (location 2)
  - Interviewee 3 response (location 3)
- Interviewer asking question 3
  - Interviewee 1 response (location 1)

- Interviewee 2 response (location 2)
  - Interviewee 3 response (location 3)
- Interviewer asking question 4
  - Interviewee 1 response (location 1)
  - Interviewee 2 response (location 2)
  - Interviewee 3 response (location 3)
- Closing Slide (this can just say The End)

Once you have composed your key frames, consider other frames you might want to add—additional shots to tell the story of the video. For example, you might want to include establishing shots of each location, or you might want to include a long shot of the interviewee interacting with the location before the interview begins. As your storyboard emerges, look at each frame and think about what is needed to connect the dots of its story.

### **Step 3: Shot Design and Layout**

When you actually shoot this video in Unit 7, each interviewee will be filmed at a different location—your storyboard should take the location (the background) into account. As soon as you have chosen your locations, scout them out and decide on the best spot within that location for your shoot—choose based on what will end up being in the frame, and then design the rest of your layout around that. Use the principles of design and layout that we’ve been studying throughout this class in order to help you decide what will go into each shot.

You must show at least three different camera angles (for the three different interviewees), but if you want to, you can change the camera angles on the interviewees for different questions, to show different aspects of the location. You can also choose to have camera movement in some of the shots—if you do, make sure the movement is for a purpose—it helps to get across the idea in that shot.

Here are the camera angles, camera movement, and principles of design and layout to consider as you construct your storyboard:

**TABLE 1** *Principles of Shot Design*

<b>Shots and Angles</b>	<ul style="list-style-type: none"><li>• Close-Up Shot</li><li>• Extreme Close-Up Shot</li><li>• Medium Shot</li><li>• Long Shot</li><li>• Extreme Long Shot</li><li>• Establishing Shot</li><li>• High Angle</li><li>• Low Angle</li><li>• Eye Level Angle</li><li>• Bird's Eye View</li><li>• Canted Angle</li><li>• Point of View</li></ul>
<b>Movement</b>	<ul style="list-style-type: none"><li>• Pan</li><li>• Tilt</li><li>• Push In</li><li>• Pull Back</li><li>• Zoom</li><li>• Tracking</li><li>• Hand Held</li></ul>
<b>Design and Layout</b>	<ul style="list-style-type: none"><li>• Rule of Thirds</li><li>• Proportion</li><li>• Balance</li><li>• Symmetry</li><li>• Unity</li><li>• Repetition (of font, color, size, line thickness)</li><li>• Variety</li><li>• Perspective</li><li>• Background/Foreground</li></ul>

#### **Step 4: Annotate the Frames**

Once you have all the visuals in place for each shot, make further annotations for each one—notes that will help you save time once you're at the film shoot. What time of day do you need to get this shot in order to get the lighting you want? What other equipment, like a tripod, do you need to get the shot? If there is a line of dialogue (for example, in the shots where the interviewer is asking a scripted question), add that to your notes. Whatever details you can add now will help you a lot when you begin production.


#### **Step 5: Post the Link to Your Storyboard**

Once your storyboard is complete, submit the link to your teacher.



Project : Interview Video


duration : 00 : 4 :00



**Scene 01 – Introduction**

The first shot would be the montage of the interview location. This will incorporate different camera movements.

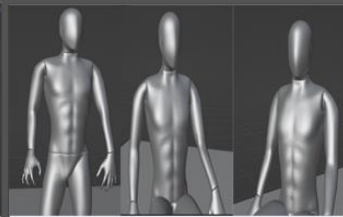
Equipment – Tripod, Iphone camera, phone holder



**Scene 02 – Director Intro**

The director will have an introductory video. Medium shot with eye level camera angle.

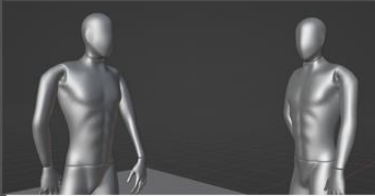
Equipment – Tripod, Iphone camera, extra phone for audio, microphone



**Scene 03– Sneak peek**

This shot would be the sneak peek or a teaser-like of the actual interview. And a brief shot of who are the interviewees.

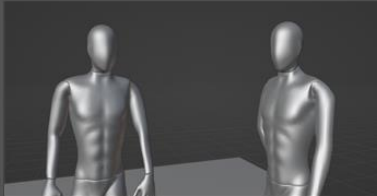
Equipment – Tripod, Iphone camera, phone holder, video editor software



**Scene 04 – First Location (Interviewee 1)**

For the first three questions, the shot is a medium shot. Interviewee and the interviewer are on the same frame while standing. The location of this shot is outdoor.

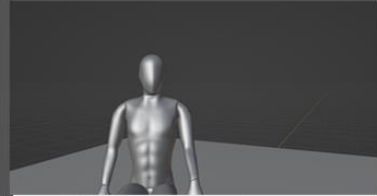
**Equipment** – Tripod, Iphone camera, extra phone for audio, microphone



**Scene 05 – First Location (Interviewee 1) – Other angle**

For the last question, another angle and same shot but when the interviewee starts speaking, the camera will gradually focus and zoom to the interviewee. The interviewer will get out of the frame.


**Equipment** – Tripod, Iphone camera, extra phone, microphone, extra phone holder



**Scene 06 – Second Location (Interviewee 2)**

The location of this place is also outdoor but different place from the first one. The set-up is the interviewee is sitting and the interviewer is out of the frame whilst answering the first three questions. A medium to medium close-up shot is incorporated for this scene.


**Equipment** – Tripod, Iphone camera, extra phone, microphone, extra phone holder



**Scene 07 – Second Location (Interviewee 2) – Other angle**

Another angle for the question no. 4. Here the interviewer will be shown quickly and then after asking, the camera will slowly focus on the interviewee.


**Equipment** – Tripod, Iphone camera, extra phone for audio, microphone



**Scene 08 – Third Location (Interviewee 3)**

For the final interviewee and final location, the interviewer here is totally out of the frame and the focus is totally on the interviewee. This scene is incorporated with two angles and a medium close shot.

**Equipment** – Tripod, Iphone camera, extra phone for audio, microphone



**Scene 09 – Third Location (Interviewee 3) – Other angle**

The first two questions are with the same angle, and the third and last question is also with different angle. The interviewee here is sitting and the set-up is like there is another extra camera and the interviewee is not directly looking at the camera.

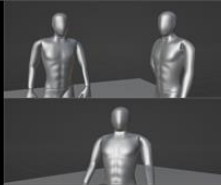
**Equipment** – Tripod, Iphone camera, extra phone for audio, microphone

**SUMMARY SLIDE**

**Scene 10 – Summary**

After of the interview, their answers will be concluded and will find out on how secure their phone is.

**LOC**



**Scene 10 – Outro**

For the final scene of this project, there will be a flashback of what happened before, during, and after the interview. There will be also a quick montage of the location.

## **UNIT 6: Activity**

### **Create a Gantt Chart to Schedule Your Production**

#### The Setting

You're a digital media professional who specializes in creating animations and videos, and you work in the marketing department of FonSec, a company that creates privacy and security apps for smartphones.

FonSec is launching a new security app for smartphones, and as part of that launch, the director of marketing wants to create a short video (three- to five-minutes long) that features phone users being asked questions about security and their phones. He recently sent you this email asking for some pre-production materials:

**From:** Ben Garcia

**Subject:** RE: Gantt Chart & Equipment List

As you know from our previous conversations and emails, we're in pre-production for a three to five minute interview video. Could you please put together a Gantt chart to schedule out the various people who will be involved and also an equipment list of all the equipment you'll need for the shoot? Once you've got those together, please email them to me so I can approve them before we move into production.

Thanks!

Ben Garcia  
Director of Marketing

### The Instructions

You will probably want to create a storyboard of the video so you'll have an accurate idea of what it's going to take for a successful film shoot. Let's create a visual schedule to help make sure everyone involved knows their duties and deadlines, and so you can keep everyone on track.

### Step 1: Make a list of all the people who will be involved in your shoot

- **You:** You are the director, videographer, and sound technician.
- **Interviewer:** You'll need a friend or family member who has agreed to appear in your video. You can be the interviewer, but in that case, you'll need to ask someone you trust to be the camera operator (if you do, show them the storyboard for the shot).
- **Interviewees:** These will be three or four people who have agreed to appear in your video to answer questions about phones and security.
- **Crew:** If you have a friend who wants to help with the shoot, they can be the script supervisor who has the storyboard and schedule in hand and keeps the activity on track at each location. That frees you up to focus in on getting the shots that you want.

### Step 2: Choose Your Software and Create the Schedule

Next, you'll have to decide which software to use and then create your chart. You have two options for software:

- Download this [Excel fgantile](#) that is already formatted for the specifics of your shoot. It's been filled out to show you how the finished chart should look. Just replace the details in the template with your own details as you organize your schedule. This template assumes a two-day shoot, with the first day being a double day (one outdoor shoot in the morning and another indoor shoot in the evening) and then, on day two, another outdoor morning shoot. Change these details and modify the file to match with how you wish to organize your shoot. You can do it all in one day—just make sure you break that day up into three distinct sections for the three different locations. You may have.

four interviewees—in that case, find a way to film two of your interviewees in different parts of the same location.

- Find a Free Gantt Chart Creator. Using your web browser search with this string: free Gantt chart software. You will find several free and easy-to-use programs to create your own Gantt chart from scratch. Even if you decide not to go this way, you should still do the search and just look around at the options. It's always good to know what kinds of software are available.

PROJECT TITLE	FonSec Video Interview Project	COMPANY NAME	N/A
PROJECT MANAGER	Christian Allen Belonio	DATE	1/28/2023

TASK NUMBER	TASK TITLE	TASK OWNER	SHOOT DAY	DATE	SHOOT DAY												
					1-DAY SHOOT												
					10	11	12	1	2	3	4	5	6	7	8	9	
<b>1</b>	<b>Location 1: PUP Lagoon</b>																
1.1	Director, Camera, Sound	Allen Belonio	1	1/30/2023													
1.2	Interviewer	Jestoni Castro	1	1/30/2023													
1.3	Interviewee 1	Rechelle	1	1/30/2023													
1.4	Script Supervisor (optional)	Rey Adrian Inday	1	1/30/2023													
<b>2</b>	<b>Location 2: PUP Chapel</b>																
2.1	Director, Camera, Sound	Allen Belonio	1	1/30/2023													
2.2	Interviewer	Jestoni Castro	1	1/30/2023													
2.3	Interviewee 2	Cryoni	1	1/30/2023													
2.4	Script Supervisor (optional)	Rey Adrian Inday	1	1/30/2023													
<b>3</b>	<b>Location 3: PUP Oval Field</b>																
3.1	Director, Camera, Sound	Allen Belonio	1	1/30/2023													
3.2	Interviewer	Jestoni Castro	1	1/30/2023													
3.3	Interviewee 3	Daniella	1	1/30/2023													
3.4	Script Supervisor (optional)	Rey Adrian Inday	1	1/30/2023													

Equipment needed:

Camera with good resolution

Tripod

Extra camera holder

Microphone

Extra phone