

Critical Thinking Questions

1. Many videos are shot with more than one camera. Explain how a film crew ensures that shots taken from different cameras will be aligned with each other.
 - Although synchronizing multiple cameras is more difficult, doing so will let you switch between two cameras simultaneously. This is especially helpful when there are conversation scenes, and when you need the audio and video tracks to be combined. While shooting a scene with several cameras, it is critical to ensure that the shots from each camera are in sync. It includes numerous procedures to guarantee that the footage captured by each camera may be flawlessly merged into the final output. The film crew can use or set up different markers that will act as their hint especially when the scenes need movements, so by that they can easily set up the cameras. Majority of films today are taking multiple shots with different angles of the same scene. This allows the editor to perfectly match different shots with each other. They can also set markers to the video or shots itself so when it is being edited, they can look for that certain point and be able to synchronize it with other shots. Filming with different cameras requires precise and careful preparation to have a finished output that is smooth and seamless.
2. Think about a special effect that you have seen in a movie. Describe it. How did it contribute to the meaning of the movie as a whole?
 - One movie that used a complicated special effect is the movie named "Interstellar." This is a sci-fi movie about planets and its main highlight is the "blackhole." So in order to make the movie realistic and the blackhole really looks like it is real, the crew team of the movie created a rendering system that is dedicated to the creation of the blackhole with the help from actual astrophysicist and researchers. It allowed for a more realistic and believable special effect and contributed to the overall impact and theme of the movie. So, the movie really looked good upon watching it, and seeing the blackhole like it is actually real. This also allows the movie to be successful that 92% of the viewers liked it.
3. Describe a situation where you recommend that someone use CyberLink PowerDirector as their video editing software.
 - Actually, I am not that familiar to this editing software as I am used to using Adobe Premiere Pro. But upon searching for it, I would recommend the CyberLink PowerDirector when they don't want to pay for an editing software as this is free

software. And also, when the user wants a capable and user-friendly application that can handle a wide range of video editing jobs. This is a fine editing software when the user needs to edit quickly but a high-quality video such using it for an activity video, editing for social media platforms and any other situation where there is no need for the video to be that looking professionally. But the free version of it I think has a watermark and of course has its limitation.

4. Imagine that a friend calls you and asks, "How do I get my video off my phone and onto my Mac?" How would you explain the process to them?
 - Transferring video from phone to a Mac is easy and it can be done in several ways. First by using a USB cable, connect your phone to your Mac using a cable. After you connect it, your phone should display on your computer as a device after the automatic set-up. Next, on your phone, navigate to the files and copy the video file to your Mac. Another way is when your phone is also an Apple brand or an iPhone, you can transfer your files wirelessly just by enabling the "AirDrop" option both on your iPhone and Mac. You can now just choose files you want to transfer. Another way is by using a cloud storage, no matter what brand your phone is or your computer, you can upload your files online such in "Google Drive" and then access the uploaded file using your computer, then you are good to go.
5. If you could choose any video editing software to use, which would you choose any why?
 - I would choose the Adobe Premiere Pro. This is the editing software I am always using when editing any kind of video. Adobe Premiere Pro is a powerful video editing software that provides several features to both professional and beginner video editors. It has a wide range of video editing tools and capabilities, such as integrated audio enhancing and mixing, color grading, motion graphics, support for a wide-range formats, and many more advanced editing tools. Another thing that I found useful is, it also integrates with other Adobe products such as After Effects and Photoshop so importing and exporting between applications is easy. At first, I find it too complex to use and really needs to practice but with its powerful editing tools and adaptable workflow, Adobe Premiere Pro is my preferred editing software to create a high-quality video.

UNIT 7: LAB

Edit and Export Video for Distribution

Note: You must first complete the Activity for Unit 7 because you'll shoot the video in the Activity and then edit it for this Lab.

The Setting

This is a continuation of the setting for the Unit 6 Lab/Activity and the Unit 7 Activity. You are 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. As part of FonSec's marketing launch for a new app, you have been creating a three- to five-minute video that will be posted on the company's website.

You are now in the post-production phase of creating the video, with all the files from the three locations already transferred from your phone to your computer.

The Instructions

Step 1: Choose Your Software

Referring to the three software possibilities described in Lesson 3, choose the software you want to use for post-production of your video. Your choices are iMovie (Mac only), Powtoon, or WeVideo. Watch a tutorial for the software of your choice before you get started.

Step 2: Edit Your Video

Refer to Lesson 3 for more details; in summary, follow these steps:

- **Organize the Video and Audio Timelines:** Make sure your shots are named in a way that makes it easy to tell what they are. Watch all the takes for each shot and choose the best one in terms of visual and sound quality—import and add that shot to your timeline. Clip each shot as necessary. It is recommended that you edit one scene at a time—the scene changes each time you start a new question.
- **Add Subtitles, Transitions, and Other Effects:** Once you have built the timeline for all the scenes, decide on a uniform way to transition between them and then apply the effect. Edit the content of the shots as necessary to make them fit together well when the video is played. Cut so that there's no lag time where we're just looking at someone saying nothing, and cut to make your time limit of three to five minutes. Add subtitles at the appropriate places, for example, names of the interviewees (even if they're made up names) or the text of the question.
- **Synch Audio and Video:** Your video should be almost ready now, so you can watch through it to see how the audio and video synch up. For example, are there some shots where the audio is much louder than others? Make sure that the audio and video throughout the video are as synched as possible from shot to shot.
- **Add Titles:** Add title slides for the introduction and conclusion and, if you would like, as transitions between scenes. Use some type of movement on these slides so that they are dynamic, such as panning or zooming.

Step 3: Export and Post Video; Make Notes

When you have finalized your video, export it in a format that is appropriate for embedding on the company website—follow the specifications in Lesson 4 for a YouTube export.

Post your video online

Google Drive: (your video will only be seen by people who have access to the link)

Once you have a link to your video, please post that link in a word processing program.

Then in the same word processing file, write a short paragraph on your editing process: What software did you use? What did you learn from editing your video? What challenges did you overcome? Write at least 50 words.

Submit your word processing document to your instructor for grading.

UNIT 7: Activity

Conduct a Video Shoot

Note: The video you shoot for this Activity should follow the storyboard, Gantt chart, and equipment list that you created for the Unit 6 Activity/Lab.

The Setting

This is a continuation of the setting for the Unit 6 Lab/Activity. 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 for publication on the company website; he has already seen and approved your storyboard (from Unit 6). Make sure your storyboard will allow you to shoot a video that meets these requirements and purpose:

- three to five minutes in length
- will be embedded on the company website and also published on social media (Twitter)
- content: interviewer asks a question, and then it cuts to several different people (at least three) responding
- shoot each respondent in a different location
- camera angles should be different for each respondent
- purpose: to show our target audience, males/females ages 15-19, that they rarely think about or care about their phone security

Here are the questions the interviewer should ask—you've been given the flexibility to reword them and to add other questions or follow ups that 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 the terms, about what fraction of them do you think you read?
- Do you ever use security software to scan your phone? If so, what do you use?

The Instructions

Step 1: Shot Design

You have already considered shot design as part of creating the storyboard, but in case you need to make some revisions before shooting, here are the camera angles, camera movement, and principles of design and layout to consider:

TABLE 1 Principles of Shot Design

Shots and Angles	<ul style="list-style-type: none">• Close-Up Shot• Extreme Close-Up Shot• Medium Shot• Long Shot• Extreme Long Shot• Establishing Shot• High Angle• Low Angle• Eye Level Angle• Bird's Eye View• Canted Angle• Point of View
Movement	<ul style="list-style-type: none">• Pan• Tilt• Push In

	<ul style="list-style-type: none">• Pull Back• Zoom• Tracking• Hand Held
Design and Layout	<ul style="list-style-type: none">• Rule of Thirds• Proportion• Balance• Symmetry• Unity• Repetition (of font, color, size, line thickness)• Variety• Perspective• Background/Foreground

Step 2: Arrange and Complete the Video Shoot at Three Different Locations

Remember that the three locations can all be areas within one larger location (three sites at a school, three sites at a mall, three sites at a sports park, etc.).

Follow the instructions for shooting video with a phone in Lesson 2 and keep your storyboard, Gantt chart, and equipment list handy. You'll especially need the storyboard to help you organize the shots you need to take.

Don't forget to arrive early to take test shots and also to record some B-roll shots. You'll be happy for the B-roll when you're in post-production. After taking test shots, play with different settings on your phone's camera; watch each test shot and use them to choose the optimal settings.

After you complete the shoot at each location, download the files of all your shots to your computer, and name/label them following the instructions in Unit 7.

Step 3: Write Notes about Each Location

You can't yet post your video because you still need to go through post-production (editing the video—see Unit 7 Lab). Instead, write some notes about each of the shoots you performed to create the video—the three different locations with your three respondents. In your notes, summarize what went well and what problems you faced. Were there challenges that you had to deal with and make decisions about while at the shoot?

Write at least 100 words about each location and detail what you did on the shoot.

Here are some questions you can address in your paragraph (you don't have to cover them all—focus on the ones that are most relevant to that location shoot):

- Where was the location and why did you choose it?
- What time of day? Did you use lighting? If so, what?
- How did you make sure your sound would be clear?
- What settings did you use on your camera?
- How many takes did you make of each shot?
- Where did you place the camera and what angles did you use?
- Did you plan for camera movement like pan or zoom? If so, which ones?
- Did you have to change any of the shots from your storyboard once you got to the shoot?
- Did you have any problems with actors, equipment, or crew? If so, how did you deal with them?

Finally, write at minimum of 50 words about what you will do differently at your next video shoot, based on what you learned from this one.

Organize your notes about each location and your paragraph expressing what you will do differently at your next video shoot on a single word processing document. Submit your word processing document to your instructor for grading.

Upon shooting the video, all necessary steps are executed such preparing the storyboard, modifying the questions so it will be easy to understand, preparing the script, and of course preparing all the equipment for the shooting. The location choice is at my school, Polytechnic University of the Philippines. This location is very ideal for the interview as Senior High School students are perfect for the interview age criteria which is 15-19 years old. All of the location I chose are on outdoor place, so the lightings are natural light source coming from the sun. So, the shots utilized a bright but not harsh lighting. The camera I used is an iPhone camera so even it is a phone, it still did good and I able to shoot my shots on 4k resolution with 60 fps. Approximately I took 4 to six shots every interviewee as I incorporated my shots with different angle. Before conducting the actual interview, I shot first the location of the interview that will be used for the establishing shot with the incorporation of different camera movements. Due to the limitation of the equipment, I encountered different problems such having only one camera, and especially for the audio equipment, the audio of my video is a bit choppy, and you can clearly hear the harsh and unnecessary noises. The interview was only done in just one day, but I can say that it is not that good video but also not that bad video.

Because of the time constraints, the whole interview video was a bit rushed and I did not give it enough time to make it better than what just I did. Even though that the shots are taken on 4k resolution and 60 fps, I am forced to lower it into 1080p and 30 fps as it will take time for it to rendered when it is on very high resolution. So for the next video that I will do, I should give it more time and prepare carefully. I also felt a little bit short to the videos I took, and almost of my shots have the same movements and angles so when editing the video, it does not incorporate that good transitions. Another thing is I don't have that good introduction that highlights the theme of the video. When conducting a video like this, especially an interview video, I should also prepare a good audio equipment so I can have a better sound quality. Overall, I did not satisfy myself shooting and editing the video but it is a learning for me that I should execute all of that properly next time.

Link for the video:

https://drive.google.com/file/d/12mgcKu2O3QymE3K_w49PHYLHlkk0z2j8/view?usp=share_link