

Assignment 2 [15 marks]

~~Due: Sunday, April 4, 2021 @ 23:59~~

Due: Tuesday, April 6, 2021 @ 23:59

Note: this is an individual assignment.

Objectives:

1. Understand fundamental video concepts and filming procedure.
2. Practice multimedia presentations using current available authoring tools.
3. Practice basic filming techniques and steps.

Overview:

In this assignment you're going to create a 3-5 minutes promotional video.

You decide the topic to film. It is expected to be a promotional video. If you are not sure whether your idea would be accepted, please talk to me before you start. Some possible topics could be but not limited the following.

1. Create a video to promote Seneca College
2. Create a video to promote a new (maybe fake) company/ website, etc.
3. Create a video to promote a new (maybe fake) product or new service.
4. Create a video to promote Toronto for tourists.

Requirements:

1. The video would be 3-5 minutes long. You need to consider the proper video file format, regarding the quality and file size.
2. **You'll need to shoot a video using a camera.** A small number of screenshots/ screen recording area allowed with no more than 2 minutes long in total.
3. You'll need to write a script, and film it, edit the audio and video clips, convert it to a proper video format that the popular browsers, such as Safari, Chrome, and Firefox, Edge, can play.

Note:

I understand that you may direct and develop your video without any speech or talk. However, for the purpose of practice of audio recording and editing for this assignment, you are expected to record your narration or some kind of speech which is appropriate for your video. If you do not want to record on yourself, please do some sound/audio recording (e.g., playing instrument) and provide a description (available on the webpage) about what you have done regarding audio recording and editing. You are expected to play with audio recording and editing and incorporate it to the video.

Work hard and have fun.

Review the steps of the task:

- 1) Decide the topic/area for a promotional video.
- 2) Write out your script.
- 3) Story board each shot in the film.
- 4) Decide what you need for each scene.
- 5) Determine the setting of the scene. Is it external (EXT) or internal(INT)?
- 6) Determine what props, make-up costumes, etc., will be used.
- 7) Complete principle photography and audio recording.
- 8) Edit the film; assemble the clips
- 9) Exporting the resulting video for the web
- 10) Publish the video and related information (see below **submission** section) to matrix account.

Preparation:

Note the following:

- Filming has to be done using a camera on a tripod. Try to get the best equipment you can.
- A smart phone or iPad may not be a good choice though it could be very powerful. However, if you can manage them with a tripod and they may produce good quality video result, they may be accepted.
- You probably need to try filming many times in pieces and assemble the best pieces into a complete video. Keep in mind the concept of “matched action” when you assemble separate clips. The action at the end of the one clip should be naturally continued by the beginning of the following clip.
- Make your video at a reasonable size (that can be streamed over a typical residential internet connection).
- You'll need that video to play in the modern browsers such as Safari, Firefox, Chrome, and Edge.
- The video is expected to be as professional-looking as possible. Do your best with the settings (staging) and the dress even though we obviously have limited means there.

Scripting:

Outline your ideas. Plan the scenes. Write a script. Story board each shot. Decide the tone to present, humorous, enthusiastic, or others. This following link includes some information regarding how to write a script. The following table is one of the sample scripts. (<http://vicsvoice.com/resources/how-to-write-a-voiceover-script.htm>)

Segment File Name	Time	Script	Onscreen Actions
Intro.wav	00:00-00:05	[upbeat] The <i>innovative</i> SkinSmooth system treats wrinkles and tissue irregularities using radiofrequency technologies.	Model's face, with focus on lack of wrinkles around the eyes.
DeepHeating.wav	00:06-00:14	Deep heating is applied to both the <i>dermis</i> [1 second pause] and the <i>hypodermis</i> [1 second pause].	SkinSmooth applicator emitting heat waves. Callouts indicate the dermis and the hypodermis as the waves reach them.
DeepHeatingResult.wav	00:16-0:23	<i>Together</i> , these processes result in a <i>reduction</i> in cellulite and improved <i>skin integrity</i> and <i>quality</i> .	Cellulite disappearing and skin smoothing out.
Logo.wav	00:25-00:30	The SkinSmooth System. Smooth away the signs of aging.	SkinSmooth logo

Filming:

Once you have the script and the story board, get the camera and make sure you know how to use it. This is not a Digital Media Arts course so the requirements are not nearly as stringent. Get the best equipment you can obtain. Use a tripod unless you want to show some specific shaking effect on purpose. Stable picture is important feature for the assignment. That won't be fun to feel dizzy after watching your video.

Basic camera techniques would be examined, such as stabilization, proper light, including a variety of camera shots, i.e., long shots, medium shots, and close up.

Story should be complete with a clear topic and goal, which would be supported with proper settings and corresponding video shots.

Although you have a script, that doesn't mean you have to do the whole thing right at once. Do it in pieces. You'll assemble the pieces together later during editing. This is a why a good script is important - you can concentrate on one scene at a time.

Editing:

The final video may look like the following, or different in your case:

1. Title screen, with information of:
 - 1) the title.
 - 2) If it's not obvious - a brief (one sentence) description of the video story.
 - 3) Your name, student number
 - 4) The equipment used in filming.
2. A sequence of scenes based on your topic, including a variety of shots, such as long shots, medium shots, and close up. Consider matched actions in editing and connecting different footages.
3. Background music may be applied, at least in the beginning and the ending, with proper fade in and fade out effect
4. References / credit screen.
5. You may also need to convert the video into the format that the popular browsers can play with the consideration we discussed about video formats.

You may use any software you like for editing which you did in previous labs.

Submission:

1. Create a web page for assignment 2 (name it a2.html) and make it available (through links, menus, etc.) from your portfolio website (index.html). Provide time stamp “**last modified ...**” on a2.html. **Only home page (e.g., index.html) and a2.html will be updated with the last modified date, which will be the complete time I rely on. Please make sure other work (e.g., labs, A1) will not be touched/ updated thought they may have marked.**
2. On the page of Assignment 2 (a2.html), you need to include:
 - 1) The video, which will be able to play in most recent browsers, such as Firefox, Chrome, Safari, and Edge.
 - 2) The script, if you have one. If you do not have any, make a brief note about how you did the work, what’s the video about.
 - 3) A list of the equipment you used.
 - 4) References to any resources you’ve used.
 - 5) The steps and/or any other notes that you think will help me to evaluate your work.
3. It is very possible that you may run out of space on matrix with a big video file. If that’s your case, we have to circumvent it in some ways, such as
 - (a) your own host,
 - (b) YouTube,
 - (c) google drive or others.

Provide the link to the video on a2.html. The following shows the steps for these three cases.

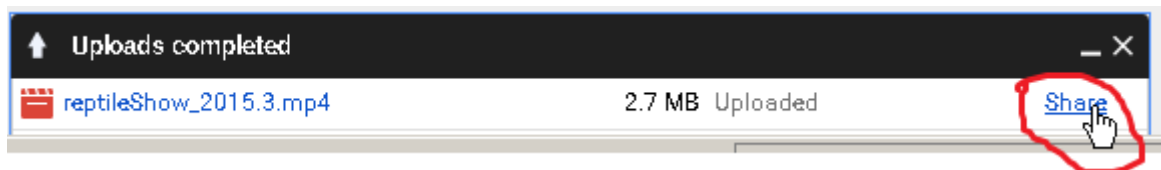
- a) Upload your video to another host if you own one. Link it to your portfolio website.

b) Upload your video to YouTube.

To get the link to for your portfolio website, go to “share” -> “Embed”, copy the <iframe> statement and paste it to your website.



c) Store your video on Google drive. Link it to your portfolio website. To get the URL, click “Share”.



Then, click “Get shareable link”, copy the URL to your page, use <a> to link it to your portfolio website.



Evaluation:

1. Properly functions regarding the web techniques, such as links work, internet usability OK. [1 mark]
2. Title screen, references screen [1 marks]
3. Clear and good quality audio/narration/presentation, which may first require a good quality script. [3 marks]
4. Filming quality, e.g., stabilization, proper lighting, nice composition, a variety of types of camera shots, proper scenes, etc. [3 marks]
5. Editing result. E.g., the variety of different types of shots, such as wide shots, medium shots, and close-ups. Matched actions, trimmed blank air, adjusted the volume of the sounds of each piece, fade in, fade out, etc. [4 marks]
6. Include the information listed in the above section of “submission”, such as script, your name and time stamp. [1 mark]
7. It’s a complete story with a clear topic and goal, which is supported by related scenes. [1 mark]
8. Overall quality and your effort. [1 mark]

Academic Policy:

Seneca's Academic Policy will be strictly enforced.

<http://www.senecacollege.ca/academic-policy/index.html>