

# Session 2. Video news

18 October 2016

# Feedback – Assignment #1B

- Editing –
  - Effects are cool, use them carefully
- Generally, composition is good
- For the future..
  - Try to work more on the audio to make it smooth
  - Include camera moves AND beware of camera moves
  - Try to be innovate AND conservative

# Assignment #1B - samples

- What kind of equipment did you use?
- What editing software did you use?
- What message were you trying to convey?
- What was the most difficult part?
- What would you change from your video?

# Your turn

- Scan the QR code



- Or follow this link... <http://bit.ly/2dRWvb4>

# The meaning of what you do

- Each video technique has a symbolic meaning attached to it:
  - Slight overexposure conveys ideas of freshness, happiness and positivity.
  - Slight underexposure can be used to add suspense and some negativity.
  - High angles diminish subjects, while low angles magnifies them.
  - Close-ups of people are intimate shots and convey emotional closeness to the subjects.

# Video genres

- Different genres call for different styles and techniques when making videos.
  - Your first individual assignment was a sort of short-form documentary, which allows for quite a lot of creativity.
  - Your group project is a long-form commercial, which needs to have a more cinematic look and appeal to the audience.
  - News videos are much more formulaic and the conventions are quite strict.

# Video production of news

- Types of news videos...
  - News packages
  - Feature stories
  - Interviews
  - Infographic videos
  - Current affairs documentaries
  - Video news releases (VNRs)
  - Live broadcasts
  - Online live broadcast

# News package





# Feature story

CCTV NEWS

Chinese characters: it's history and how to master them

汉语的性质 而知其所以然

INDO SINO BRIDGE 中印桥

**LEARNING MANDARIN**

Language becoming increasingly popular in India

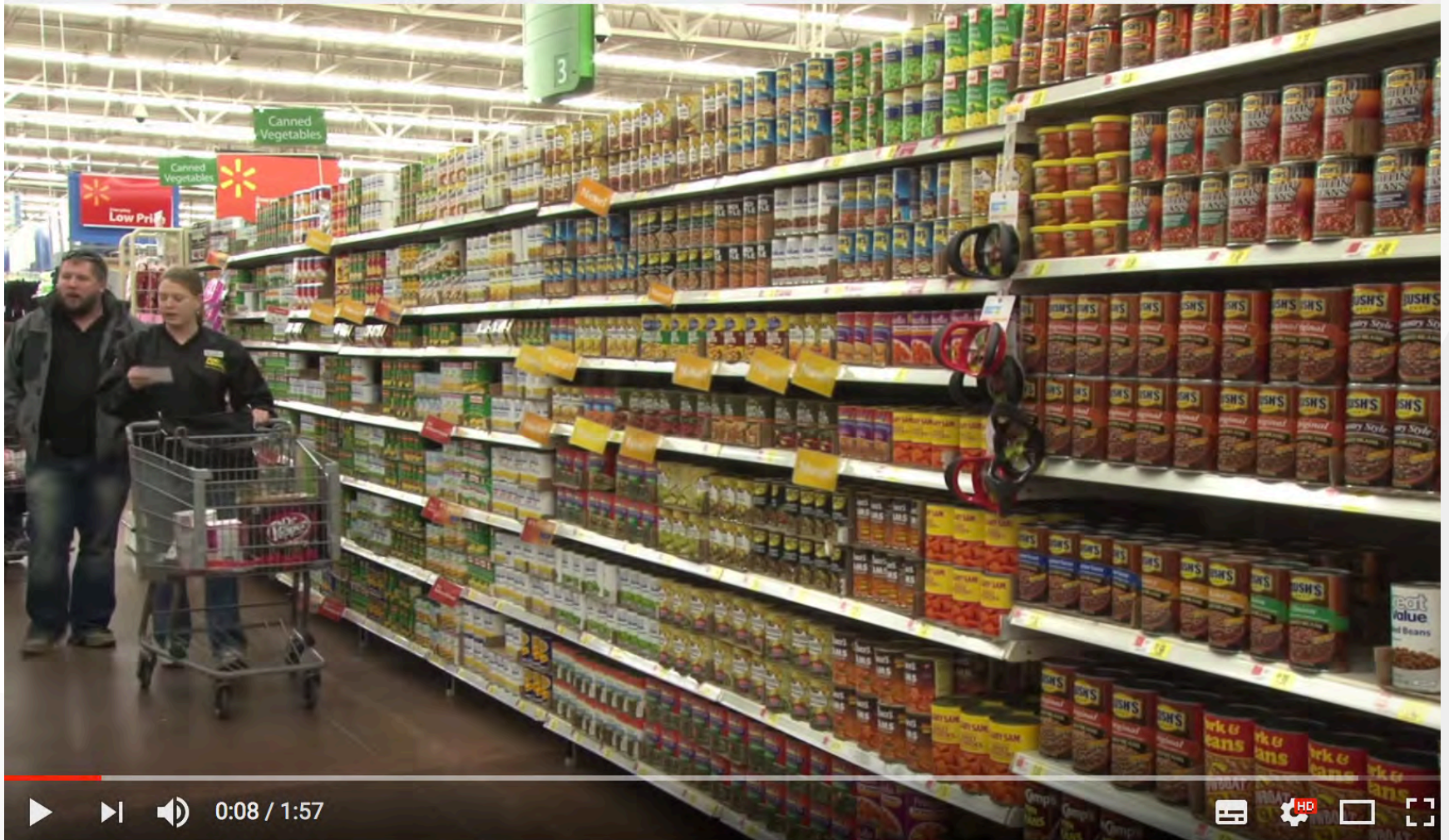
Africa LIVE

CCTV AFRICA

FOLLOW US: <https://twitter.com/cctvnewsafrika> | <https://www.facebook.com/cctvafrika>

0:06 / 2:55

# Video news release



# Shooting unplanned events

- Video production for news differs from other genres in the following:
  - Rare use of storyboards or shot lists, but planning and thinking ahead is important.
  - Importance of shooting abundant b-roll.
  - Interviews are not scripted, so changes in angle can be made after shooting.
  - Effects are limited and edit is almost entirely by cut or swipe.

# Newsworthiness

- Not all events/happenings end up in the news. What makes an event worthy of become news...?
  - Rarity
  - Timing
  - Significance
  - Proximity
  - Prominence
  - Human interest

# Angle

- The angle of a news story refers to the main theme (sometime called ‘the hook’) of a story and how it will be presented:
  - Local
  - International/National
  - Follow-up
  - Conflict
  - Consequence

# Traditional news storytelling

**lead**

**sound  
bite**

**bridge**

**sound  
bite**

**ending**

**footage**

**voiceover**

# Legacy media vs. new media

## Clip 1



## Clip 2



# New storytelling formats

- Online new techniques are used to attract the attention of audiences, who can easily be distracted
  - More visually oriented (colourful on-screen text, dynamic editing, catchy footage...).
  - Trend towards less voice over, more music and effects.
  - Video geared towards social media.
  - Vloggers and influencers as “news makers”.



# New storytelling formats

on screen text and captions

lead

sound  
bite

bridge

sound  
bite

ending

footage

music and effects

# Next week

- We will meet at 7pm in our usual classroom (M5050) and we will then go edit the feature story.
  - Bring footage in a USB drive to ease the process.
- The first group assignment is due. Submit the treatment for your group commercial by 12pm Tuesday, October 25.
  - Details about the assignment are on Canvas.

# Group project - Commercial

- Choose a local business, non-mainstream product, organisation or individual and work with them to create a long-format commercial
  - Your commercial should be at least 2 minutes long.
  - It will be shot with a DSLR.
  - No other limitations, just be creative and professional.