Session 1. Preproduction II

6 August 2016

Recap on what you had to do...

- Here is a list of tasks that you were supposed to complete before coming to class...
  - You had to create your GApps account.
  - You had to read two very easy chapters.
  - You had to watch a few videos.
  - You had to pick up equipment.
- Let's see how you did...

Scan this and answer the questions

Questions

?

The 3 stages of video production

1. **Preproduction**, which involves designing, planning and coordinating all production details;
2. **Production**, which refers to encoding a script or a well developed idea into a series of video segments;
3. **Postproduction**, consisting of selecting and sequencing the best video segments for a coherent video program.

Zettl, 2013 (p. 5)

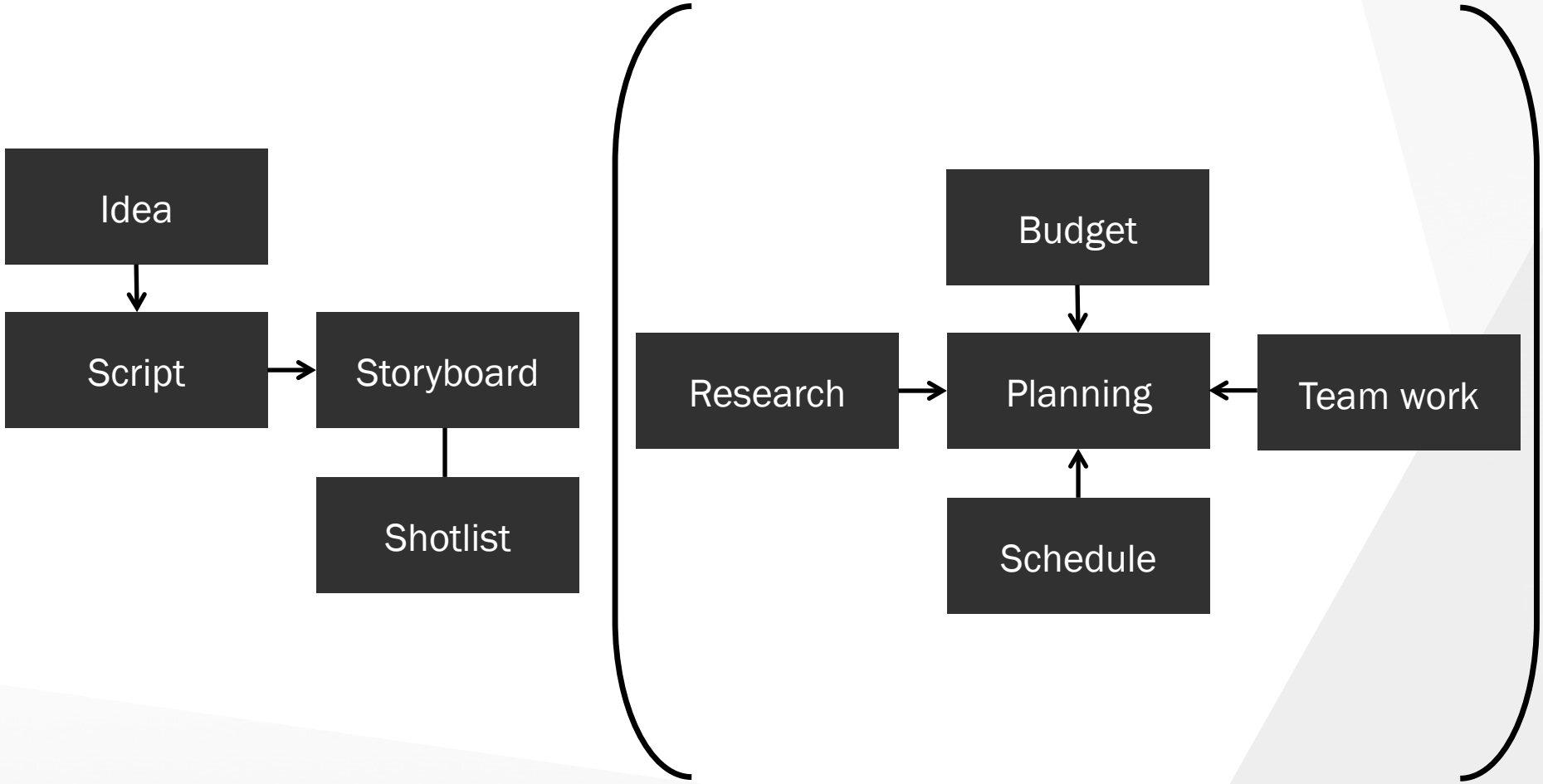
Preproduction

- **What is the purpose of the production?**
  - Is it educational?
  - Is it to showcase how to do something?
  - Is it to persuade the audience?
  - Is it to warn/inform the audience?
  - Is it to entertain the audience?
- **Who is the desired audience?**
  - What is the age of the audience?
  - Where is the audience located?
  - Is it a general audience or a specific audience?

Preproduction

- **How will it be watched?**
  - Will it be distributed online?
  - Will it be broadcast on TV?
  - Will it be shown in a cinema?
- **How long will it be?**
  - Is it feature length?
  - Is it a short?
  - Is it a 30-second commercial?
  - Is it a 90-seconds news package?

Preproduction process



Source: Zettl (2013)

Research

- Throughout the preproduction stage you must make sure to thoroughly research about…
  - The topic you are referring to in your video.
  - The people involved in the video.
  - The kind of equipment you will have available.
  - The audience that you are targeting
- A good video producer knows “everything” about the topic he/she is working with.

Planning

- Most video productions involve multiple days of production. Because of this it is important to schedule all the stages in advance.
- Check, double-check and triple-check that everything is ready before you start shooting. Once it starts, there is little time for make-ups.
  - Keep to-do lists for each stage.
  - Have a standard check-list of requirements.

Planning

- Things that cannot go wrong, but go wrong too often:
  - Prepare enough batteries.
  - Make sure that batteries are fully charged.
  - Confirm the shooting times with everybody involved.
  - Print out any permits or passes.
  - Print out storyboard, shotlist and timeline.
  - Back up your data (multiple times).

Schedule

- Allow sufficient time for each stage. Prepare well before you start shooting. Allocate plenty of time for postproduction.
- Even for a small-scale production like the projects we will do this semester, it is wise to keep a calendar as well as a timeline.
  - A calendar provides an overview of what needs to be done each day.
  - A timeline describes all the activities planned on a given day.

Calendar

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 8	PUTTING IDEAS TOGETHER	BRAINSTORMING	BRAINSTORMING	TREATMENT WRITING	TREATMENT WRITING		
Week 9		SUBMITTING TREATMENT	SCRIPTWRITING	SCRIPTWRITING	STORYBOARDING	STORYBOARDING	SHOTLIST
Week 10	SHOTLIST	SUBMITTING STORYBOARD AND SHOTLIST		RECRUIT TALENT ******* LOCATION SCOUTING	RECRUIT TALENT ******* LOCATION SCOUTING		
Week 11				VIDEO SHOOTING	VIDEO SHOOTING	VIDEO SHOOTING	VIDEO SHOOTING
Week 12	VIDEO EDITING	VIDEO EDITING	VIDEO EDITING	VIDEO EDITING	VIDEO EDITING		
Week 13	REHEARSE PRESENTATION	SUBMIT ROUGH EDIT					

A hypothetic calendar for your group project

Timeline

	9:00AM	10:00AM	11:00AM	12:00PM	1:00PM
DAY 1	Shooting begins ** Crew Call **	Setup	Scene #1 & 6	Lunch break	Scene #6 outdoors
DAY 2					Shooting begins ** Crew Call **
DAY 3	Shooting begins ** Crew Call **	Setup	Scene #4	Scene #4	Scene #5
DAY 4		Shooting begins ** Crew Call **	Scene #7	Spill	Spill

2:00PM	3:00PM	4:00PM	5:00PM	6:00PM
Scene#2	Scene#2	Scene#2	Scene#2	Strike
Setup	Briefing talent	Scene #3 with talent	Strike	
Scene #5	Strike			
Strike				

A hypothetic timeline for your group project

Budget

- The cost of a production is likely to be affected by two things: the equipment and the length of your project.

- Items generally included in a budget are:
  - Personnel
  - Equipment and Facilities
  - Talent
  - Miscellaneous (script, music, transportation…)

Team work

- In any project that involves more than one person, it is important to divide the workload among the video production team. Basic tasks include:
  - **Pre-production team**: producer, writer, art director, (director)
  - **Production team**: cameraperson, director, talent, producer, (utility person)
  - **Postproduction team**: video editor, director, (sound designer)
- Keep in mind that errors will occur and that support among colleagues is important.

Example (I)

- Imagine you are asked to produce a video about Hong Kong for HK's Tourist Board.
  - What locations would you want to include?
  - How long would you need to shoot these?
  - What locations would require a permit?

Example (II) - Video

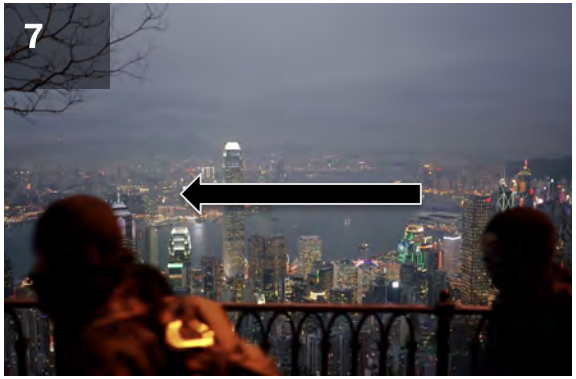
https://vimeo.com/166929892

Elevator goes up. Use this shot as transition

Camera pans 200º to the right

Transition shot.

Several MS of different city explorers.



Camera pans up

Gentle pan to the right

Transition shot, very quick, ECU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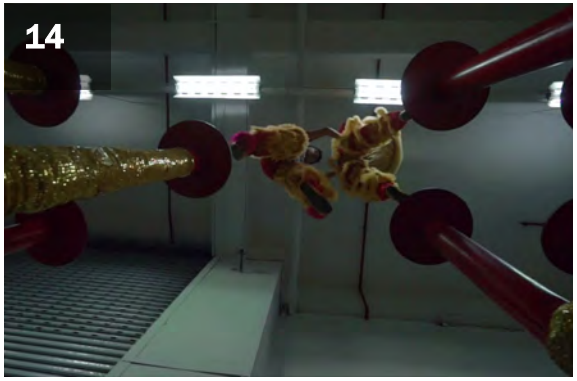
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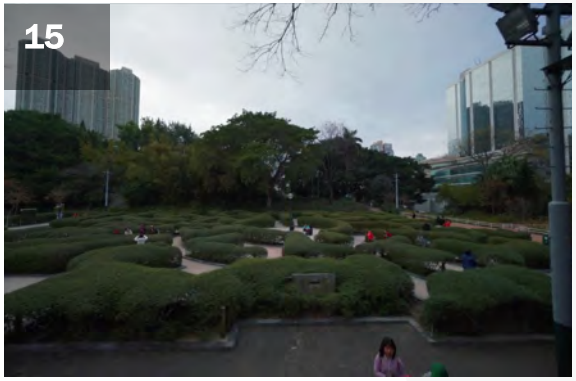
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I See U


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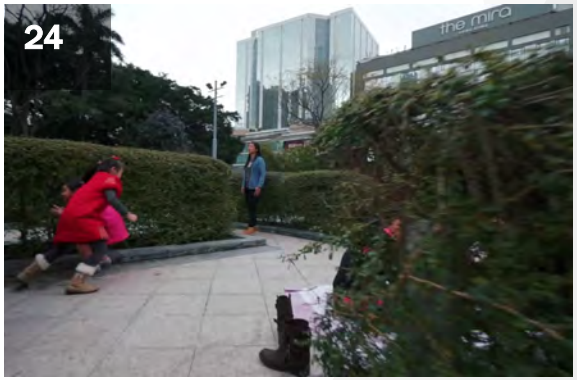
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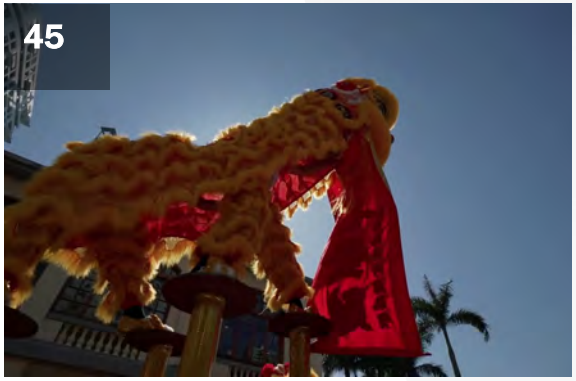
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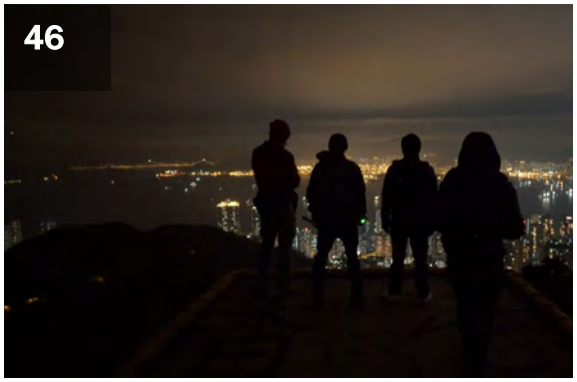
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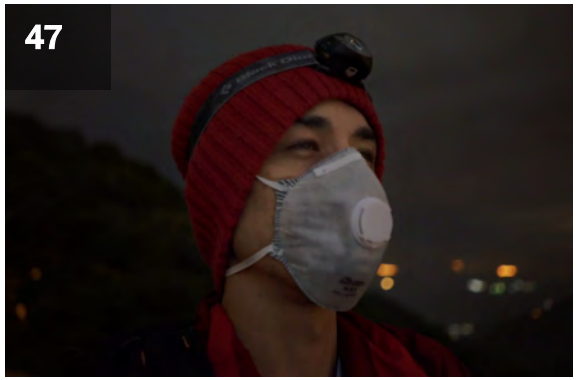
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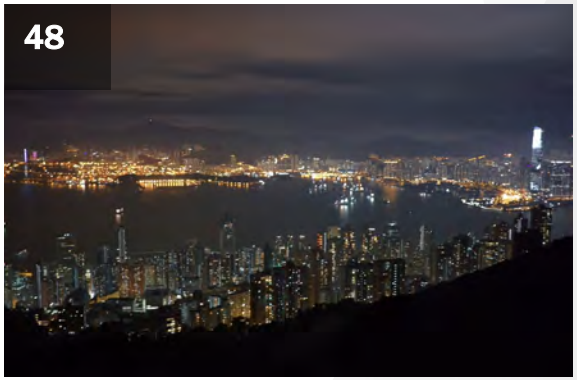
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Example (II) - Shotlist

Scene #	Shot #	Shot Type	Location	Description	Duration
1	1	CA	Elevator	Old elevator door moving for transition	
	2	MS Pan	Elevator	Group of performers inside elevator	
	3	MLS	Elevator	Performers leave the elevator	
	4	MS	Rehearsal room	Performers enter a room	
	5	MS	Rehearsal room	A performer pics a dragon head from the ceiling	
	6	PR	Rehearsal room	Side angle of the performer picking the dragon head	
	7	MS	Street	Performers getting inside the dragon	
2	8	CU	Mountain	City explorers walking at night time	
	9	WS	Mountain	City explorers passing by the HK skyline	
	10	CU	Mountain	City explorer turns on a headlight	
3	11	WS	Street	Rehearsing the beat of the drums of a performer - camera moves in	
	12	MS	Street	Pan up of the performer playing the drumps	
	13	FS	Street	Dragon jumping on the street practice - slow motion	
	14	MS	Street	Trainer looking at the practice of dragon performers	
	15	ECU	Street	Hand gripping onto a bar	
4	16	ECU	Mountain	Foot climbing a fence	
	17	MS	Mountain	City explorers climbing a wall	
5	18	WS	Indoor Training Area	Dragon jumping from one pole to another	
	19	WS	Indoor Training Area	Dragon performers jumping from pole to another from below	
	20	ECU	Indoor Training Area	Feet of dragon performers landing on a platform	
6	21	WS	Park	Outdoor park and children playing	
	22	MLS	Park	Children hiding from the adults in the park	
	23	MLS	Park	Adults hiding from children in the park	
	24	MS	Park	Child goes into the middle of bushes - from behind	
7	25	CU	Abandoned house	Red light from city explorers inside a building	
	26	FS	Abandoned house	Downward pan inside an abandoned house	
	27	FS	Abandoned house	Explorers looking at the walls of an abandoned house	
	28	FS	Abandoned house	Explorers outside of the abandoned building	
6	29	MLS	Park	Parents hiding from children in the park	
8	30	MCU	Abandoned house	City explorer looks up under red light	

Example (II) - Planning

- The full video took **one month for preproduction and production.** The postproduction could probably have taken even longer.

- The project was not storyboard or script-based, and would fit what we called the "empirical approach" last week. The story emerged in the editing room (not recommended for your first projects!).

Example (II) - Equipment

Keywords

- Timeline
- Calendar
- Art director
- Producer
- Director
- Spill
- Strike
- Utility person

Session 2. Camera operation I

6 September 2016

Camera types

(Owens & Millerson 2011, p.95)

DSLR cameras - Pros

- Digital Single Lens Reflex (DSLR) Cameras are increasingly popular because:
  - They can shoot in very low light situations.
  - They are light-weighted and easier to move around.
  - They are cheaper than other camera types with similar image quality.
  - They provide very shallow depth-of-field, which is difficult to achieve with camcorders.

DSLR cameras - Cons

- There are several important limitations (that can be overcome with some equipment):
  - Continuous recording time is limited to about 10 to 15 minutes.
  - Audio quality of in-built microphones is not professional, usually requiring additional equipment to record sound.
  - Stability is an issue due to the size and ergonomics of the camera.
  - Most cameras lack certain video controls (manual white balance, adjustment of blacks…)

Camera components

- Body – the brain of your camera.
  - This is where most of the controls are.
  - Different bodies come with different sensor sizes. Your cameras come with APS-C sensors.

Camera Sensor Comparison

Source: www.mediaforsocialchange.com

The sensor size of a DSRL determines the frame size and other aspects of your video (depth of field, noise, sensitivity).

Camera components

- Body – the brain of your camera.
  - This is where most of the controls are.
  - Different bodies come with different sensor sizes. Your cameras come with APS-C sensors.
- Lens – they eye of your camera.
  - DSLR allows using any lens that would be suitable for photography.
  - Changing lenses will have an effect on several elements of the composition of our shots.

Types of lenses

Extreme wide-angle lens	Wide-angle lens	Normal lens	Telephoto lens	Super telephoto lens
8mm to 16mm	16mm to 35mm	35mm to 80mm	80mm to 200mm	200mm to 800mm

Source: www.the-digital-picture.com

Camera components

- Body – the brain of your camera.
- Lens – they eye of your camera.
- Tripod – it is the backbone of your camera.
  - DSLRs (and hand-held camcorders) are prone to shaky shots.
  - You should always use a tripod in all your shots.
  - There are devices to mount your camera and have more control… but we will not be using these in class.

Three fixed concepts

- **Resolution** – most DSLRs are capable of shooting Full HD (1080i), and this should be your standard setting.
- **Frame rate** – the standard frame rates are either 25fps or 29.97fps.
- **Shutter speed** – this should be kept consistent during all your production at 1/50 (if your frame rate is 24fps) or 1/60 (if your frame rate is 30fps).

Zoom

- **Optical zoom** – it uses the optics of the lens to increase the size an object without losing image quality.
  - All DSLRs have an optical zoom.
- **Digital zoom** – it magnifies the image electronically, thus reducing the quality of the image. TO BE AVOIDED!
  - Mobile phones and most consumer camcorders have digital zooms.

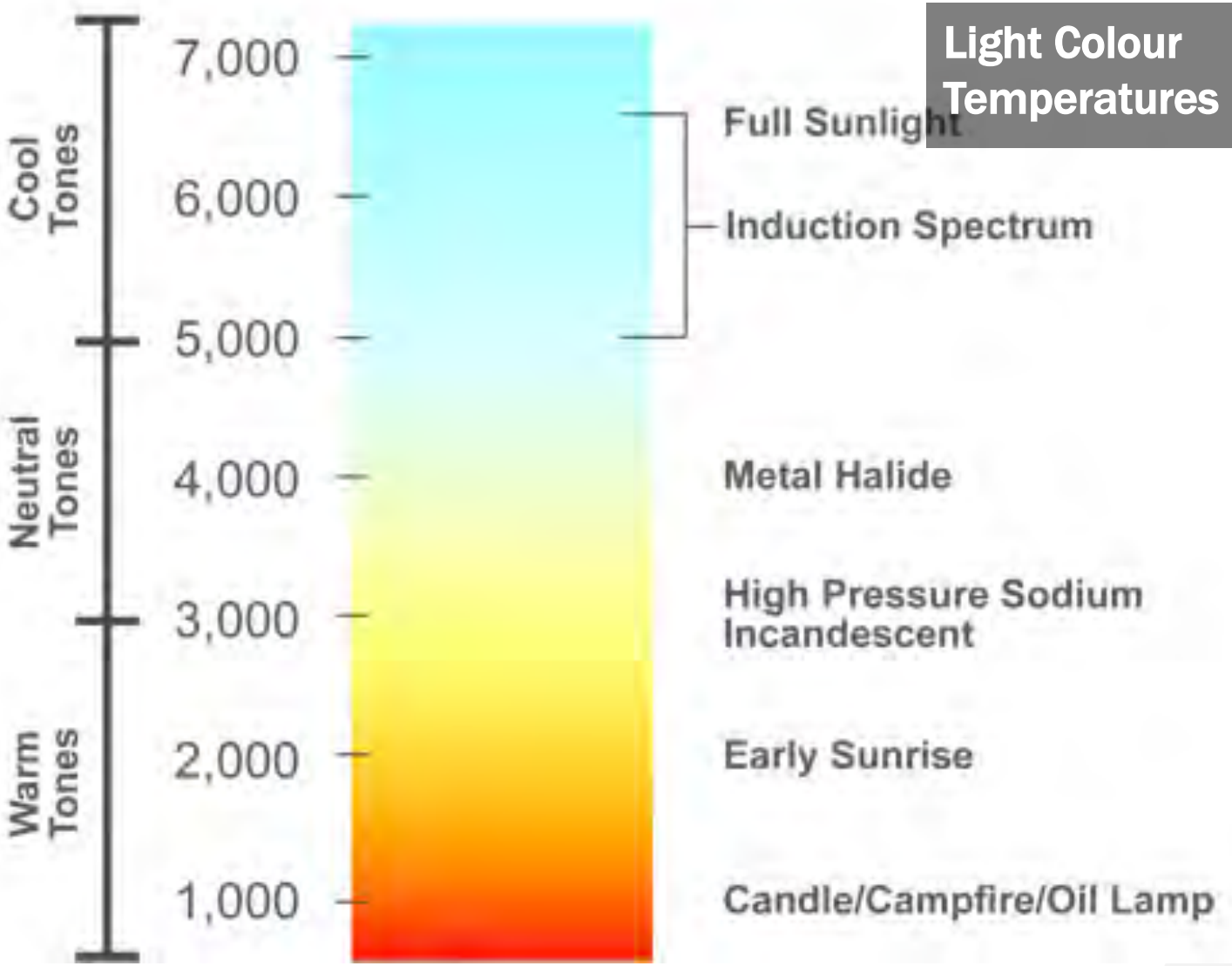
The importance of light

- The secret to good photography (and videography) is the light. The better the lighting conditions, the better your picture.
- Sometimes you can control the light in your set (particularly indoors), but sometimes you can’t.
- DSLR cameras allow you partial control over how to handle different lighting conditions.

White balance

- Different lighting conditions alter the temperature of the light in the camera.

Light Colour Temperatures



Source: http://www.fotozzoom.com/

The warmer the colour the lower the K (Kelvin) value; the cooler the colour the higher the K value.

White balance

- Different lighting conditions alter the lighting temperature of your shot.
- In DSLR cameras you have a pre-defined selection of settings to choose from.
  - If you do not chose the proper lighting settings your image will either look reddish or bluish.
- It is usually safest to go for the automatic setting.

Session 3. Camera operation II

6 September 2016

Assignment - “How to use … ”

- Pick four shots from your storyboard. Grab your camera, tripod and lens and shoot these four shots.

- Come back in **20 minutes**. Upload the content to your GApps Drive.

Next week

- The first individual assignment is due, 12pm on Tuesday.
  - You need to submit a storyboard and a shotlist for the “24 hours in the life of…” project.
- We will work on in-class exercise 2 (video shooting of your “How to operate…” project). You need to borrow the following equipment:
  - Camcorder
  - Tripod