DIGITAL MULTIMEDIA PROCESS
TIME-BASED WORKS

VIDEO & FILM PROJECTS

» Basic 3 step process
  1. pre-production
  2. production
  3. post production

» NOTE: Importance of planning, writing, and being a designer (designing)
  » KISS (keep it simple stupid)
  » Make sure that you always have a vision in mind, then try to achieve it – best way to do this is by looking at the work of others and analyzing it
DIGITAL MULTIMEDIA PROCESS
TIME-BASED WORKS

STEP #1 – PRE-PRODUCTION
» Logline, Synopsis, Outline, Treatment
» Script
» Storyboard
» Shot list

STEP #2 - PRODUCTION
» The shoot (video, lighting, camera lenses, cinematography, etc.)
STEP #3 – POST PRODUCTION

» Digital Asset Management (folder structure)
» Digitizing Footage (capture)
» Logging clips
» Editing
» Opticals/Effects (fades, wipes, etc.)
» Color Correction
» Titles (motion graphics & type animation)
» Rendering
» Authoring (to VHS, BETA, DVD, web formats, etc.)
EXTRA COSTS

COURSE MATERIALS

Blank DVDs

Blank MiniDV tapes

Optional: External Hard Drive

Optional: Video Camcorder
WHAT IS DIGITAL MULTIMEDIA?

» **Definitions:**
  » Google it: http://www.google.com/search?num=100&hl=en&lr=&newwindow=1&q=define%3A+multimedia

» Multimedia is a combination of:
  1. Image
  2. Text
  3. Sound
  4. Time
Adobe Premiere

» Mac students may be able to get away with using Final Cut, but I do not advise you to do this because we do not have it here in the labs

Adobe After Effects

Adobe Audition (Soundbooth is another audio option)

Adobe Encore

Adobe Flash & Adobe’s Media Encoder
**LESSON CONCEPTS**

**TECHNICAL VIDEO DETAILS:**

- **NTSC**
  - **Standard Definition:**
    - 720x480 with a 0.9 Aspect Pixel Ratio
    - 640x480 with a 1.0 Square Pixel Ratio
  - **High Definition:**
    - 1280×720 pixels (720p) typically with a 1.0 Square Pixel Ratio
    - 1920×1080 pixels (1080i/1080p) typically with a 1.33 Square Pixel Ratio

- **Screen Ratio Dimensions:**
  - Widescreen: 16x9 (1.2 or 1.33 aspect pixel ratio)
  - Standard: 4x3 (.9 or 1.0 aspect pixel ratio)

- **File Formats:**
  - Still image file formats – tif, tiff, jpg, jpeg, gif, eps, ai, psd, etc.
  - Video file formats – Windows (avi, wmv, mpg, mpeg), Mac (mov)
  - Audio file formats – wav, aiff, mp3
LESSON
TIPS, TRICKS, & TECHNIQUES

ANIMATING & ADDING EFFECTS IN PREMIERE

» Motion
  » Scale
  » Position

» Effects
  » Cross dissolve
  » Dip to black
STILL IMAGE ASSIGNMENT

» Gather images
  » Try to think conceptually/come up with a narrative

» Buy some blank DVDs
  » Bring a blank DVD to our next class so that you can burn a test DVD

» Start Thinking About Audio/Music
  » Bring in a music CD or mp3 files of audio you would like to add to it.
QUESTIONS?
NO QUESTION IS A DUMB QUESTION

IF YOU EVER HAVE ANY QUESTIONS REGARDING THE PROJECT, PLEASE USE LAULIMA

» Post any questions, concerns, etc. on the Discussion board in Laulima.