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, with a strong *concept*, then try to achieve it – best way to do this is by looking at the work of others and analyzing it
STEP #1 – PRE-PRODUCTION

» Logline, Synopsis, Outline, Treatment
» Script
» Storyboard
» Shot list
DIGITAL MULTIMEDIA PROCESS
TIME-BASED WORKS

STEP #2 - PRODUCTION
» The shoot (video, lighting, camera lenses, cinematography, etc.)
» Primary Animation (ie. motion graphics)
DIGITAL MULTIMEDIA PROCESS
TIME-BASED WORKS

STEP #3 – POST PRODUCTION
  » Digital Asset Management (folder structure/organization)
  » Editing
  » Opticals/Effects (transitions, fades, wipes, etc.)
  » Color Correction
  » Titles (supplemental motion graphics & type animation)
  » Rendering
  » Authoring (to DVD, web formats, etc.)
EXTRA COSTS

COURSE MATERIALS

BLANK DVDS

BLANK MINIDV TAPES (if shooting w/ MiniDV camcorder)

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 SOUNDBOOTH

ADOBE ENCORE

ADOBE FLASH & ADOBE’S MEDIA ENCODER
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, mp4, m4v), 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
HOW TO GET STARTED

HOMEWORK

VIDEO ASSIGNMENT

» Start thinking about a topic
» Gather content (images, existing video)
  » Think conceptually!
  » Develop a narrative framework
    » What is the narrative arc?
» Buy some blank DVDs
» Start Thinking About Audio (ie. Music, Narration, etc.)
  » Bring in a music CD or mp3 files of audio that you may want to use in your video.
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.