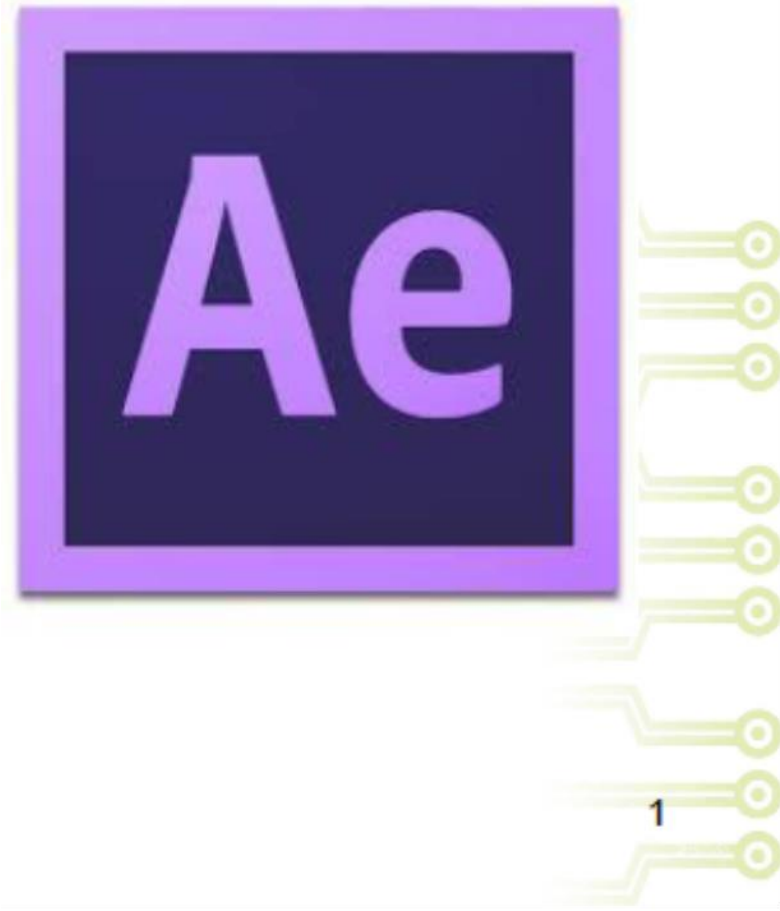


Media Production: Technology and Design (ELEC 1020)

LAB 9

Visual Effects with Adobe After Effect CS5.5



Scoring Rubric For the Labs

max. 4 (100%) out of 4	4 (100%) Exceeds Standard	2 (50%) Meets Standard	1 (25%) Approaches Standard	0 (0%) Fails
Evaluation of your production in terms of design and technical effectiveness	On top of the standard deliverables, students showed unusual insight, complexity, originality, or creativity with his/her message or choice of an art form or medium to express it.	Students completed ALL required message and reproduced an art form or medium that expected.	Students partially completed the required message and reproduced an art form or medium that expected.	Students FAILED to complete any require message and reproduce any art form or medium that expected.
	Work shows rich evidence that student researched his/her OWN ideas, art form, and the techniques of your art form.	Work shows full evidence that students completed the required ideas, art form, and the techniques of art form expected.	Work shows partial evidence that students completed some required ideas, art form, and the techniques of art form expected.	Work shows NO evidence that students completed any required ideas, art form, and the techniques of art form expected.

Outcomes of this lab

1. Create a video using Chroma-key Screen and post-process it by adding new backgrounds
2. Learn to use motion tracking
3. Create a 10s Zach King style video using techniques learnt in this lab

Attention

- The required material for basic task will be provided after the presentation.
- Use smartphone cameras to shoot and produce suitable footage before editing your creative task.

Lab Contents

1. Chroma Key Effect
2. Motion Tracking



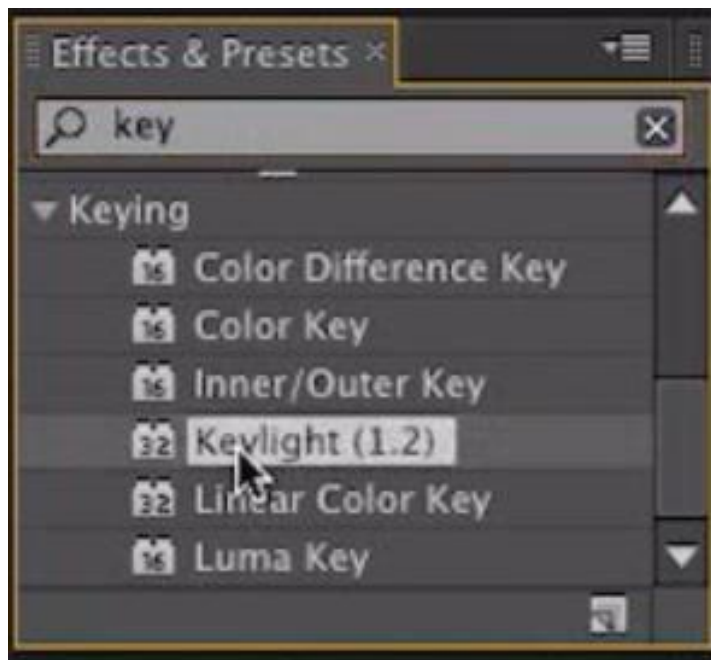
Chroma Key Effect



***Need high contrast
Background vs object***

Chroma Key Effect

Step 1: Apply Keylight Effect

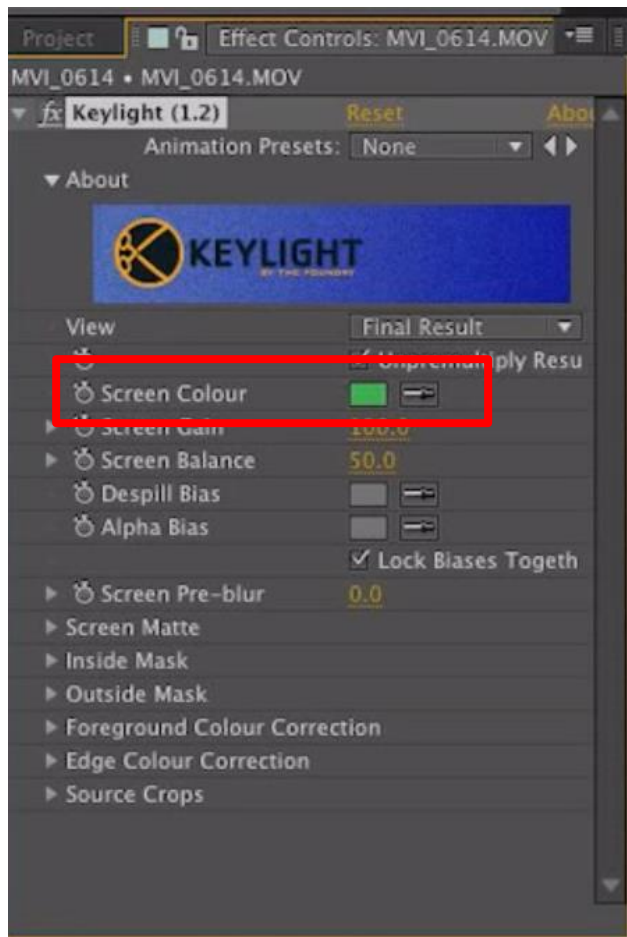


1. Search Keylight in Effects & Presets
2. Apply it to the Keylight footage



Chroma Key Effect

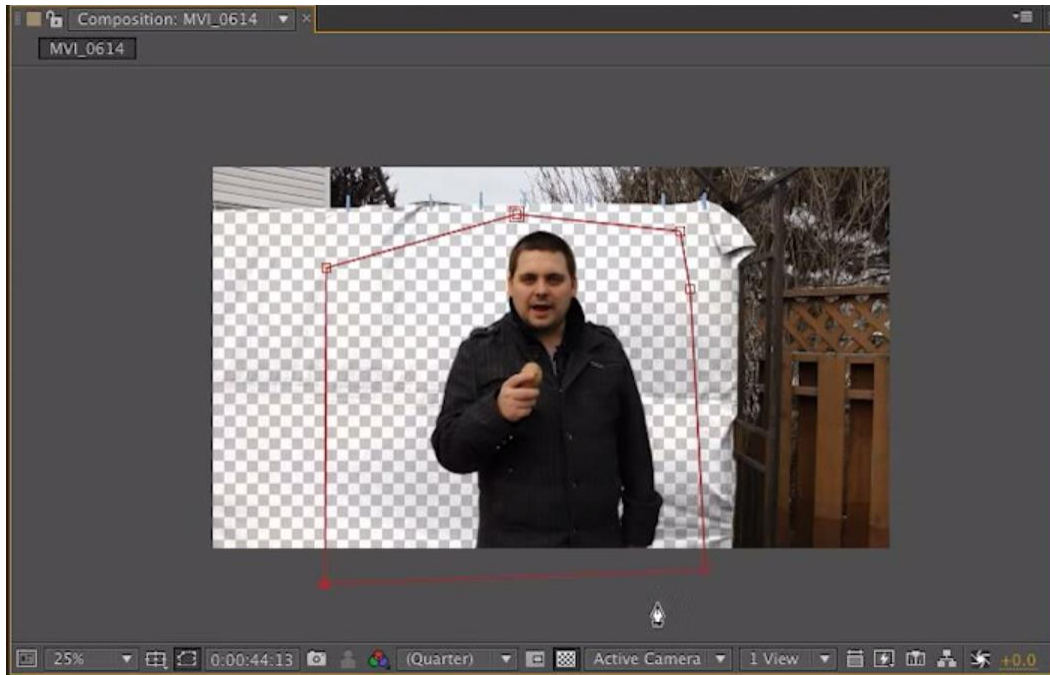
Step 2: Select Screen Color



Pick the middle tone of the Chroma-key Screen

Chroma Key Effect

Step 3: Masking

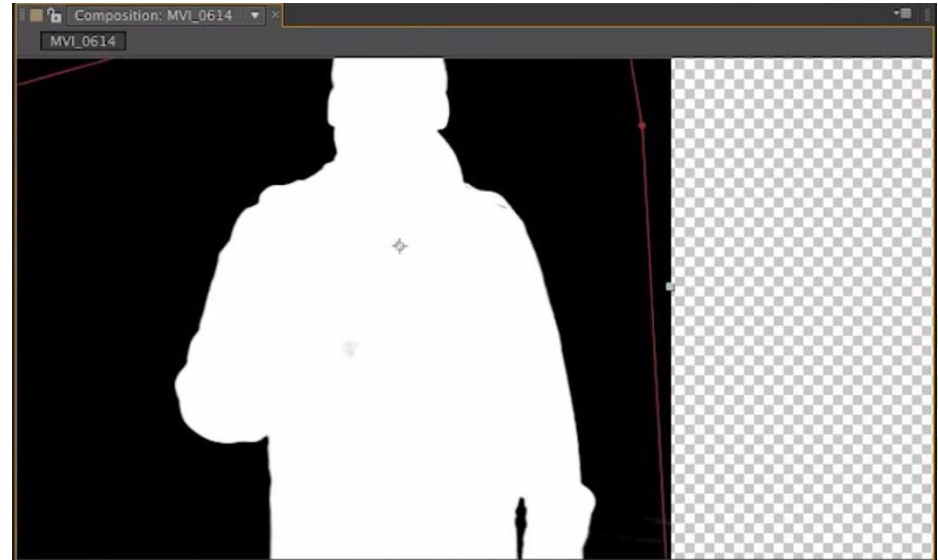
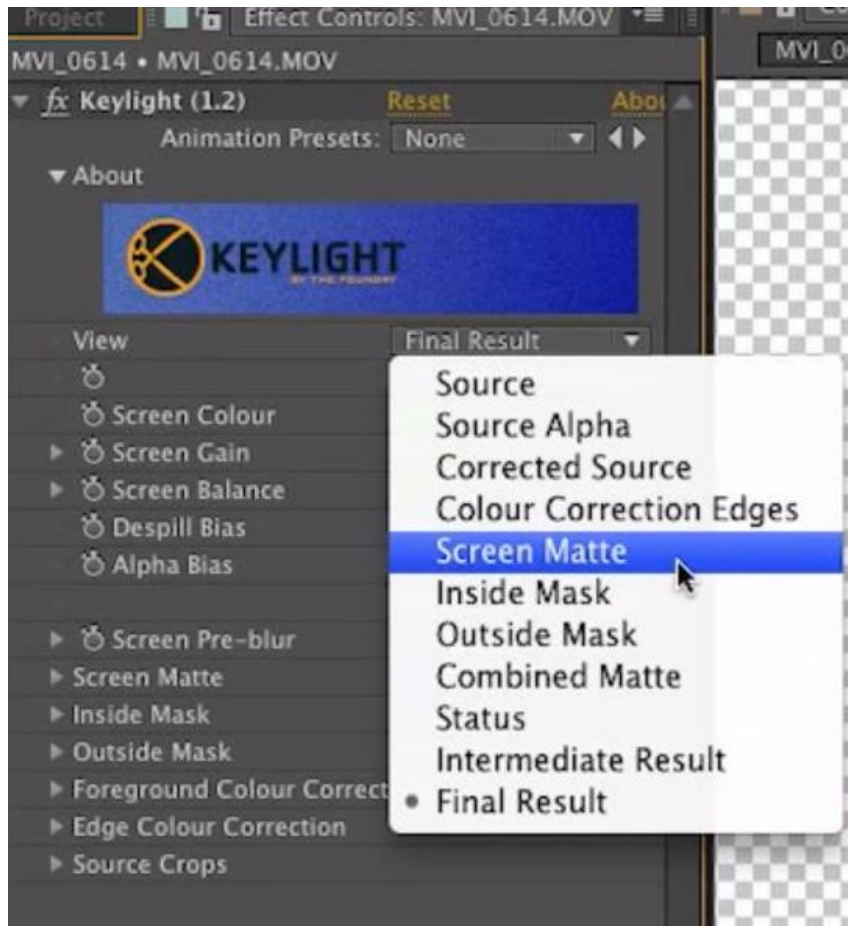


Mask useless parts of the footage using **pen tool**



Chroma Key Effect

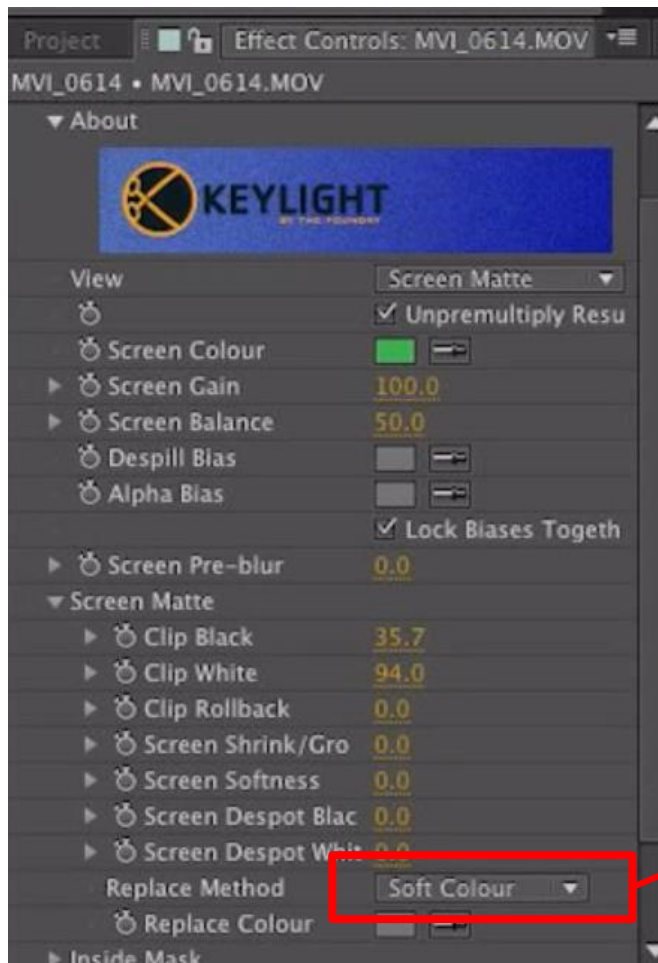
Step 4: Screen Matte mode



Set **View** to **Screen Matte** to inspect the alpha channel more carefully

Chroma Key Effect

Step 5: Refining Keylight Effect

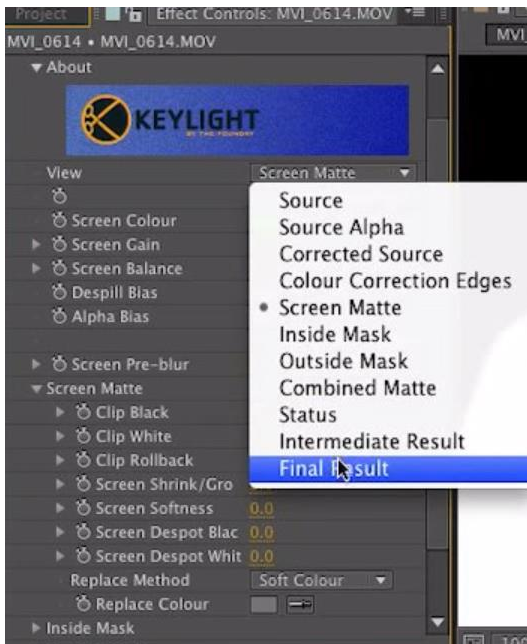


Keep **Clip Black** close to **0**
Keep **Clip White** close to **100**
Try to refine the effect by
modulating these values

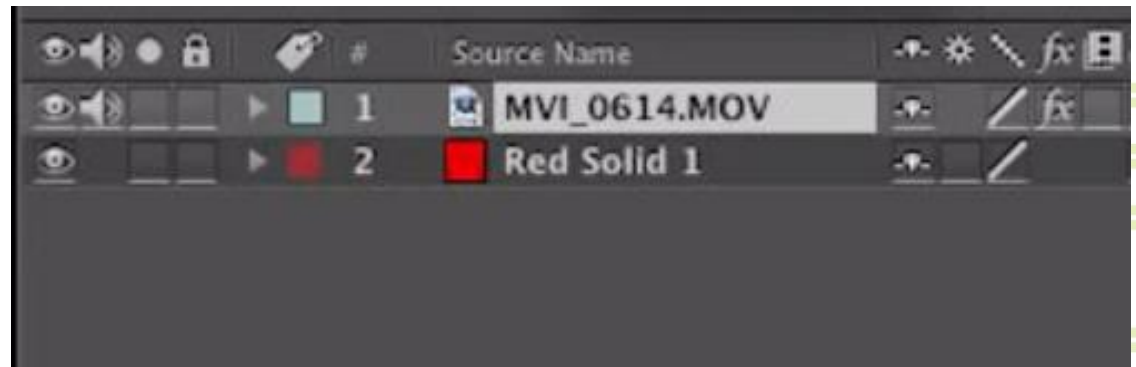


Chroma Key Effect

Step 6: Add Background

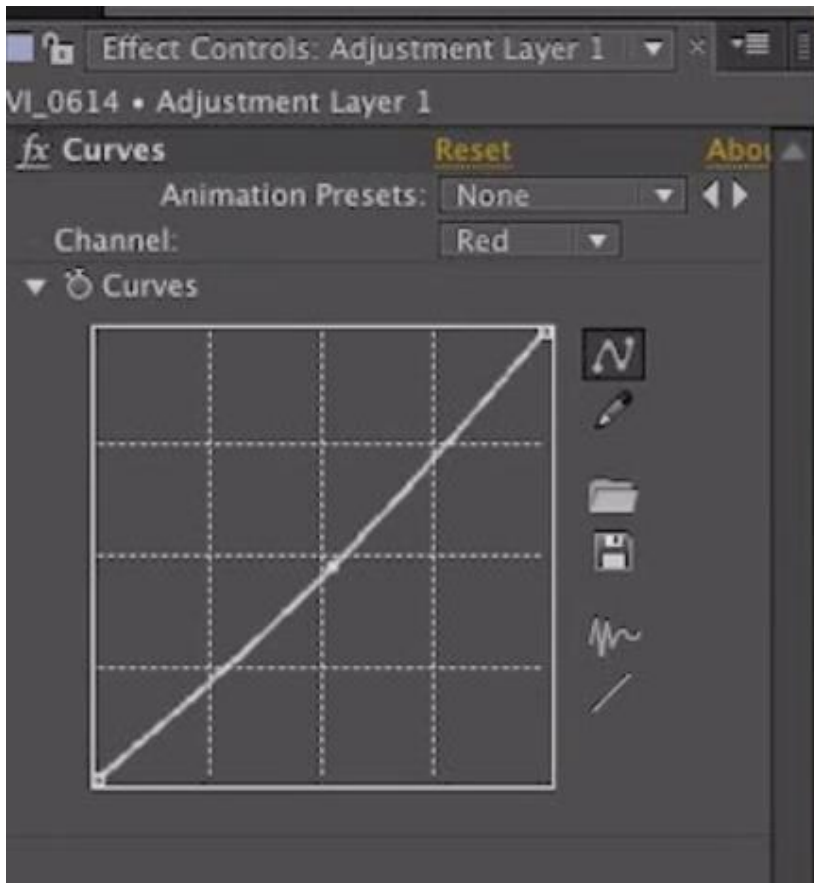


1. Set **View** to **Final Result**
2. Import Background image and add it to current composition



Chroma Key Effect

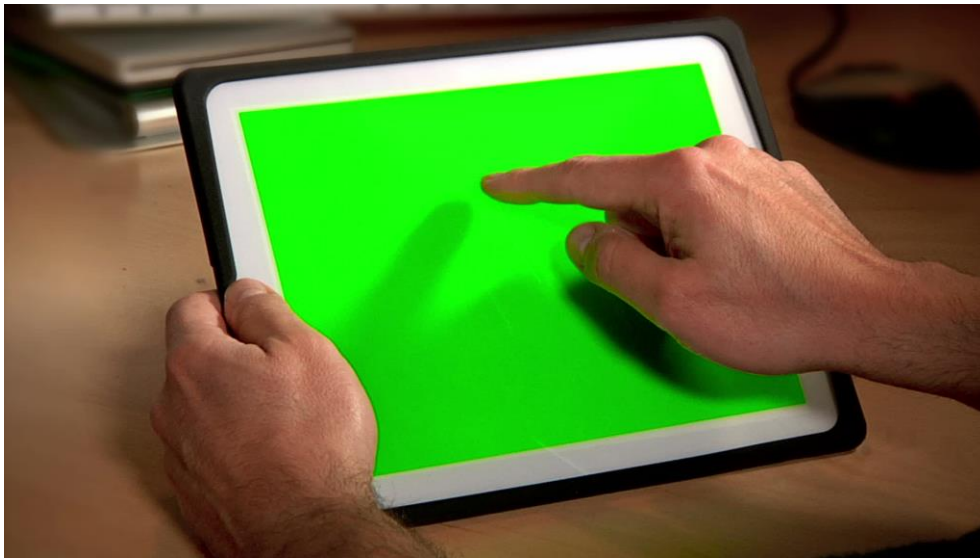
Step 7: Color Correction for blending



Apply Color Correction effects learnt in previous labs to blend the layers naturally

Chroma Key Effect

Chroma-key effect with digital screens



You may also use some digital screen to act as a Chroma-key screen.

e.g.: <https://youtu.be/CYvXRf2wtB4?t=10s>
<https://www.youtube.com/watch?v=FYRhjnstlm4>

Lab Contents

1. Chroma Key Effect

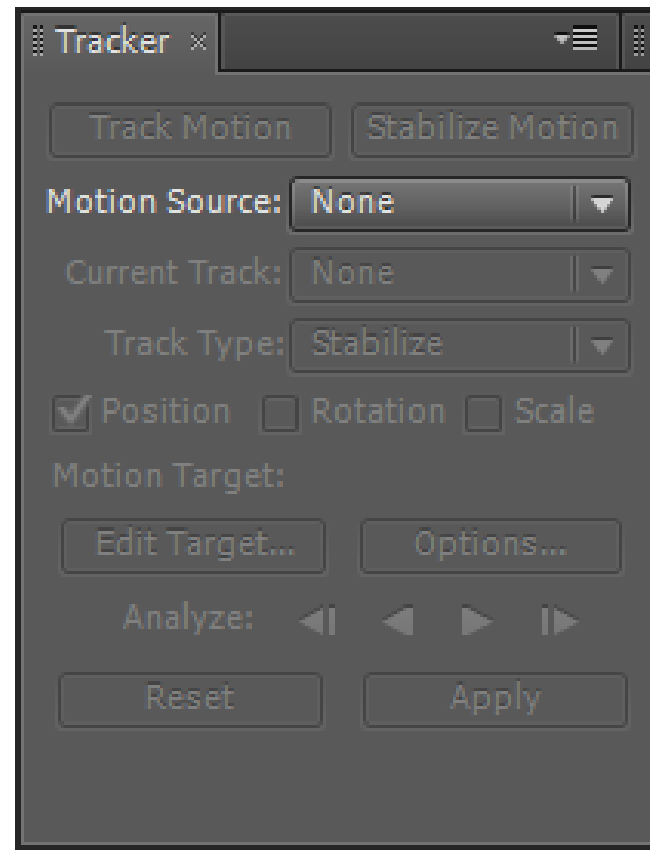
2. Motion Tracking

Motion Tacking

Step 1: View Tracker Window

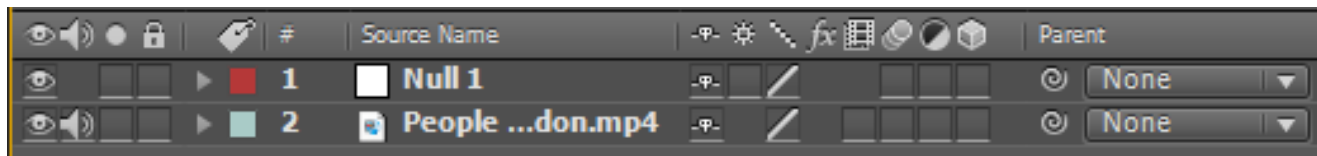
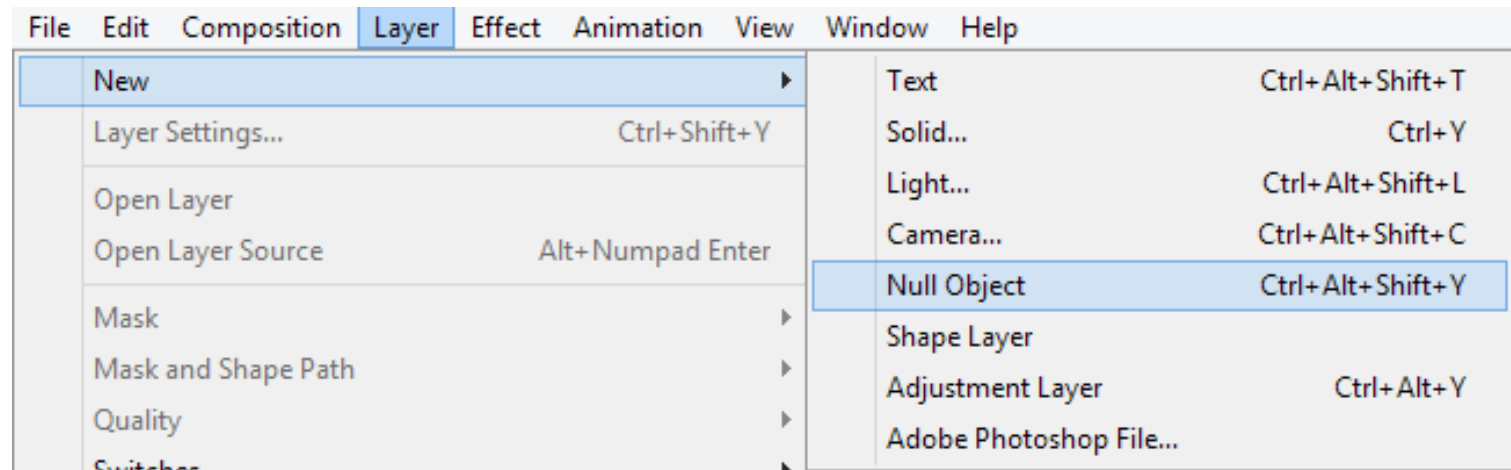
View → Tracker

Notice the new window pop-up in your workspace



Motion Tacking

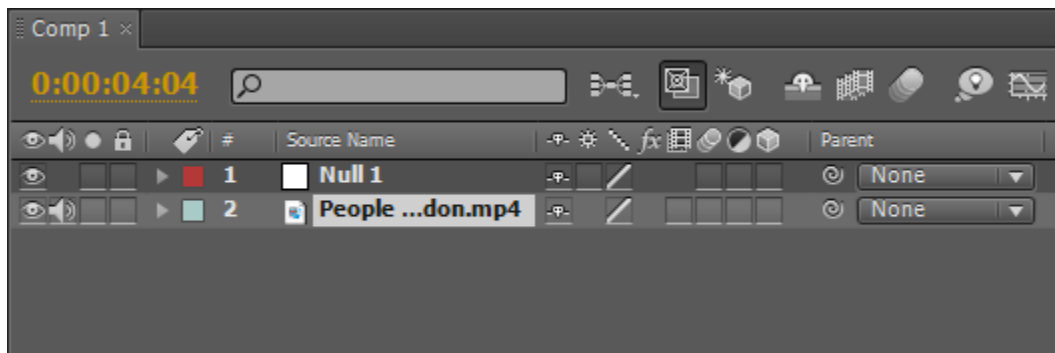
Step 2: Create Null Object



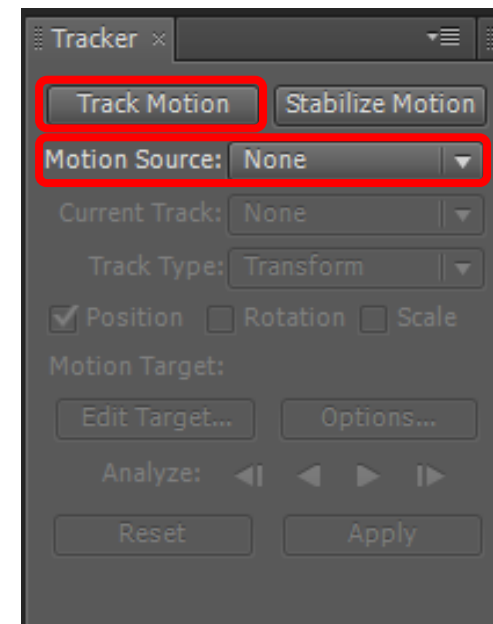
Layer → New → Null Object

Motion Tracking

Step 3: Set Motion Source

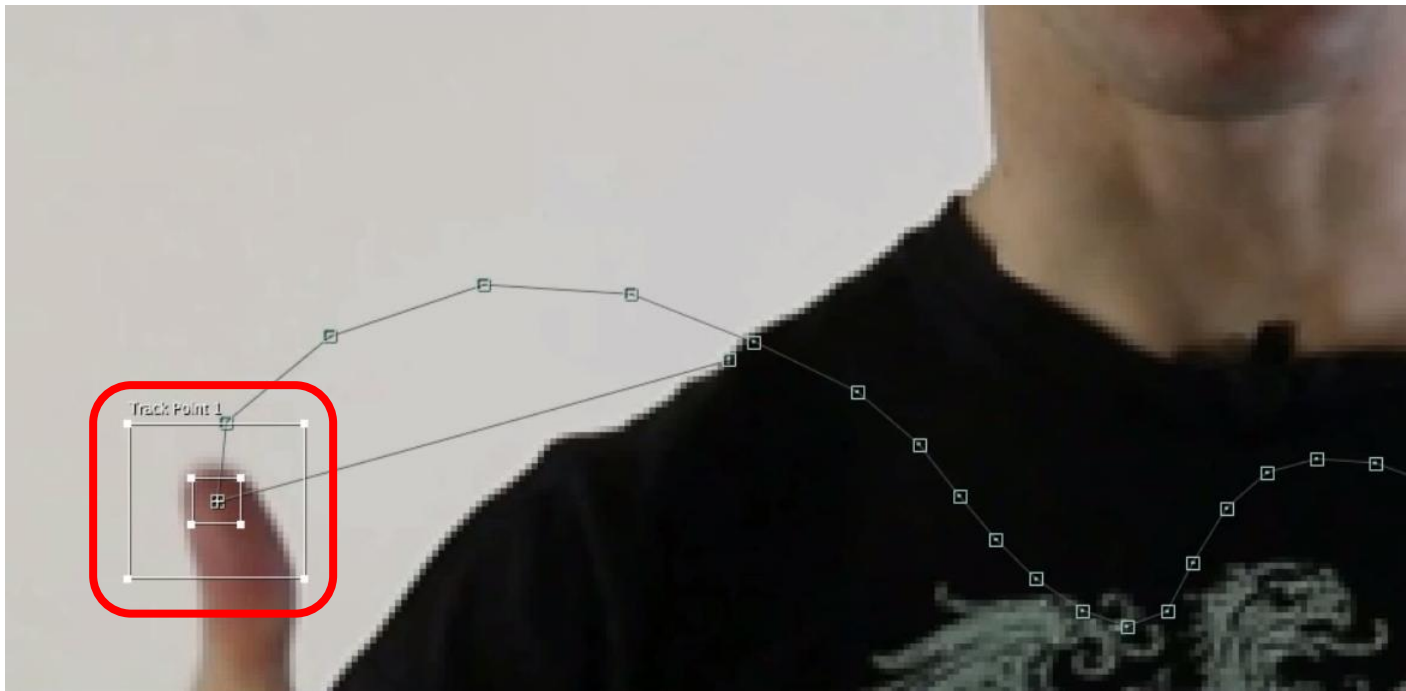


Motion Source → Select footage layer
Click Track Motion



Motion Tracking

Step 4: Configure Track Point

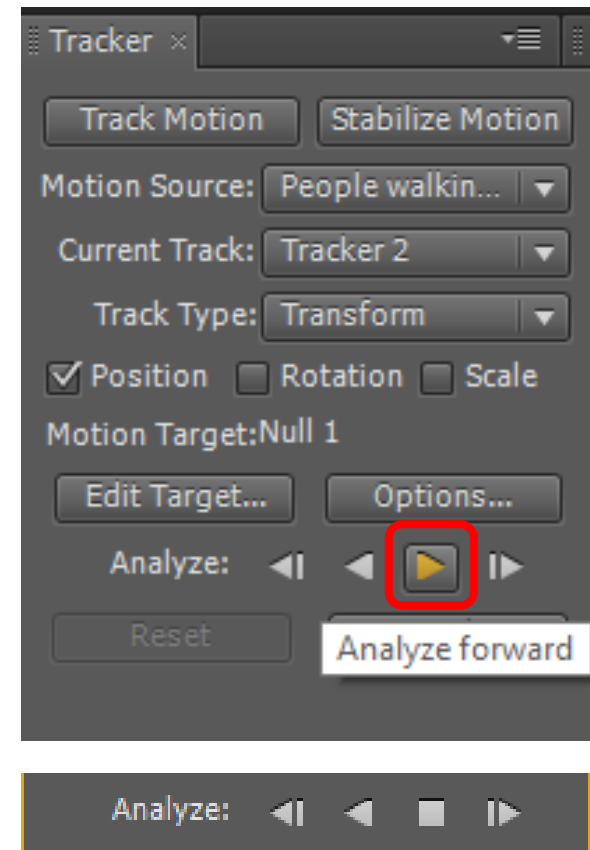


Set the position of the **track point** to the object (in this case a thumb) you want to track

Motion Tacking

Step 5: Analyzing Footage

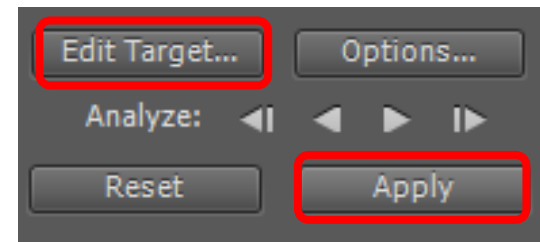
Click on **Analyze forward**



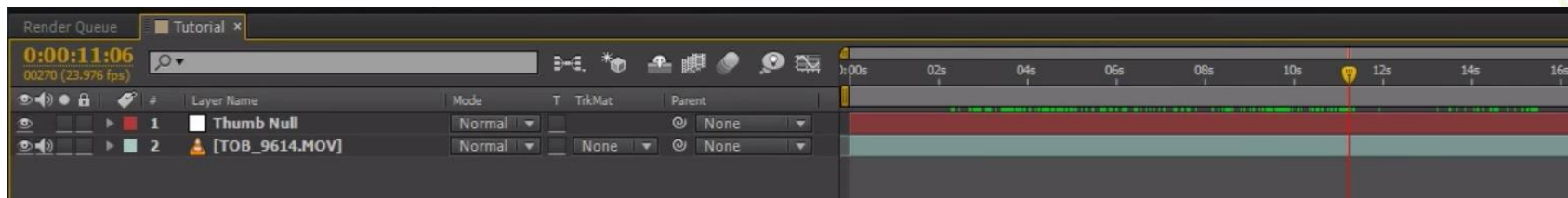
Motion Tacking

Step 6: Save Motion Track to Null Object

Edit Target → Null Object → Apply



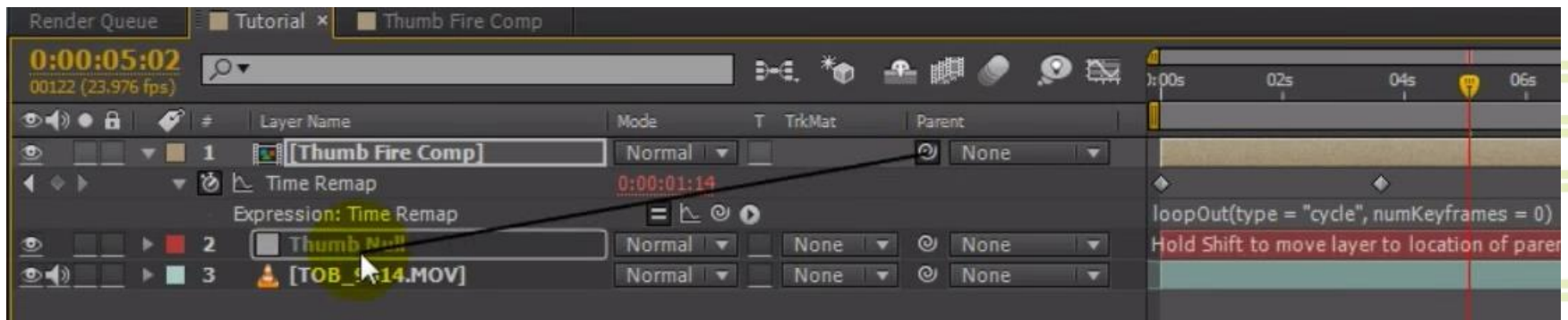
*If you want to restart click **Reset***



Motion Tacking

Step 7: Link the Path to Image Layer

Set Parent of Image Layer to Null Object Layer



Tips for Chroma-Keying

1. Choose your background first, before you film with Chroma-key
2. Inspect the lighting in the Background and imitate it when filming with Chroma-key
3. Make sure your Chroma-key screen has uniform color and is contrasted from the foreground

Just following the above three steps will make post-processing easier and effects more realistic

Basic Tasks

Create a Chroma-key video with different motion tracked image and background image

1. Using the video provided, apply Chroma-key and motion tracking technique using different images
2. Render the final product
3. Post a YouTube link to Course Facebook with your student IDs
 - YouTube ID: elec1020.2016spring@gmail.com
 - PW: elec1020issofun

Creative Tasks (groups of 3)

1. Create a Zach King style video (~10s)
 - Come up with a simple story/idea with funny/cool actions
 - Shoot Chroma-Key footage and the techniques learnt during lab
 - Use Chroma-key to visit some unusual place
2. Examples of Chroma-key and Motion Tracking:
 - <https://youtu.be/CYvXRf2wtB4?t=10s>
 - <https://youtu.be/CYvXRf2wtB4?t=6m39s>
3. Post a YouTube link to Facebook with your IDs
 - YouTube ID: elec1020.2016spring@gmail.com
 - PW: elec1020issofun
 - Deadline: 24 April NOON (session 1),
25 April NOON (sessions 2 and 3)