THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

Department of
Electronic & Computer
Engineering
電 子 及 計 算 機 工 程 學 系

ELEC 1020
Media Production: Technology and Design
Lecture 8

Prof. James She (*james.she@ust.hk*)

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Selected Out-of-class Activity

Shot: 1	Framing: Full shot	Shot: 2	Framing: Full shot
Time: 0:16	Angle: TBC	Time: 0:36	Angle: TBC
Transition: Fade		Transition: Cut	
Audio 1: Background music		Audio 1: Background music	
Audio 2: Moving object sound		Audio 2: Trolley wheel	
Messages: A fast speed transportation for the flowers (Keep Fresh) to hospital after wedding ceremony.		Messages: The trolley is now carrying all the flowers and suppose to gift the patients.	

1. detailed description (e.g. framing, transition, audio).
2. short and precise

Shot: 3	Framing: Close-up	Shot: 4	Framing: Close-up
Time: 1:00	Angle: TBC	Time: 1:52	Angle: TBC
Transition: Cut		Transition: Fade in	
Audio 1: Background music		Audio 1: Background music	
Audio 2: Patient's voice		Audio 2: Jennifer Grove voice	
Messages: Flowers can ignite the wish to bring happiness to patient		Messages: When the patient receive flower from others, It is wonderful. It means something.	

Selected Out-of-class Activity

1. detailed explanation of the video, with specified nature of music;
2. too much wordings, better with short and concise message for every shot;
3. A bit too many key shots in a storyboard for <2mins. video

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Selected Basic Tasks

source:
http://course.ee.ust.hk/elec1020/web_data/lab/06/sources.mp4

https://www.youtube.com/watch?v=-egwEY0c3FI
Message clear, good cuts & transitions

https://www.youtube.com/watch?v=1L2vtXmJrdU
Different audio on some interesting

Last lectures

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Outcomes from this lecture

1. Styles of Video

2. Selected Creative Task

3. Video Shooting

Styles of Video

Styles of Video

6 major styles…

1. Humor
2. Documentary
3. Informational/Instructional
4. Performance
5. Artistic
6. Inspirational

Styles of Video

Humor

- most popular style for both video creators and viewers.

- laughter is universal, nearly everyone enjoys a good laugh.

- most, if not all modern cultures/communities is full of humor.

e.g.,
1. Hands-free Card for the car auto

Styles of Video
Informational/ Instructional

- If you're an expert in a field, by all means using informational videos to gain new fans and customers

- Sometimes, less likely to "go viral," because they are, by definition, not as entertaining

- However, no need to go viral to be a successful video. If your audience is seeking information, by all means give the effective messages using this style

e.g.,

1. **Core Fitness Tips: How to do a Russian Twist**
2. **"Marketing Through Microblogs" - Thoughtful China**

Styles of Video
Documentary

- In a nutshell - set up a camera and film something real.

  i.e., documentary films or reality shows on television.

- the concept is to present some slice of real life in video form — as opposed to writing a script and hiring actors.

- Non-profits are the fine example to use the documentary format, splicing together footage of a special event.

e.g.,

1. Long Distance Bike Rider Uses Cell Phone

Styles of Video

Performance

- If you're a singer/musician, this's your style of video. Simply set up a camera and perform your song, your dance, your magic, etc.

- Full of this kind of video in YouTube or many social networks — creating and uploading performance videos is how new or existing celebrities get famous, and more similar success stories.

- If you have a talent, your video doesn't have to be any more complicated than this: film yourself doing what you're good at!

e.g.,

1. A favorite one: Super Mario Beatbox

Styles of Video
Artistic

- Similar to performance videos, artistic videos showcase the visual arts.

- Some might be stop motion. Some might be still frame slideshows of paintings. Or a video of a painter in action, or even abstract videos.

- Art is a wide open classification, for sure. But if you draw, paint, sculpt, quilt, or have any other visual art talent, consider making a video of that talent.

e.g.,
1. Amazing Animated Optical Illusions!

Styles of Video

Inspirational

- If you're an individual passionate about a cause, or a nonprofit looking to get the word out, an inspirational video might be just the thing.

- Combine elements of several other styles in this lecture, but almost always have a common goal: to tug the heartstrings.

- An emotional reaction (joy, sadness, encouragement, etc.) from the viewer is the intention.

- Might be an action you desire the viewers to take after feeling that emotion (like donating to a cause).

e.g.,
1. Free Hug Campaign

Styles of Video
Concluding Remarks - 1:

- All styles covered? **Of course not.**

- Just get you thinking different designs of (video styles) to convey the messages when you start video production/editing

- No single style for universal for video to convey effective storytelling — hundreds of design paths you can choose

- Recall: 3 design principles

Styles of Video

Concluding Remarks – 2:

- Pick a style for yourself, for your ideas/products, for your organization/business, for your goals!

- If you run a funeral home, I would hope you would WON'T USE humorous videos unless for some design reasons.

- Likewise, if you're running a morning TV show, I would think that humor would easily win out over informational.

10 mins break

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Outcomes from this lecture

1. Styles of Video

2. Selected Creative Task

3. Video Shooting

Selected Creative Tasks

Video 1

https://www.youtube.com/watch?v=oHiMqNFZdUA

Video 2

https://www.youtube.com/watch?v=9XoHCeq9ZH0

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Selected Creative Tasks

Video 3

https://www.youtube.com/watch?v=vtXmAocbEa4&feature=youtu.be

Video 4

https://www.youtube.com/watch?v=zYH479BTjw0&feature=youtu.be
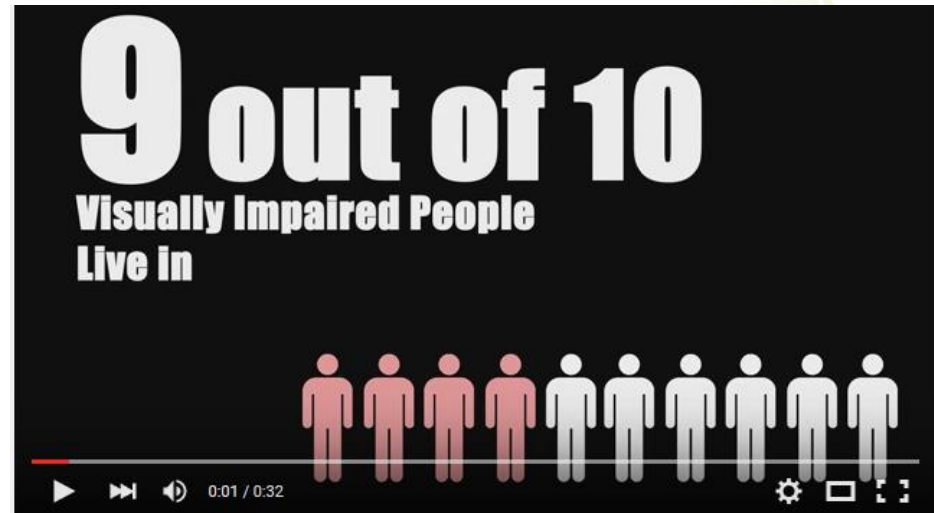
In-class Activity – Vote (5 mins)

Your best selected creative video with some reasons based on:

- design principles;
- visual impression

Camera Position and Angles

http://www.youtube.com/watch?v=d1japIhKU9I

Camera Position

- When describing camera positions/locations:
  - How far away the camera is from the subject
  - The perspective of the viewer

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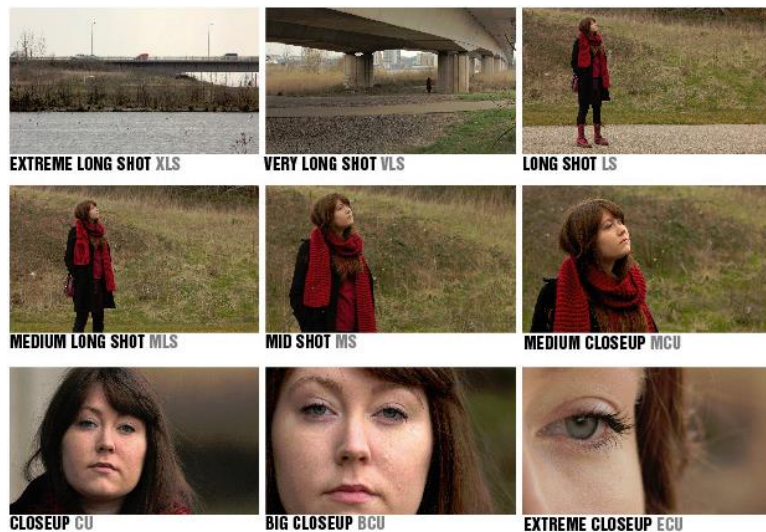
Camera Position

- Extreme long shot
    - Taken from as much as a quarter of a mile away,
    - e.g., the outside of a building, landscape

- Long Shot
    - Shows the image as approximately "life" size
    - e.g., the entire human body, with the head near the top of the frame and the feet near the bottom

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Camera Position

- Medium Shot
  - For dialogue scenes, or to show some detail of action
  - e.g., containing two figures from the waist up

- Close-Up
  - shows the importance of things,
  - e.g., words written on paper, or the expression

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Camera Position

- Extreme Close-Up
  - magnifying beyond what the human eye would experience in reality.
  - e.g., An extreme close-up of a face, for instance, would show only the mouth or eyes.

Camera Angles

- The angle between the camera and the object being shot
  - add emotional visual to an audience

- Guides their judgment about the character or object in shot.

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Camera Angles

- ## The Bird's-Eye view
    - This shows a scene from directly overhead
    - Familiar objects might seem unrecognizable
    - e.g., make people insignificant, ant-like, part of a wider scheme of things.

- ## High Angle
    - The camera is above the human height
    - High angles make objects smaller and less significant
    - e.g., The object or character is part of a big picture

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Camera Angles

- ## Eye Level
  - positioned as a human actually observing a scene
  - camera is on the level of the actors' heads
  - e.g. The speech of a character

- ## Low Angle
  - These increase height and give a sense of speeded motion.
  - Make the scene inspire fear and insecurity in the viewer
  - e.g., background as sky or ceiling

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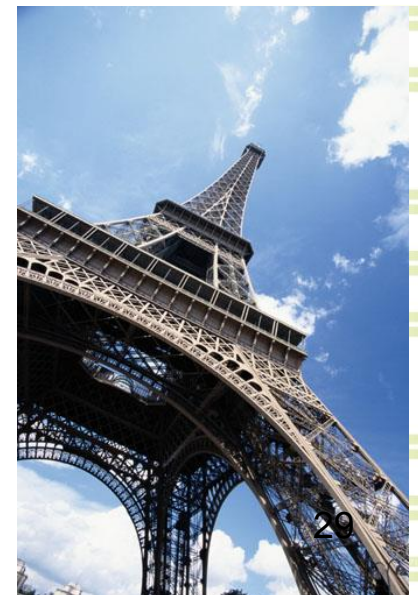
Example works of Camera Angle/Position and Acting by previous students

- https://www.youtube.com/watch?v=Wb8NYWgGy0E&feature=youtu.be

Difference between Animation and Video (in terms of design or more)?
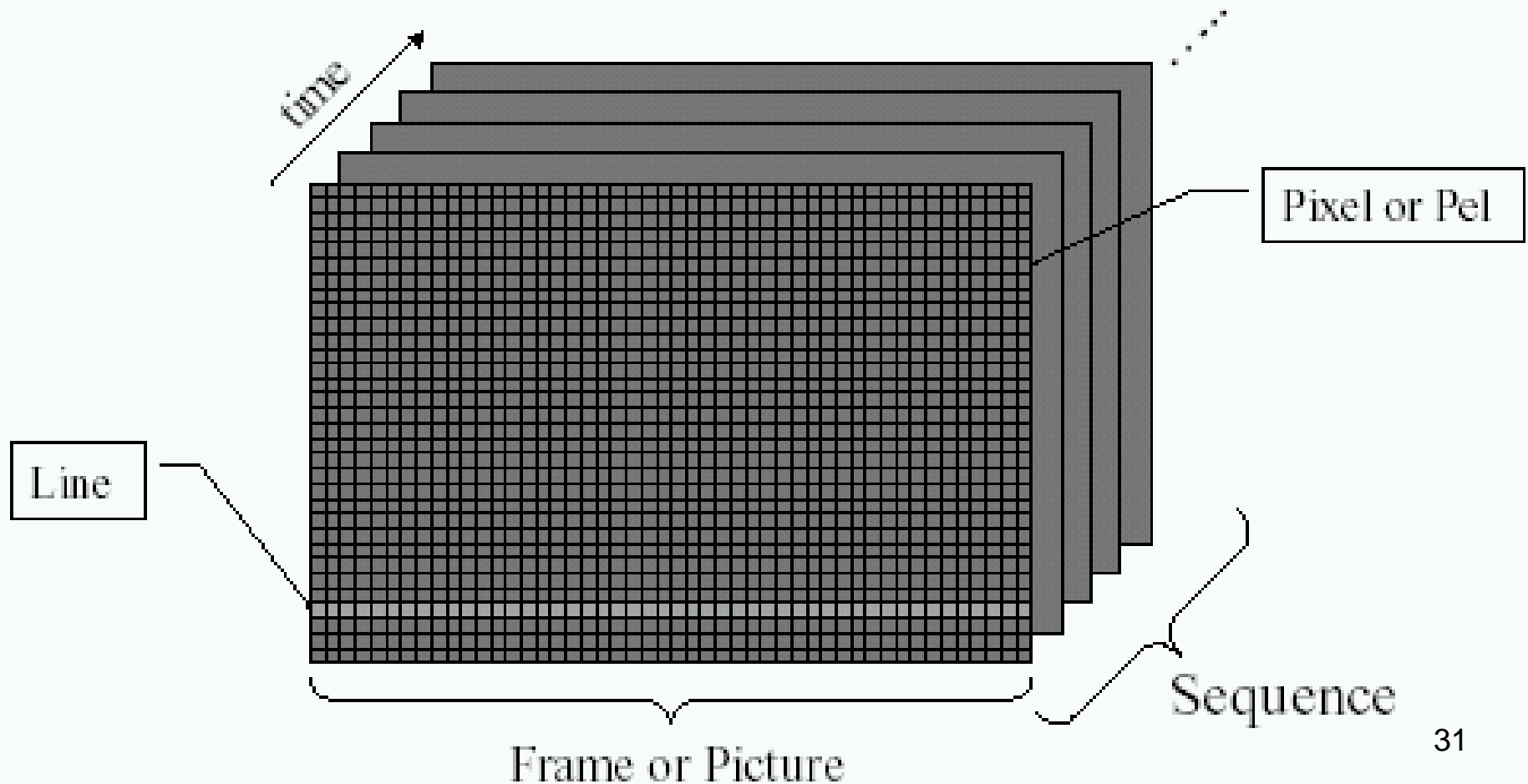
Style of video = design (time, related + unrelated images/objects, sequence of them)
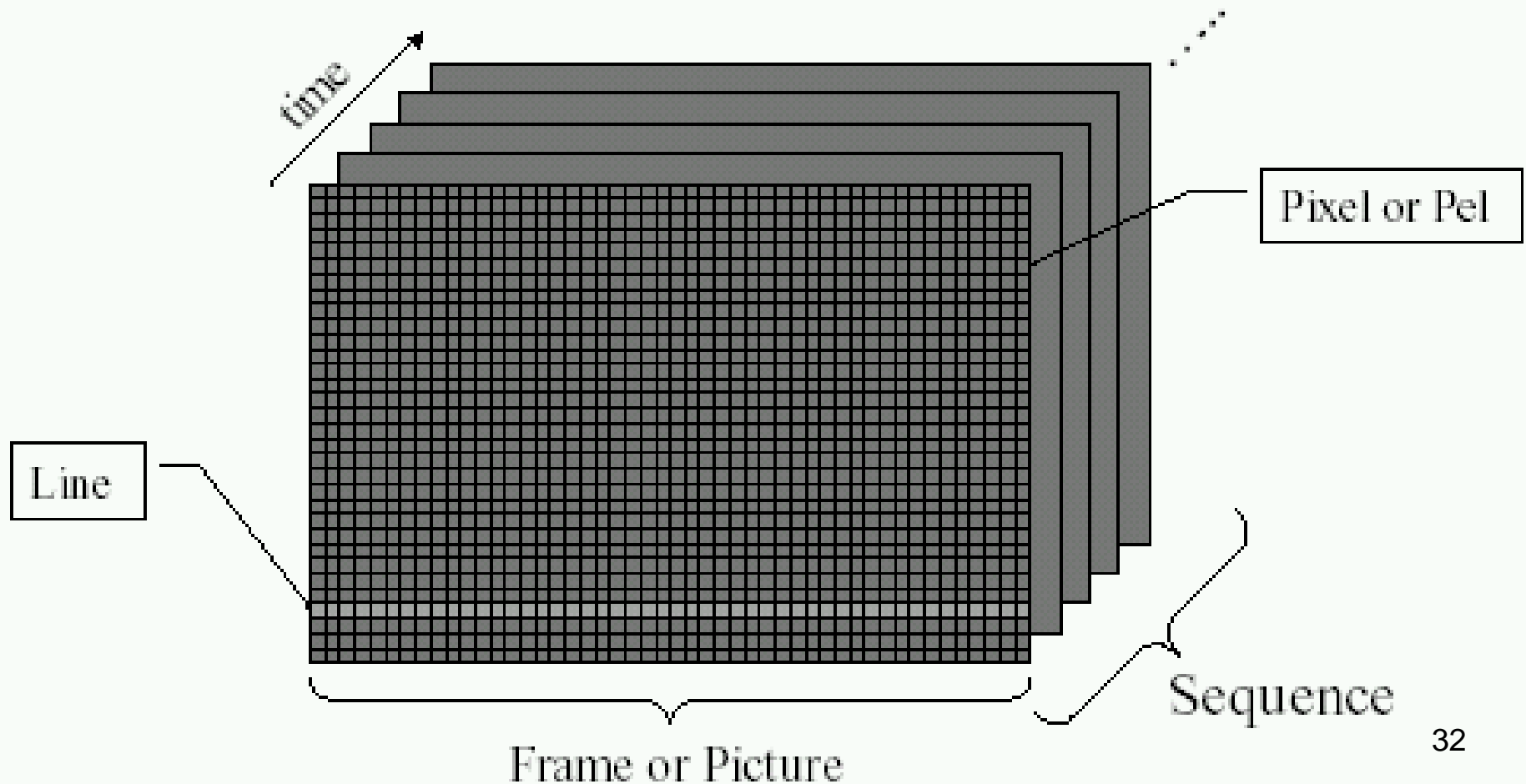

time

Pixel or Pel

Line

Frame or Picture

Sequence

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Recall - Media Production: Design and Technology

In a nutshell

	Design	**Technology**
Pre-Production	• Identify purposes • Design principles • Ideas /concepts • Prototypes	• Storyboard • Script
Production	• Shooting and acting • Venue & camera set-up • Sound recording • Programming • etc.	• Camera • Display resolutions • Choice of microphones • Stereo sounds • etc.
Post-Production	• Editing of image, animation, audio and video • Choices/ styles of effects • etc.	• Background keying • Adobe Photoshop, Audition, Premiere, After Effect • Performance and feature testing • etc.

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What exactly is video editing?
Refine the style and story of video for messages

- A process of manipulating and rearranging video shots to create a more effective video presentation.

- A key process of the post-production process (beside titling, color correction, sound mixing, etc.)

Purposes of video editing

- Remove unwanted video frames (shots), only keep those align to our storyboard

- Enhance a powerful flow of storytelling

- Add subtitle, wording, graphics, music, etc. (if necessary)

- Enhance the style, pace or mood of the video
  - Mood or backgound music
  - visual / audio effects

Digital video editing

Non-linear editing

- Video shots (frames) are edited with software (e.g., Premiere)

- Flexible manner to make changes to any frame

- Refer a particular frame (shot) by its display time hh:mm:ss

Recall: Design Principles

A. Understanding the original marketing message

1. what is the contextual meanings?

2. any other cultural meanings?

3. from who (e.g., a charity)? to who (e.g., student)?

4. what impression/ image is needed?

5. how long is aimed to last?

6. etc.

Recall: Design Principles

B. Knowing more about your targeted audience

1. what are the environments they perceive the message?

2. what are their ages? and demographics?

3. what are the common languages?

4. their cultures?

5. their educational backgrounds?

6. etc.

Recall: Design Principles

C. Identifying the right digital media and multimedia technologies

1. Making it artistically and technically looking good/pretty?

2. Is it the right media type (e.g., text, song, photo, video, etc.) and the form of presentation/delivering (e.g., email? facebook?)

3. the perceptual meanings (e.g., visually) aligned to the meanings of the original message?

4. Is the media effect (e.g., loudness, tones, styles) aligned to the original message?

5. Is it a right mix of various digital media?

6. etc.

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Out-class Activity (Pre-lab)
3 ppl (same session) a group

- Create a storyboard for a 20s~30s Zach King's style video for this week lab (at least 3 x 3, sample: link)

- Add 1-2 sentences to describe each scene

- Post your storyboard to the Facebook post with IDs

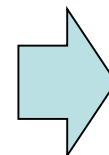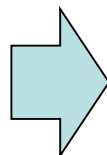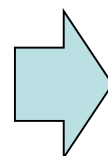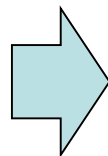- Deadline: Thursday noon (-50% if submitted after)

Hints:
1. specify the styles, transition effects and their connections in your group video
2. specify the camera angles/positions, make sure that it can be shot

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Out-class Activity (Pre-lab)
3 ppl (same session) a group

- You can select any of the Zach King's video, e.g.,

- End of Lecture 8 -