



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

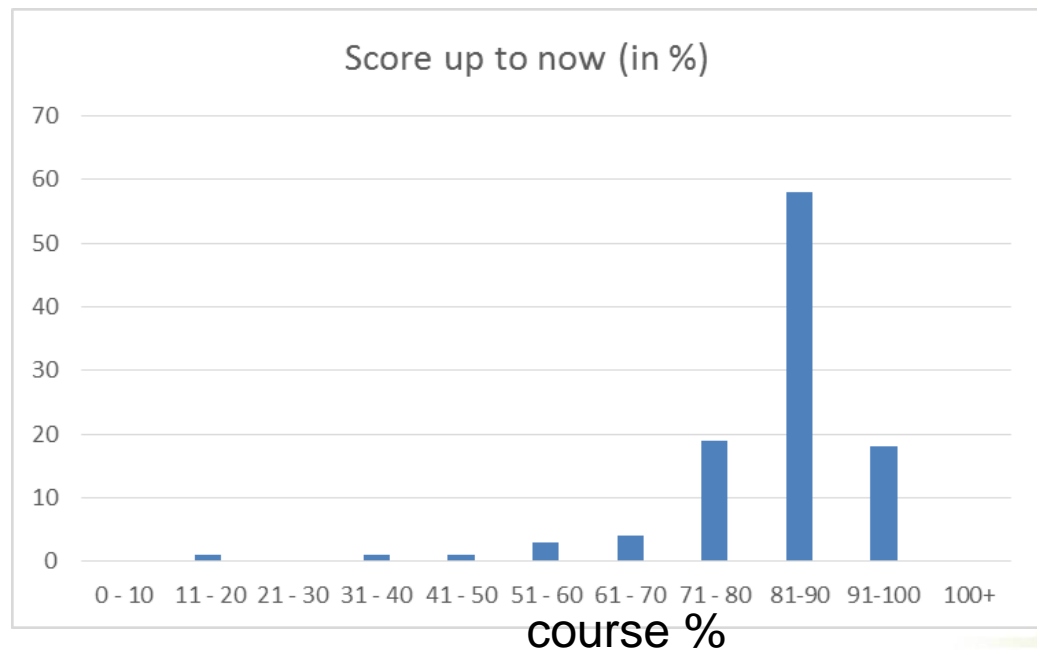
Lecture 9



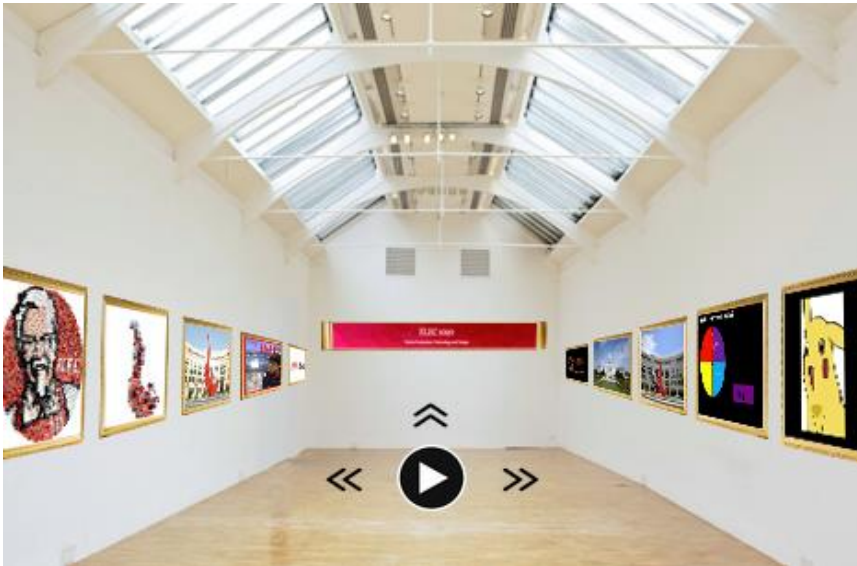
Announcements

1. Latest course grades including mid-term project released.
2. Any question about your grades, make appointment to your lead TA, Ming, within this week.

of
students



Selected Mid-Term Projects



<http://ihome.ust.hk/~cfchanai/ProjectCCF/>



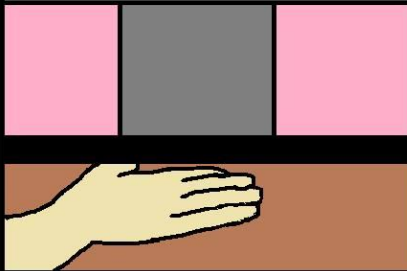
<http://ihome.ust.hk/~estanza/ELEC1020Project1/>

Selected Basic Tasks

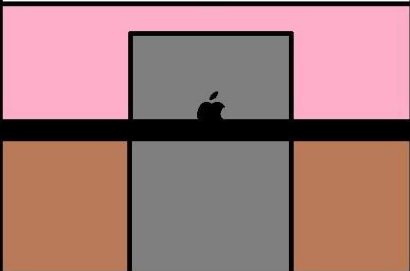
Scene 1
Angle: Eye-Level
Framing: Medium Close-up
Time: 00:00
Transition: -
Description: This guy want to get this gray iPhone



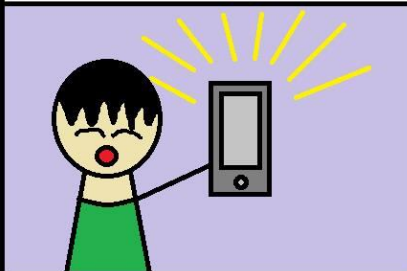
Scene 2
Angle: Eye-Level
Framing: Close-up
Time: 00:05
Transition: Zoom In
Description: The other guy magically summon the iphone from the screen (The other's guy hand on the picture)



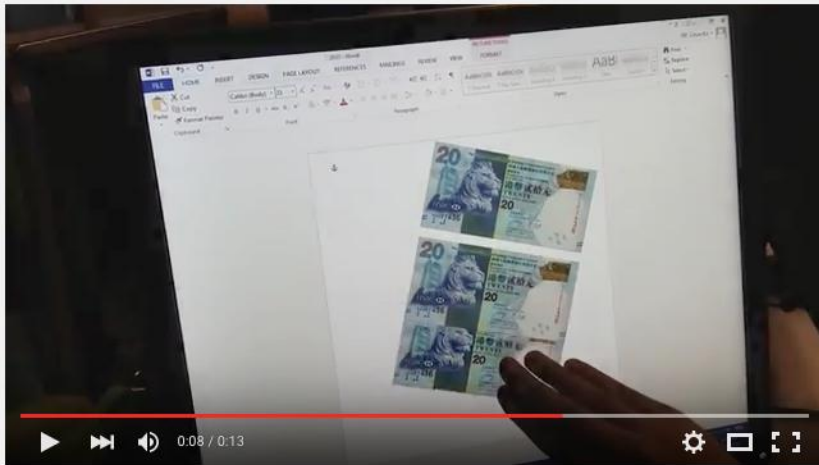
Scene 3
Angle: Eye-Level
Framing: Close-up
Time: 00:07
Transition: Dissolve
Description: iPhone begin to appear from the screen



Scene 4
Angle: Eye-Level
Framing: Medium Close-up
Time: 00:09
Transition: Zoom out
Description: The second guy show the iPhone in his hand



Selected Creative Tasks



<https://www.youtube.com/watch?v=imyAQzeDoh4&feature=youtu.be>

<https://www.youtube.com/watch?v=j3e1iR8NaiY&nohtml5=False>

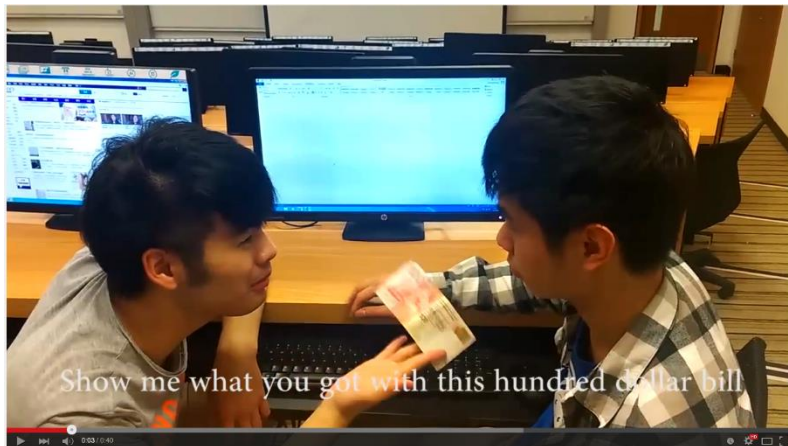


Selected Creative Tasks

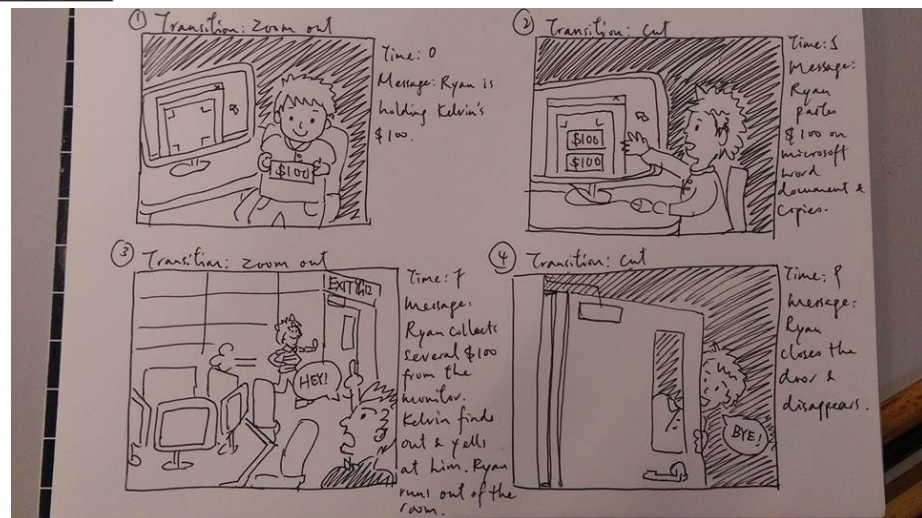


<https://www.youtube.com/watch?v=4LknHi-DCTY&nohtml5=False>
(shorter in-between is better)

Selected Creative Tasks



<https://www.youtube.com/watch?v=4LknHi-DCTY&nohtml5=False>
(shorter in-between is better)



Cautions for your future productions

Storyboard for 10s video

➔ Your video must be within 10s

Last lectures

Styles of Video

6 major styles...

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

In-class Activity – Vote (5 mins)

Your best selected creative video with
some reasons based on:

- design principles;
- visual impression

Camera Position

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



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.



Outcomes from this lecture

1. Roles & Responsibilities in a Production Team
2. Time flow motions
3. After Effects

Roles & Responsibilities in a Production Team

https://www.youtube.com/watch?v=asc-_idD5WA

Pre-production

- Concept and Story
 - Purpose of Video (messages)
 - Constraints (time, manpower, cost, equipment, etc.)
 - Design Principles
- Script and Storyboards
 - Concept shots/drawing and settings.
 - Written dialogue and narration to plan the flows of a video.
- Production Equipment
 - Checklist
 - Availability of places
 - Flexibility, limitations, etc.



Producer

Biggest Boss

- Initiate a video project, team, plan, etc.
- Make sure that the overall production plan is executed smoothly
- Control budget & everything, but out of the artistic decision of the video



Director

2nd Boss

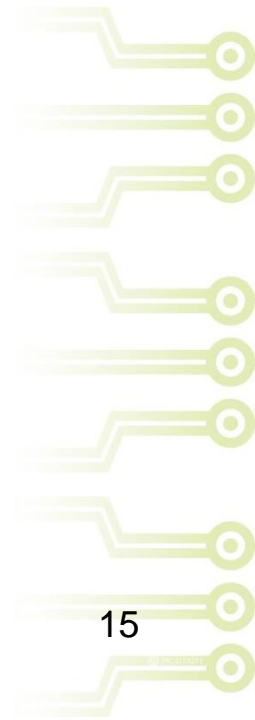
- 2nd boss, sometimes same person
- Execute the shooting, acting, production plan
- Manage all roles for video production
- Final say for the video and all artistic decisions



Sound Engineer

audio

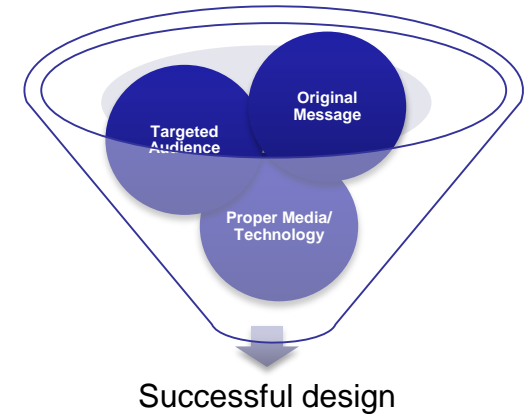
- Conversation Recording
- Background Music
- Sound Effects



Art Designer

visual

- Setup the main theme
- Background/ logo design
- Visual Effects



Camera-man (lady)

Footage

- Shooting footages
- Capture the impactful moment with good understanding of the storyboard
- Work closely with the director



Video Editor

Post-production

- Combine the works from team members
- Apply suitable effects and transition
- Create the final video with right editing and effects



Camera Technologies

Camera Technologies

iPhone vs Nikon

iPhone 6s	DSLR Nikon D750
12-megapixel	24.93 milion pixels
4K video recording	4K video recording
US \$649 (whole)	US \$3,400 (body only)

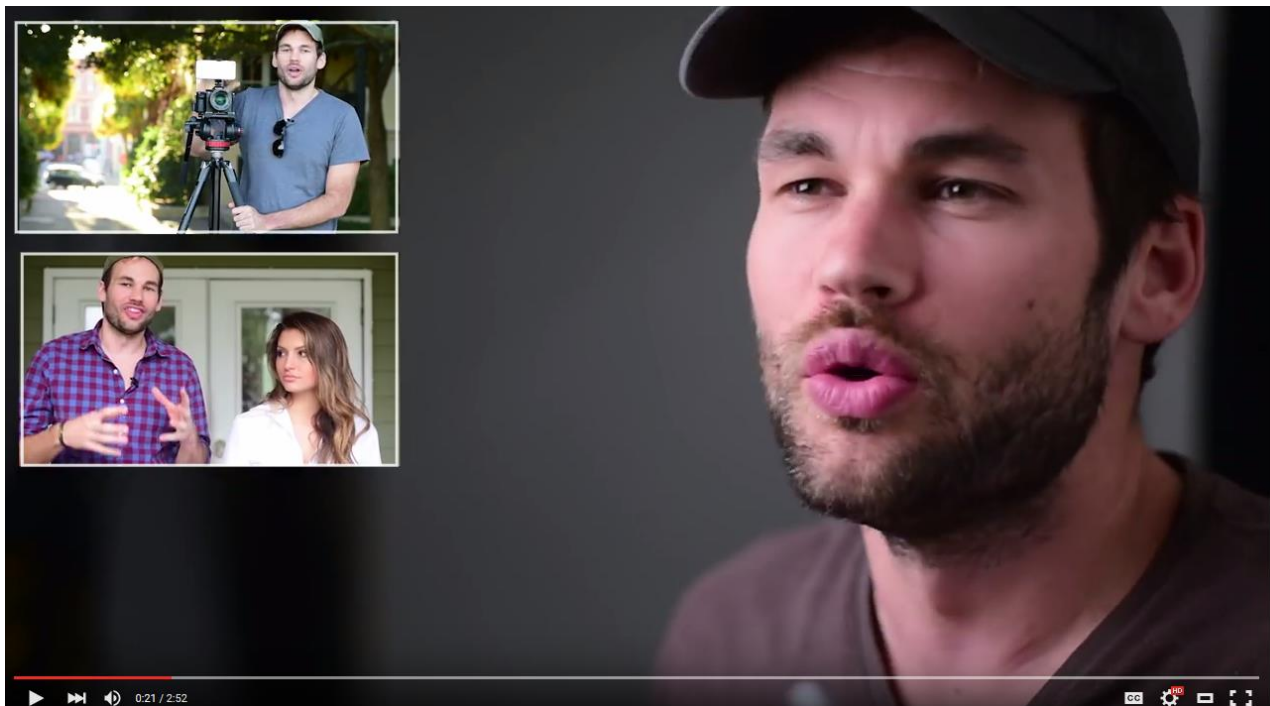


Mobile Camera vs Professional Camera?

4K: 3840 pixels × 2160 lines per frame

Camera Technologies

iPhone vs Nikon



<https://www.youtube.com/watch?v=q0NyPW-BjpA>

Camera Technologies

Revolutions in Mobile Quality and Performance

iPhone 6s/6s plus:

- Optical/digital image stabilization
- 1080p video, 60 fps
- 720p video, 240 fps



Time Flow Motion

A Special Shooting Technique

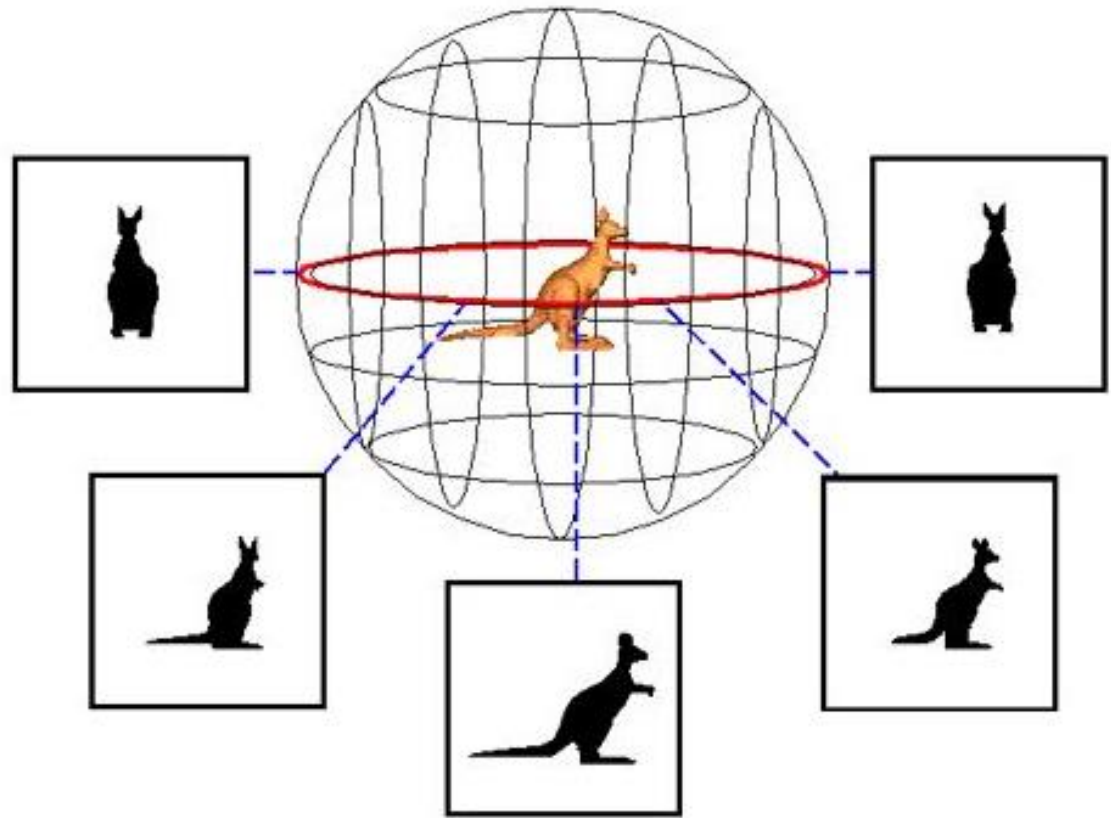
- Time Flow Motion Effect



1.
<https://www.youtube.com/watch?v=WhxbYTMNMxo>

2.
<https://www.youtube.com/watch?v=Kjcv-JtUOgA>

Different Angle of Views: Issues and more...



What is time flow motion effect? Creating time flow motion with mobiles



<https://www.youtube.com/watch?v=oD26Mrf1mck>

Time Flow Motion

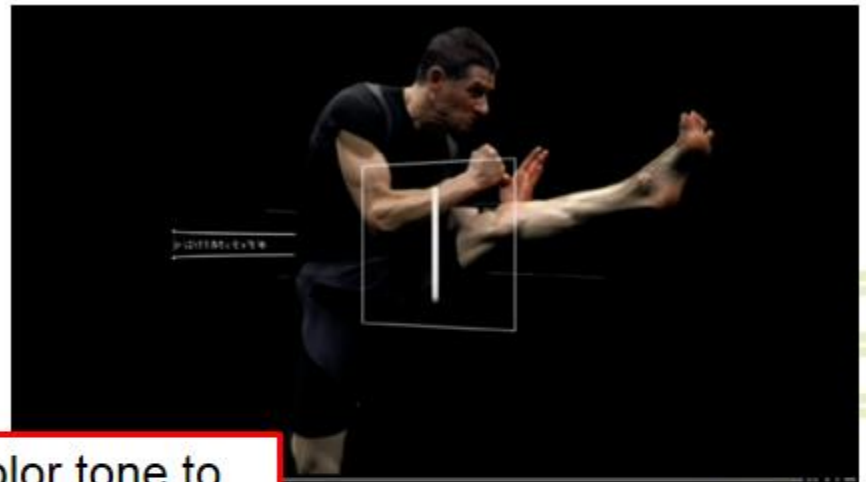
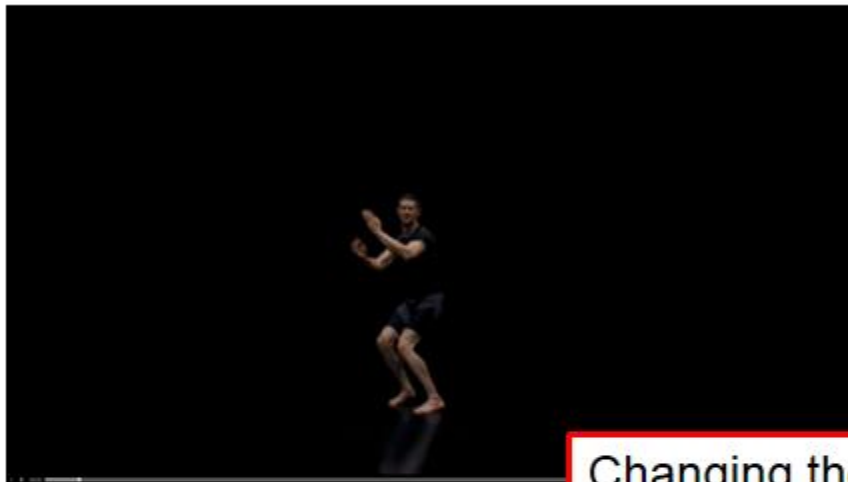
A selected work from the junior media course



<http://www.youtube.com/watch?v=cEEYhFwtGY8&feature=youtu.be>

Time Flow + After Effects

Lab. Activity this week.



Changing the color tone to
connect between normal
footage with time flow effect

<http://www.digitalair.com/uniqlo.html>

After Effects

Making Impossible Possible



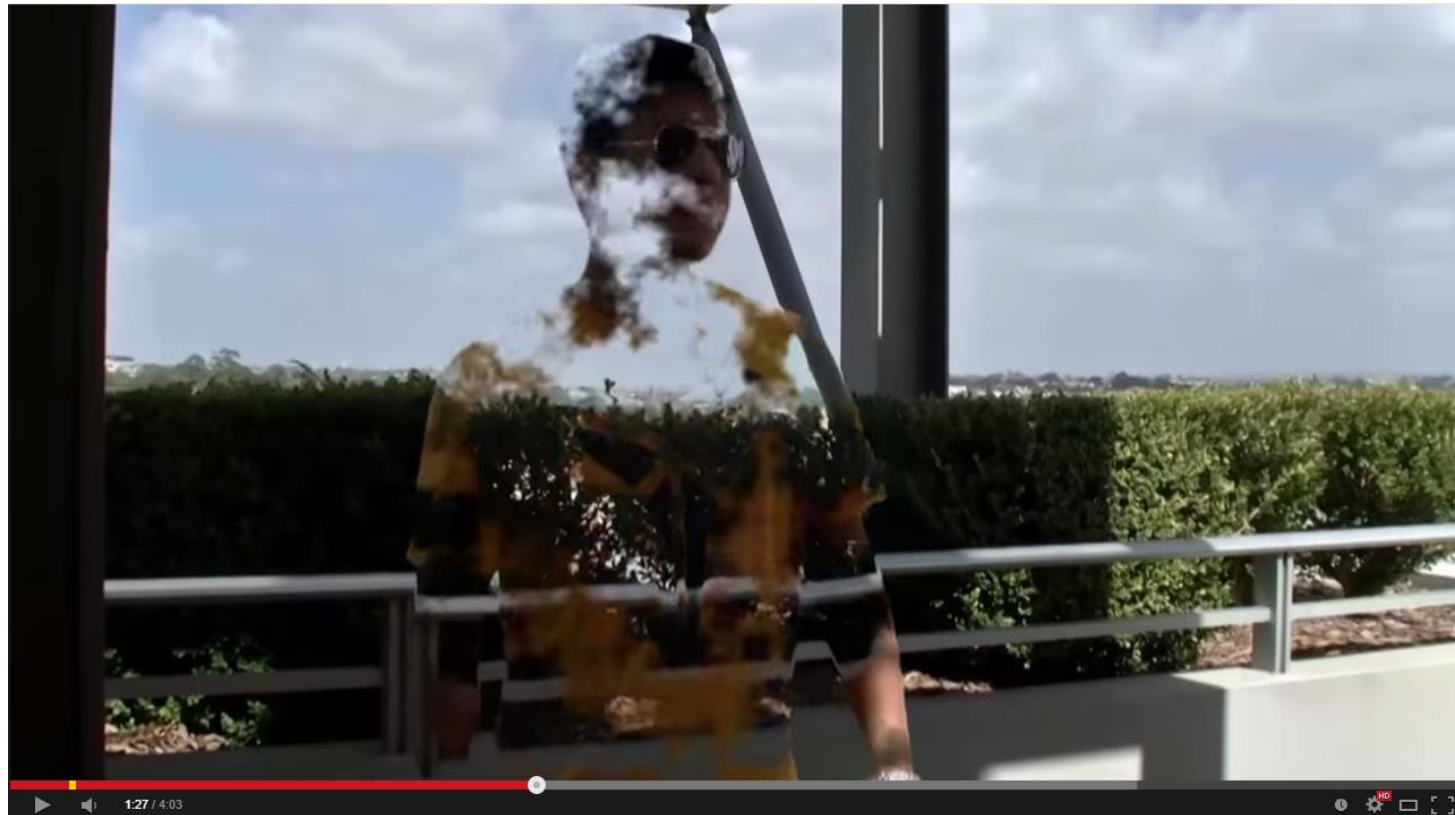
Some cool videos - 1

- <https://www.youtube.com/watch?v=5Em6OAl2mlc&index=5>



Some cool videos - 2

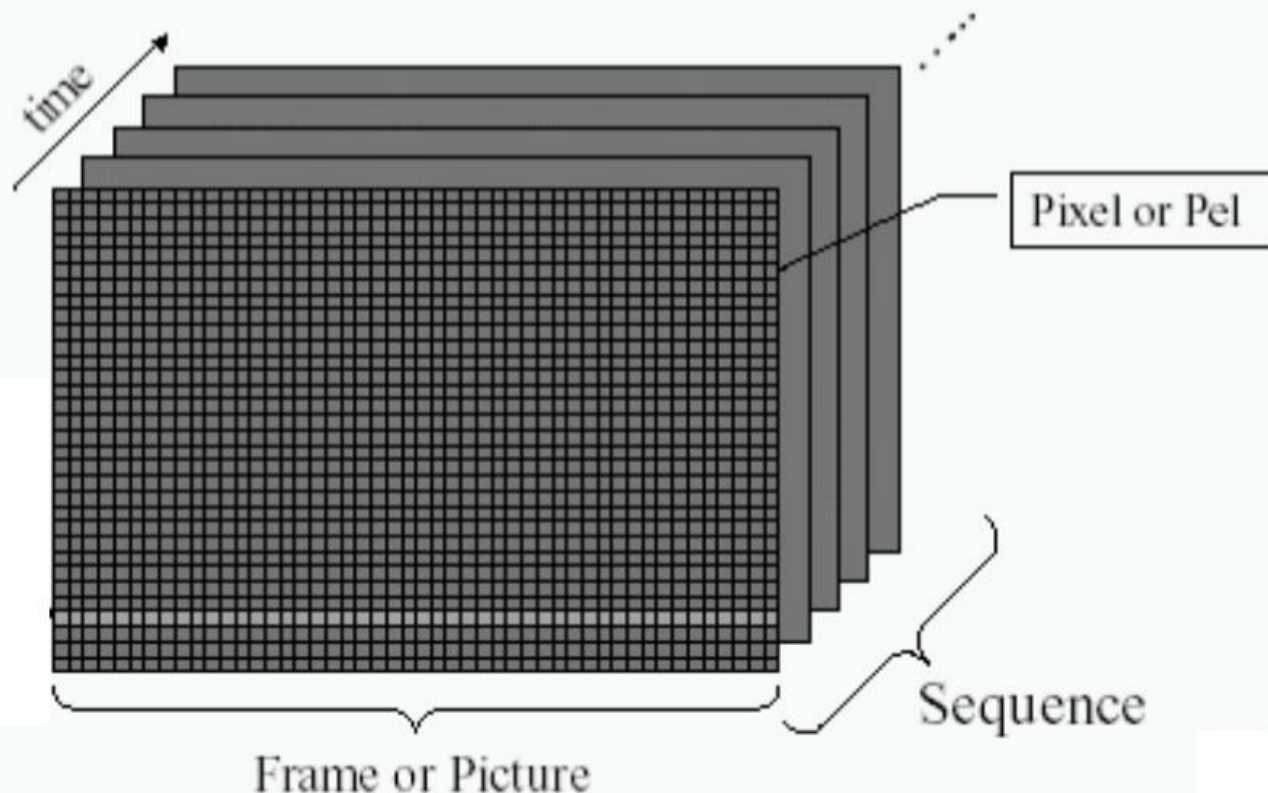
- <https://www.youtube.com/watch?v=POlavgSqdsU>



Recall – What is video?

When and what After Effects to use?

How's it different from transition effect?

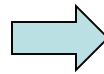


Purposes of video editing

- 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 background music
 - visual / audio effects

Recall: Zach King's video

<https://www.youtube.com/watch?v=kRDsTHVj6oc&feature=youtu.be&t=8m12s>



After Effects

When and what After Effects to use? How's it different from transition effect?

1. Create un-realistic or difficult shooting
2. Connect disconnected shots/messages
3. Bring moods to some frames within the sequences
4. Combinations of above

After Effects

A few more key effects



<http://www.youtube.com/watch?v=qg1-Q3Zobwc&feature=youtu.be>



<http://www.youtube.com/watch?v=GwR2Wnczsn8&feature=youtu.be>

- End of Lecture 9 -