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 10

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

Announcements

- Final Project Requirements

- Selected bonus tasks

- Selected creative tasks

Final Project Requirements

A video about "Cool Invention(s) from HKUST"

- 3 student per group

Project Goal:

- Produce a 20-30 second video like Zach King's style video (http://instagram.com/finalcutking/)

- Introduce at least 1 real or imagined invention from HKUST.

- All group members must appear in the video.

Final Project Requirements

Submission 1: group list (Due: 22 Apr)

- Submit your group list to the course Facebook page to obtain a group number.

- You will be assigned one if you cannot from a group

Final Project Requirements

Submission 2: storyboard (20%, Due: 26 Apr noon)

- Submit a storyboard (at least 3x3) to the course Facebook page
    - With your group number and choice of the video style(s).

- Inside the storyboard, you need to indicate your planned choices of:
    - Transition effects;
    - Audio;
    - Graphics or any visual design;
    - Messages and more;

Final Project Requirements

Submission 3: video (80%, Due: 2 May noon)

- If there is any speaking in the video, it should be in English with English/Chinese subtitles

- 1 paragraph write-up to explain your choices of video style/effects/etc.

- Submit the YouTube link of your video and your 1-paragraph write-up to the course Facebook page.

- Details will be released soon

Final Project Requirements

Maximum 5 out of 5 (100%)	5 (100%) Excellent	3 (60%) Standard	2 (40%) Approaching Standard	1 (20%) Marginal Fail	0 (0%) Fail
1. Video promotes ideas/messages clearly	The ideas/messages of the video can be understood **EASILY**.	The video **COMPLETELY** promotes required ideas/messages	The video **PARTIALLY** promotes ideas/messages.	The video promotes a **SMALL PORTION** of ideas/messages.	The video **FAILS** to promote any ideas/messages.
2. The story (1) is clear (2) matches the invention(s) (3) connect to target audience	The story fulfills all the **THREE** criteria and is **PROFESSIONAL**	The story is **PROPER** to fulfill these **THREE** criteria	The story is **PROPER** only fulfills **TWO** of the three criteria	The story is **IMPROPER**, only **ONE** of the criteria is fulfilled	The story is completely **IMPROPER**
3. The use of (1) title and subtitles (2) editing skills (3) transition effects (4) video effects	All the four techniques are used **PROPERLY**, and either of them is used **PROFESSIONAL**.	All the four techniques in the video are used **PROPERLY**.	Just **ONE TECHNIQUE** in these four techniques is used **IMPROPERLY**.	**MORE THAN ONE TECHNIQUE** in these four techniques is used **IMPROPERLY**.	The **WHOLE VIDEO** is using these four techniques **IMPROPERLY**.
4. The video (1) respects copyright issue (2) shows originality	**NO** copyright issues and shows originality **CREATIVELY**	**NO** copyright issues and **A FEW** pieces are **NOT** original	**A FEW** copyright issues and **SOME** pieces are **NOT** original	**MANY** copyright issues and **SOME** pieces are **NOT** original	**MANY** copyright issues and **MOST** of the video is **NOT** original

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Final Project Requirements

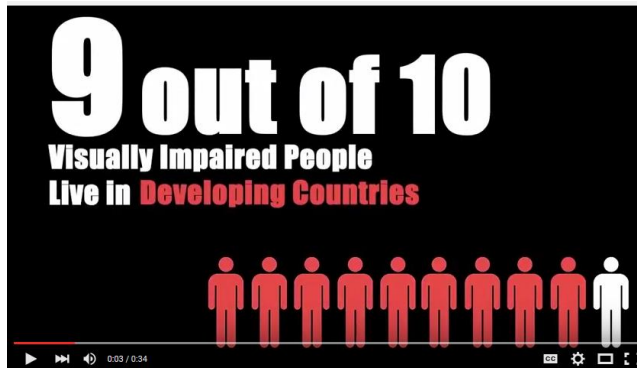| Maximum 5 out of 5 (100%)	5 (100%) Excellent	3 (60%) Standard	2 (40%) Approaching Standard	1 (20%) Marginal Fail	0 (0%) Fail
5. Acting / casting	**ALL** cast members did great job, **SOME** connect to audience with their performance	**ALL** cast did a good job	**MOST** actors/actresses handled their role properly	The acting is **OK**, but there are **SOME** flaws	**NONE** of the cast manage to deliver his role properly
6. Directing & Cinematography	**EXCELLENT** storytelling and **GREAT** cinematography	The video is in **COMFORTABLE** pace and shots are **REASONABLE**	The video is **OK** overall, but **SOME** scenes are confusing	The scenes are **NOT** organized in general, but still easy to perceive	The entire video is **HARD** to follow
7. Audio	Audible with **EXCELLENT** quality	Audible and **GOOD** quality	**SOME** audio tracks not clear (noisy)	**ALL** audio tracks are noisy, but still audible	**NOT** audible
Submission	Shooting materials + Additional source files	Complete shooting materials	Most of the shooting materials	Some shooting materials	No submission of shooting materials

Student (Bonus) Works Selected by NGOs

https://youtu.be/aBBJLzWwT1o
by Sze Ho Kwun, Wong Wai Hin, Tin Ho Renee

https://youtu.be/Mq92lmMqo4M
by Lam Ki Lok
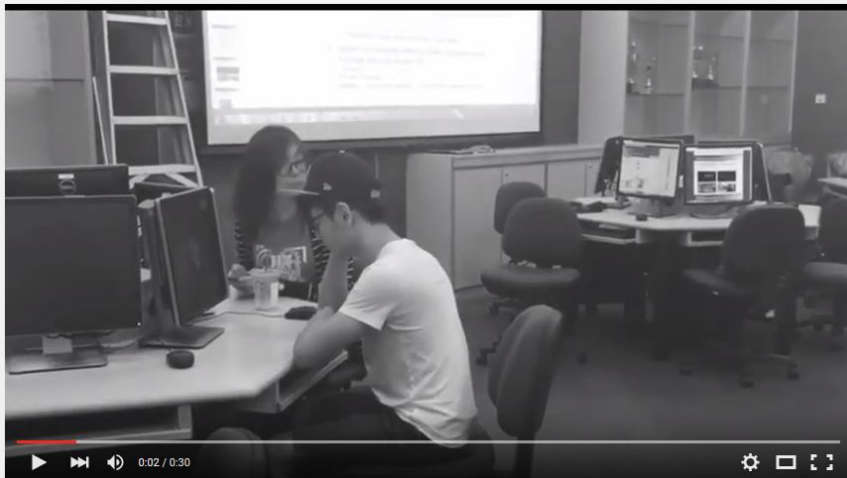

https://youtu.be/YMPCd_SICEA
by Li Yishuang

Impacts by Service Learning and your creativity

- Appreciated your efforts to prepare footages/sound tracks files or even more helps for the bonus task

- A meaningful experience for you to apply the skills from ELEC1020 for good causes around the globe!

- Contact Rufina Wong (rufina.wong@ust.hk) if interested to be volunteers for the University Service Learning team and our NGOs

Selected Creative Tasks

https://www.youtube.com/watch?v=bUEZ5 A_Qw2Q&feature=youtu.be

https://www.youtube.com/watch?v=Cl9pbr CSImw&feature=youtu.be
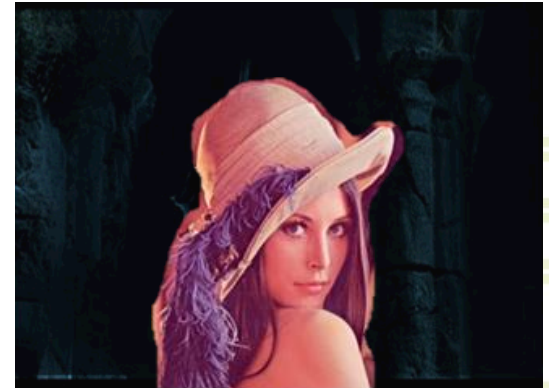
Last lectures

Recall – Image Keying

Chroma Keying Video

Making REALISTIC becomes unrealistic in a video

Chroma Keying Video

What is it?

- Replace something realistic in video with designed unrealistic content/effects
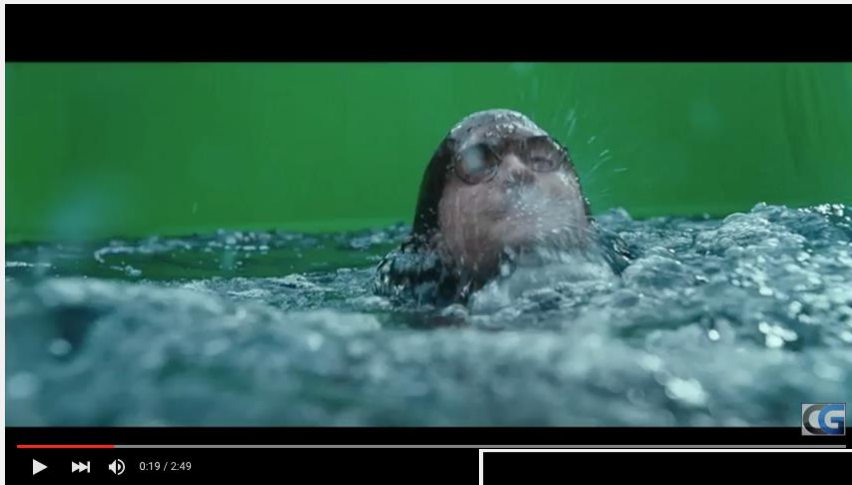
Chroma Keying Video
Background

- Unrealistic background + effects on actors/objects

Chroma Keying Video

Example

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

Chroma Keying Video
Unrealistic background with effects

Unrealistic locations + effects on locations

Chroma Keying Video

Example

https://www.youtube.com/watch?v=Ji3IDa0sewk

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10 mins break

Chroma Keying Video

3 Simple Steps to Chroma Key

- Set up a green/ blue background with size of the background you want

Chroma Keying Video
3 Simple Steps to Chroma Key

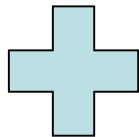- Select the foreground (i.e., the color not in blue/greens)

Chroma Keying Video

3 Simple Steps to Chroma Key

- Overlay the foreground with designed background in the software

In-class Activity (5 mins, 2-3 ppl in a group)

Green Screen vs. Blue Screen?

- What is the different between using green screen and blue screen?

Chroma Keying Video

Benefits of Green Screen vs. Blue Screen?

The Difference Between Green Screen & Blue Screen [ReelRebel #13] w/Stephen ...

GREEN SCREEN VS. BLUE SCREEN

https://www.youtube.com/watch?v=Bve4cjHhnyU&feature=youtu.be

Chroma Keying Video

Other than contrasting the colors

- Green Screen
  - Image sensors in digital video cameras are most sensitive to green.

- Blue Screen
  - least prominent to most of the skin tones.

Some tips

- Don't wear anything same as the background color

- Unless you want to make things transparent for your creative design

Some tips

- Consistent lighting of a green/blue screen
  - create a single, consistent shade of color across the entire screen.

- Ensure sufficient lighting on the object or actor

- Avoid shadows

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Some tips

- Use a tripod (or static camera), don't move the camera

- Set the camera to highest resolution

- Make sure that you file in the green/blue area

Chroma Keying Video

Virtual Set Studio in Cyberport

– real-time video production studio with blue backdrop (for keying)
– can use unrealistic image, e.g., the moon, with a matching script and acting

Chroma Keying Video

Virtual Set Studio in Cyberport

Chroma Keying Video

Popular programs

- Adobe Premiere
- After Effects
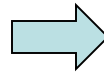- Final Cut Pro
- etc...

Final Cut Pro X

Chroma Key
More possibilities

https://www.youtube.com/watch?v=HS_BSc02BM8

Coming Lab: After Effect + Chroma Key

https://www.youtube.com/watch?v=kRDsTHVj6oc&feature=youtu.be&t=8m06s

- End of Lecture 10 -