



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 11



Announcements

1. Final Project (Deadline: May 2) – ready for your acting and shooting?
2. **Next week:** LAST lecture, and come on time if you want to experience cool future media technologies and collect bonus marks easily. =)
3. Some special announcement at the end of the class

Final Project Guidelines And Ideas/Advices

Final Project: Recap

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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.

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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;

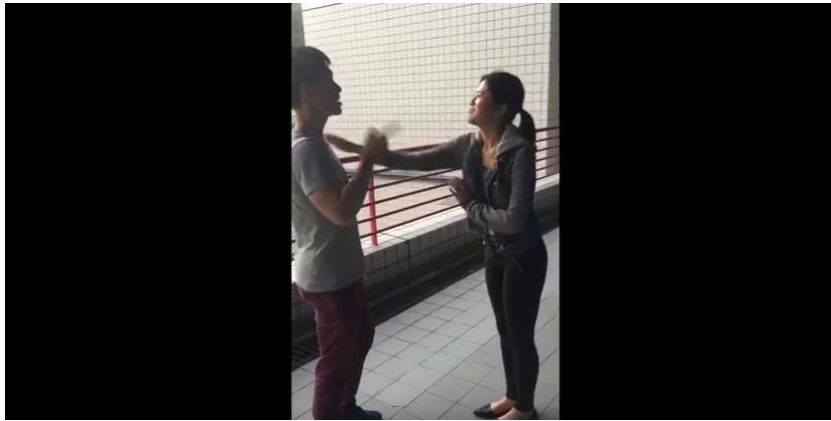
- ~~Submission 1 (22 Apr): Group List~~
- ~~Submission 2 (26 Apr): Storyboard~~
- Submission 3 (2 May): video

Final Project: Recap

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

	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

Selected Creative Tasks



<https://www.youtube.com/watch?v=jdsnGbjh6Ps&feature=youtu.be>

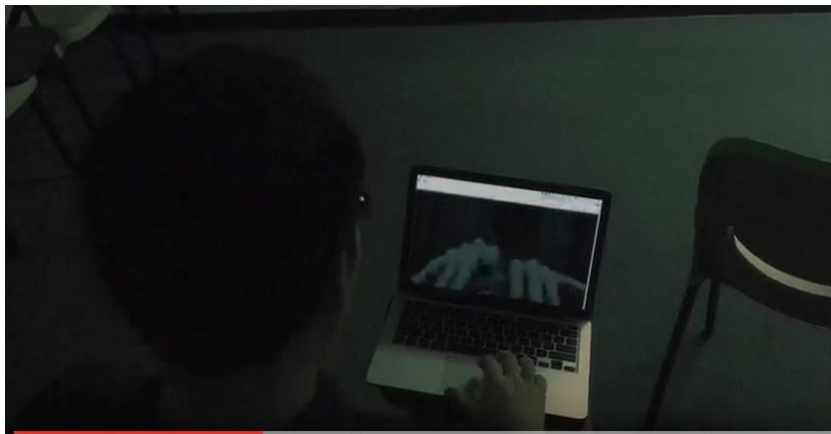
- Acting
- Wordings at the end



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

- Last scene for the message

Selected Creative Tasks



<https://www.youtube.com/watch?v=Zld3NIE5tpU&feature=youtu.be>

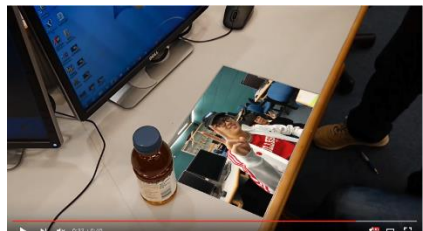
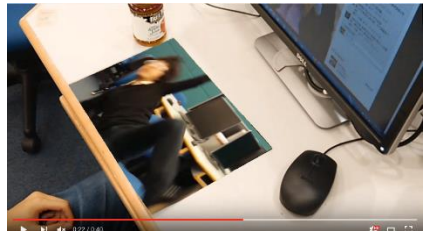
- Acting reaction



https://www.youtube.com/watch?v=zTU8w_wc_NIE&feature=youtu.be

- Scene logic, story and style

Examples from previous students



- <https://www.youtube.com/watch?v=AEYOk0D0msc>



- <https://www.youtube.com/watch?v=k24iLar2nYY>



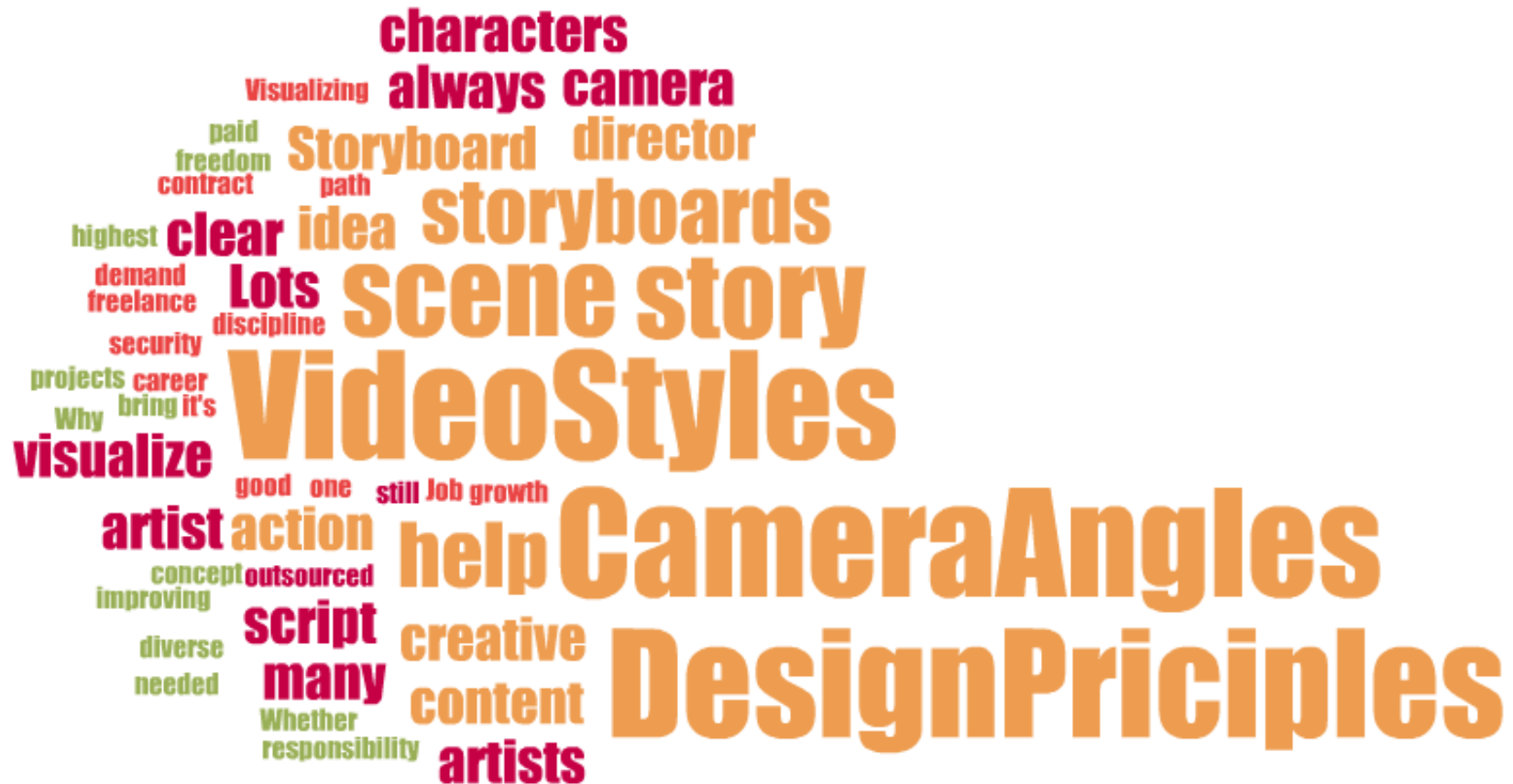
- <http://smedia.ust.hk/mmbd/index.html>

Recall - After Effect and Chroma Key



What learnt from the 2nd of this course

Video and Video Production



Recall - Storytelling by video

Storyboard is key for your video success and production



1. Flow through your story before your production
2. Design principles

Image from (<http://cg.tutsplus.com/articles/step-by-step-how-to-make-an-animated-movie/>)

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.

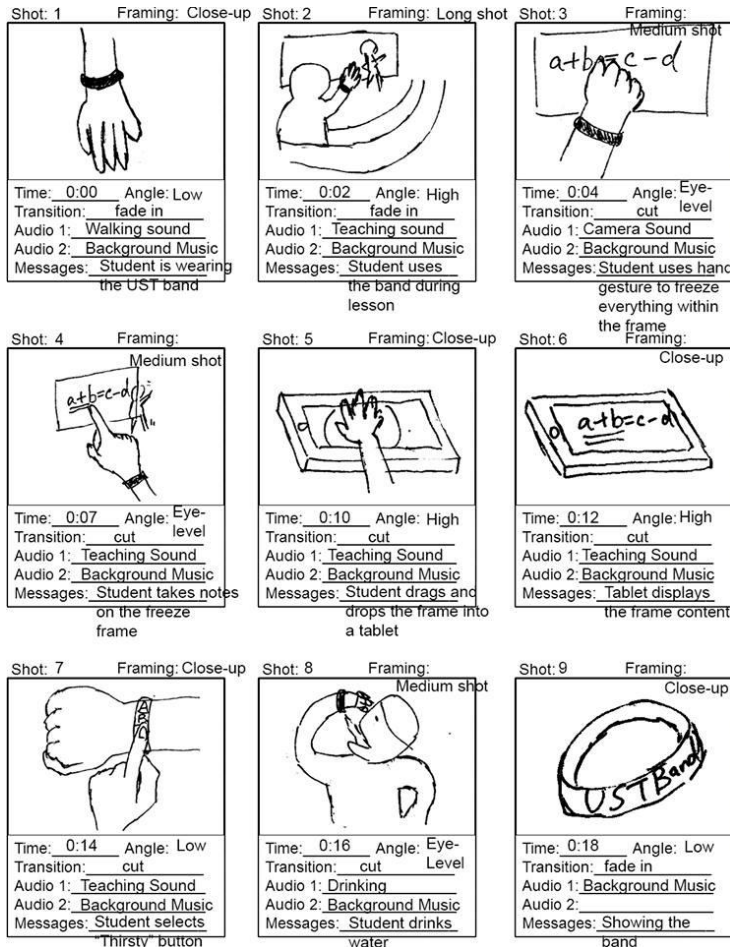
B. Knowing more about your targeted audience

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.

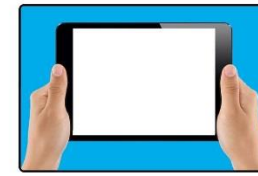
C. Identifying the right digital media and multimedia technologies

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.

Selected Storyboards



Dissolve, dip to black
Time: 0 - 6 sec
Message: Introduction to double!



Dissolve, dip to white
Time: 6 - 9 sec
Message: App first appearance



No transition
Time: 9 - 12 sec
Message: someone in need of help because he only has one book, need two



No transition
Time: 12 - 15 sec
Message: The app user want to help the second person who is in need to double the book



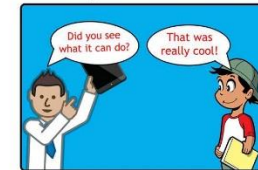
No Transition
Time: 15 - 17 sec
Message: the user toss the book to the app and to the iPad



Cut, no transition
Time: 17 - 20 sec
Message: the book is going inside the magical iPad and app Double!



No Transition
Time: 20 - 23 sec
Message: The magical iPad and app works by shaking the iPad, and the object inside will be replicated and slips out of the iPad



No Transition
Time: 23 - 25 sec
Message: The app and iPad user return the book to the first person. The first person was shocked and fascinated by the app and iPad.



Dip to White
Time: 25 - 30 sec
Message: The introducer conclude and says how the app can be done to solve our everyday problems.

More After Effect with Chroma Keying



<https://youtu.be/xNYI7uc4Zn4?t=1m56s>

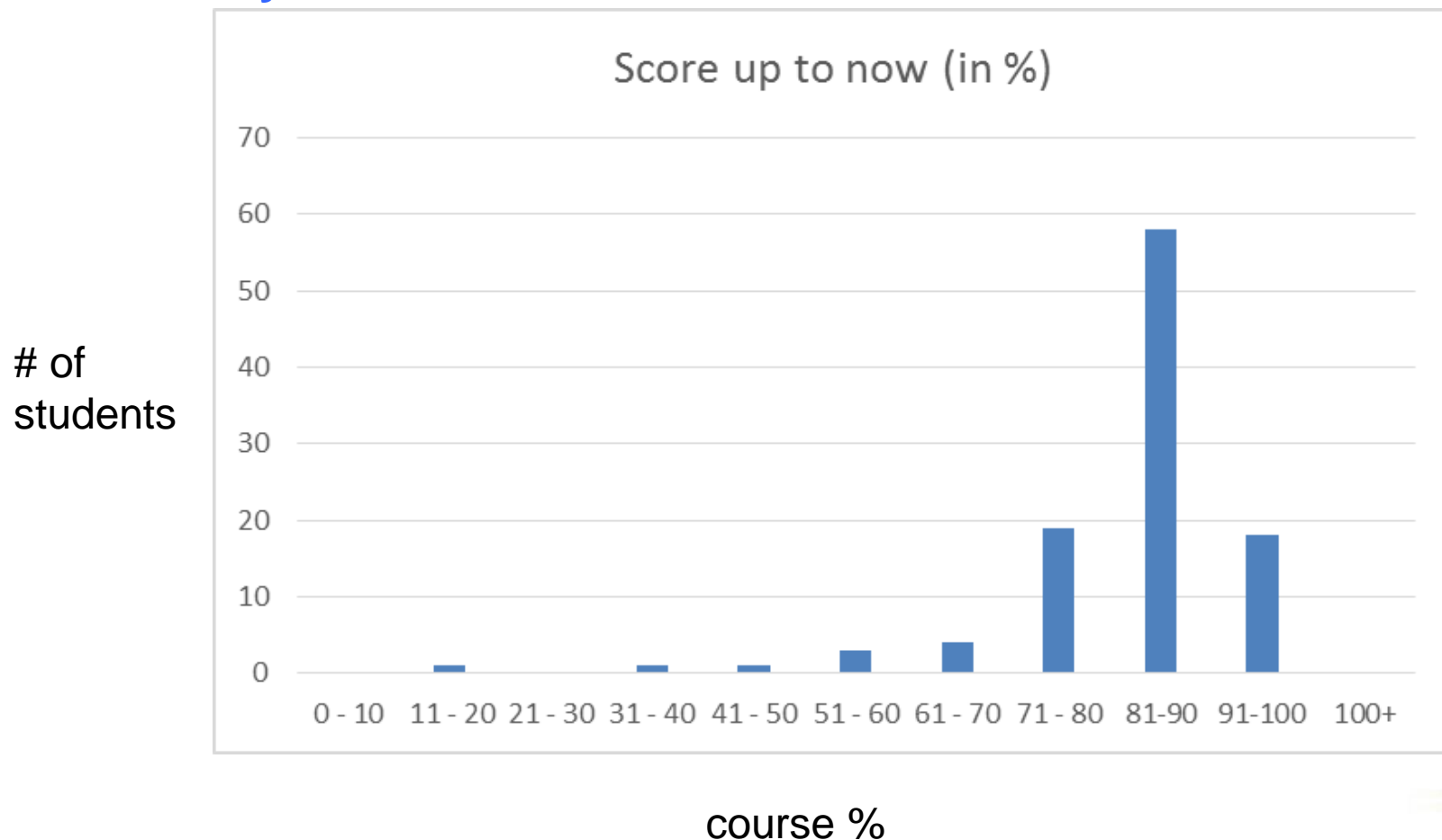
More After Effect with Chroma Keying



<https://youtu.be/oWPX7TFrrV0?t=1m55s>

Grade Distribution

Where are you now?



Last lectures

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Chroma Keying Video

Background

- Unrealistic background + effects on actors/objects




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Chroma Keying Video

3 Simple Steps to Chroma Key

- Overlay the foreground with designed background in the software



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Chroma Keying Video

Benefits of Green Screen & Blue Screen?

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



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Chroma Keying Video

Popular programs

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



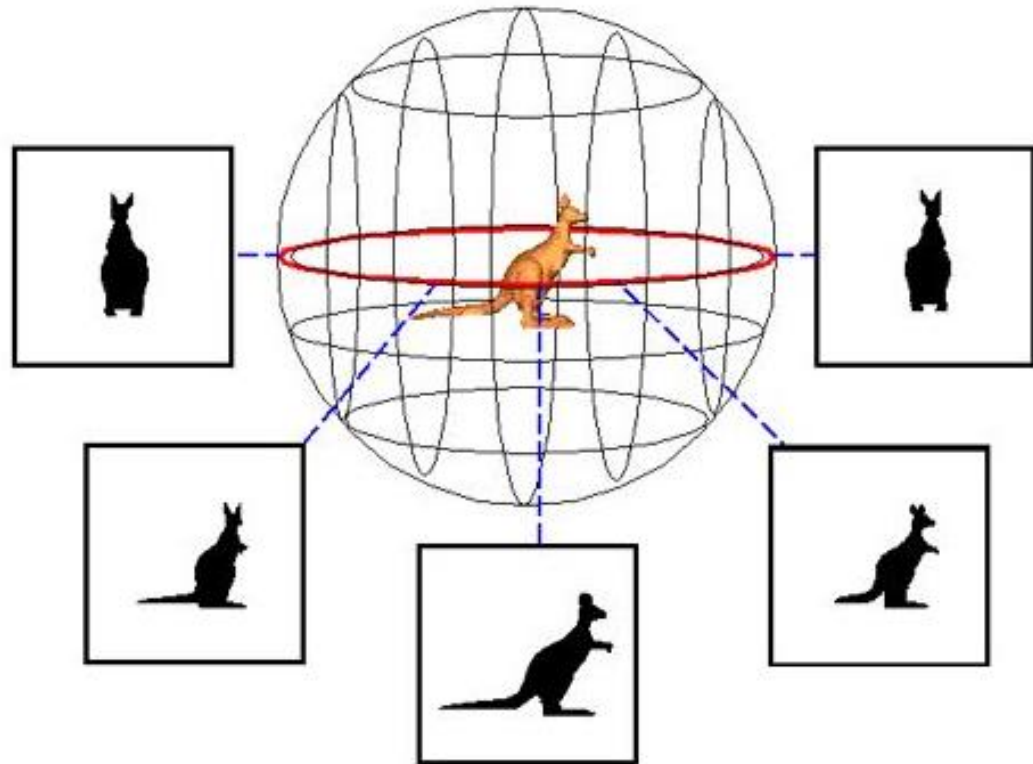
360 Video

Everyone looks at me and cheers!

10 mins break

- Download  if necessary
- Click a link from the course Facebook page to experience 360 video

Recall – Time Flow Motion



360 video

Opposite the technique of time flow motion



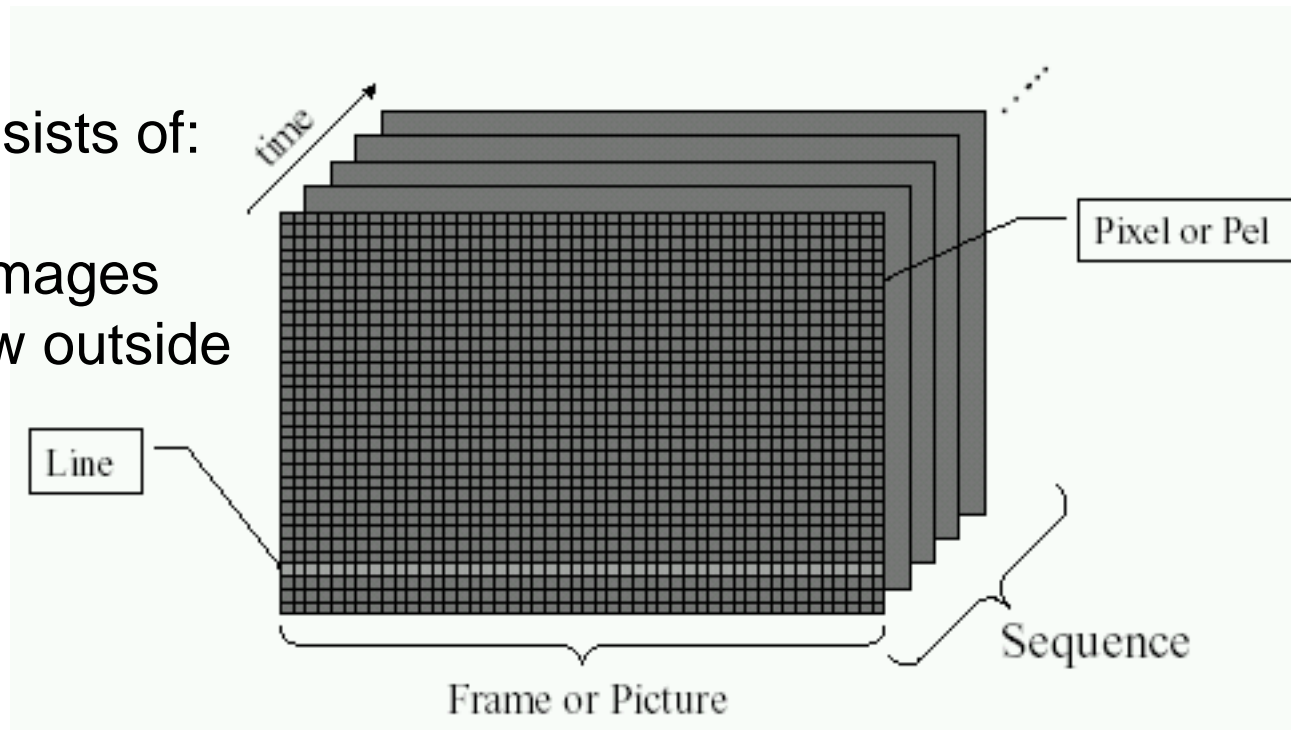
360 video

Principle of 360 video

Regular video

Regular video consists of:

- Sequence of images of a single view outside



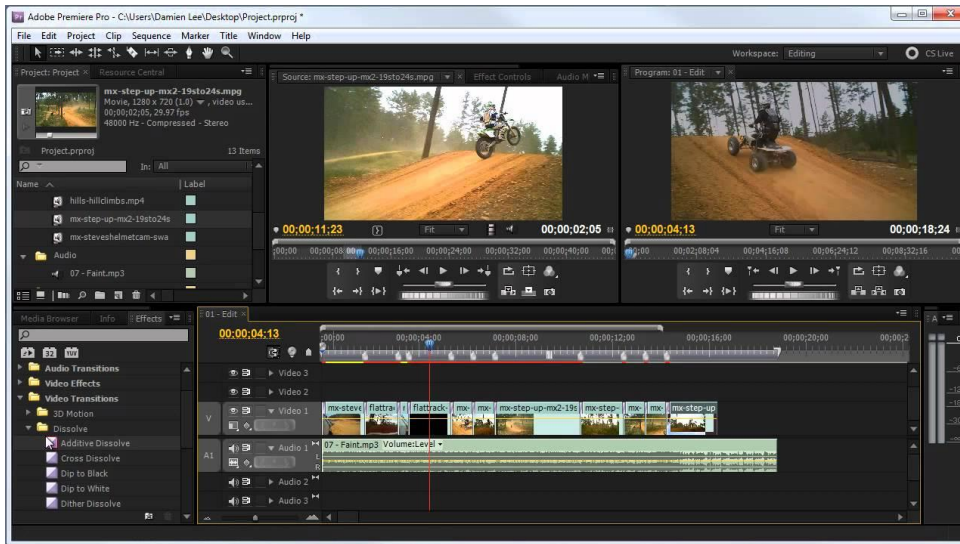
Principle of 360 video

Sequence of images with 360 view outside

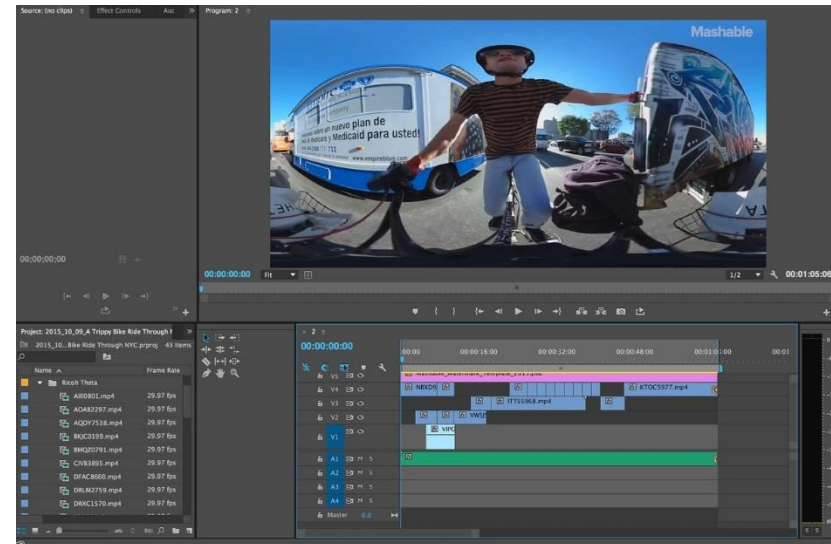


Editing video

As usual, but editing frames with 360 views



Regular Video



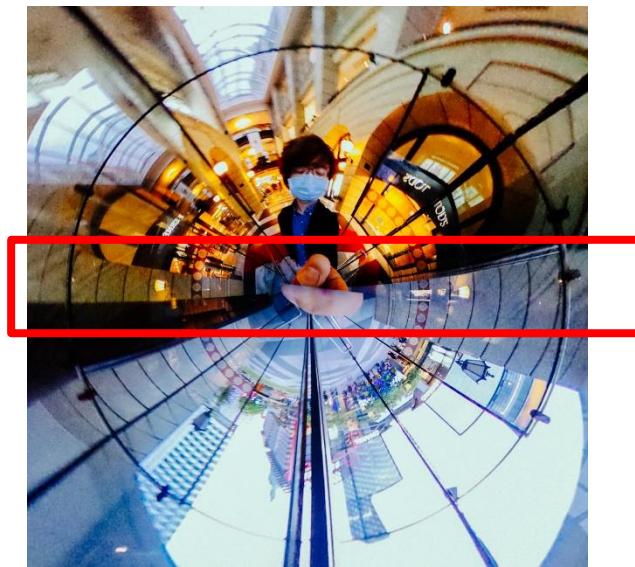
360 Video

Issue of 360 video - 1



Issue of 360 video - 2

- Cannot capture the whole view
- Your hands



In-class Activity (5 mins)

You need these answer for your lab this week

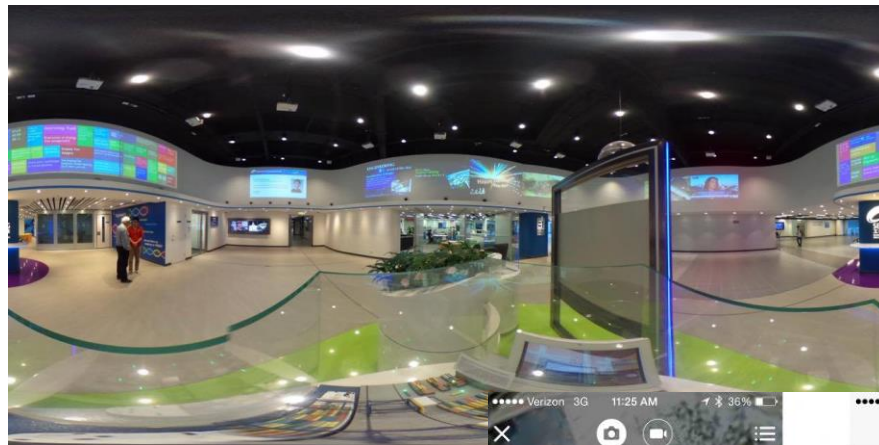
- Any creative solution to handle or avoid the issues of shooting 360 videos? (3 points)

Solution to the Issue

Remote control the camera by App

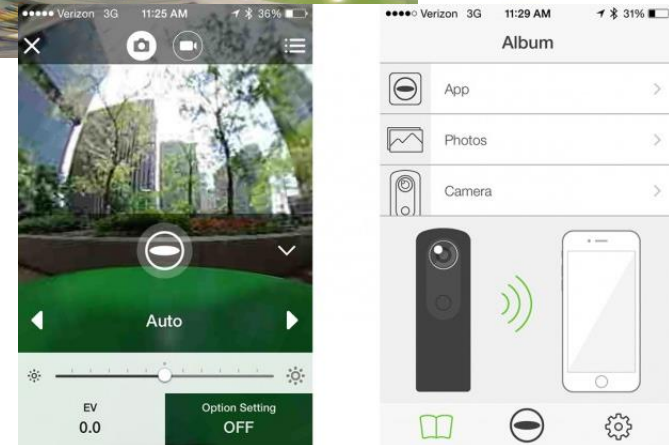


- Designed for Ricoh Theta camera



- Reference:

- <https://itunes.apple.com/en/app/ricoh-theta/id667238484?mt=8>



Solution to the Issue

Hold the camera with tools

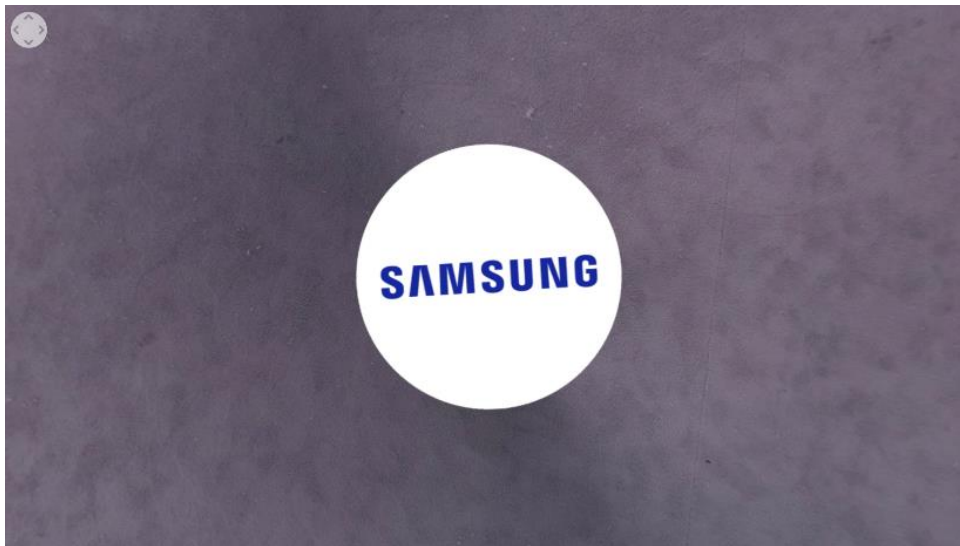
- Use a small stick holding (e.g., selfie sticks)
- Use a string (e.g., fishing lines)



Solution to the Issue

Cover the bottom

- Cover the camera with logos
- Remove the distortion in editing



Hardware of 360 video



Ricoh Theta S (2D)



Kodak SP 360 (2D)



izugar Z6X3D (2D & 3D)

Hardware of 360 video

Name	Angle	Number of camera(s)	Features
Kodak SP 360	360° (Spherical Curved Lens)	1	<ul style="list-style-type: none">1. Must use Kodak's software to edit video2. Resolution will decrease after convert3. 2D Link
Ricoh Theta S	360° (Dual fish-eye)	2	<ul style="list-style-type: none">1. Can remote control via app2. 2D Link
izugar Z6X3D	360°	6	<ul style="list-style-type: none">1. When the video pair were generated, combine them as above/below or side-by-side 3D format2. 2D and 3D Link

360 video viewer

Smartphone

- Use finger to move the video
- Video will change the angle by the six-axis sensor (六軸感應器)



360 video viewer

Google cardboard

- Put smartphone into Google cardboard
- Immersive experience



Trending applications of 360 Video

Zach King 360 Video



<https://www.youtube.com/watch?v=oiojqF-60MU>

VR Application



Special Announcements

- Extended Final Project deadline: **7 May (Sat), 2016 noon**
- Next week: No official Lab tasks, but your Lab sessions are reserved for your final project production.

- End of Lecture 11 -