

movies

books

television

magazines

recordings

newspaper



Intro to Video Production

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So You Want to Make A Video

◆ Questions to ask yourself

1. What is your purpose?

- Family record
- Education/training
- Information
- Promotion
- Entertainment

2. Who is the audience?

- Family, friends, business associates, club members, customers....

So You Want to Make A Video

- ◆ **Questions to ask yourself**
 - 3. **How are you going to show the video?**
 - **Show in-person**
 - You introduce and explain
 - **Give/lend for later viewing**
 - Viewer watches on their own
 - **Unattended display**
 - Business display
 - Point-of-sale
 - Booth or kiosk

So You Want to Make A Video

◆ Questions to ask yourself

4. Viewing environment?

■ Home

- Close to TV

- Easy to see and hear

■ Public meeting/event

- Large screen or small?

- Possible viewing and hearing problems

So You Want to Make A Video

◆ Questions to ask yourself

4. Viewing environment?

■ Web

- Small frame size
- Degraded audio and video
- Movement and graphics problems

■ Booth or kiosk

- Competition from other sound and visuals
- Viewing doesn't always start at the beginning of the video

So You Want to Make A Video

◆ Questions to ask yourself

5. What is the video format?

- Documentary, demonstration, promo, instructional, news, talk show, dramatic scene...

So You Want to Make A Video

◆ Questions to ask yourself

6. How long should the video be?
 - 2 min., 5 min., 7 to 10, 20:00, 27:30
7. What is your timeline?
 - Deadlines or optimal availability
8. What are the costs?
 - Videotape, equipment, talent, supplies & props, travel....

Production Phases

- ◆ **Pre-production**
 - Planning and preparation
- ◆ **Production**
 - Shooting footage
- ◆ **Post-production**
 - Graphics, editing, duplication
- ◆ **Distribution**

Pre-production

- ◆ **Plan**
 - **Purpose, audience, budget, etc.**
- ◆ **Write script**

Production

- ◆ Rehearsals
- ◆ Shooting footage

Camera Shots

Wide Shot

Description: Shows whole body or space.

Purposes: Establish scene or setting, allow room for action.



Medium Wide Shot

Description: Shows most of body or space.

Purposes: Allows room for movement and other subjects to enter frame.



Medium Shot

Description: Shows subject from waist up.

Purposes: Allows connection with subject while providing room for gestures. Most frequently used shot.



Camera Shots

Bust Shot

Description:
Shows subject from mid-chest area up.

Purposes:
Provides intimate view of subject, focuses attention on face.



<http://zimmer.csufresno.edu/~candace/basics/shooting.htm>

Medium Close Up

Description:
Shows part of subject.

Purposes:
Focuses attention to details.



Close Up

Description:
Shows enlarged view of part of subject.

Purposes: Draws attention to details and adds emotion.



Camera Moves

Pan

Description: Shows what's to the left or right of the screen. Pg. 2.

Purposes: Reveal setting, sweep across subject wider than screen, show relationship between two subjects.



<http://zimmer.csufresno.edu/~candace/basics/shooting2.htm>

Tilt

Description: Shows what's above or below the screen. Pg. 3.

Purposes: Reveal parts of vertical subject, useful for showing tall objects, show relationship between parts of a subject, can add suspense or surprise.



Camera Moves

Zoom

Description: View of subject changes from tight to wide or wide to tight using the zoom control on the lens. The camera does not move. Pg. 7

Purposes: Change focus of attention from broad view to detail of subject or vice versa, keep size of moving subject the same in frame, reveal surroundings of subject (zoom out). Provides sense of magnifying subject without getting physically closer (zoom in).

Follow Action

Description: Camera follows subject as they move. May involve panning, tilting, and zooming.

Purposes: Keep subject in frame, add energy and movement to scene.



<http://zimmer.csufresno.edu/~candace/basics/shooting3.htm>

Basic Shot Sequence

- ◆ **Wide shot**
 - Establish the scene
- ◆ **Medium shot**
 - Give details
- ◆ **Tight shot**
 - Emphasize details
- ◆ **Cutaway**
 - Related shots
 - Connect shots
 - Cover continuity problems

Camera Setup

◆ Settings

- Record Mode = SP
- Beep = Off
- Digital Zoom = Off
- Tally Lamp = Off
- Audio Mode = 16 bit
- Image Stabilizer = On
- Record Program = Auto or Easy

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Shooting Tips

- ◆ **Keep the camera steady**
 - **Use a tripod**
 - **Use image stabilization**
 - **Shoot at the widest angle of lens**
 - **Prop the camera on**
 - Your lap
 - A table, chair, fence
 - **Tuck your elbows in**
 - **Breathe slowly and gently**

Shooting Tips

- ◆ **Record good audio**
 - **Listen to what's being said**
 - Keep recording for sound
 - **Avoid noisy backgrounds**
 - **Record natural sound**
 - **Don't rely on the camera mic for important audio**
 - **Use an external mic**
 - directional mic
 - lapel/lavalier mic
 - **Monitor audio with headphones**

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Shooting Tips

- ◆ **Pay attention to lighting**
 - **Be sure the subject is brighter than their background**
 - **Move your camera until the lighting is adequate**
 - **Turn on all the lights in a room**
 - **Add lights**
 - **Work with windows**

See *Lighting For Television*

<http://zimmer.csufresno.edu/~candace>

Shooting Tips

- ◆ **Shoot enough coverage**
 - **Multiple angles**
 - **Cutaways**
 - **Multiple takes**
 - **B-roll that matches interviews and script narration**
 - **Record 5 to 10 seconds leader**
 - **At the beginning of a shot**
 - **At the end of a shot**

Editing

◆ Edits are purposeful

- **“Everything... [in the video] should have a purpose and relationship.”**
(Medoff & Tanquary, 2002)
- **“Cut out the bad bits.”** (Murch, 1995)

Sources:

Medoff, Norman J. and Tanquary, Tom (2002). *Portable Video : ENG and EFP*.
Murch, Walter (1995). *In the blink of an eye: A perspective on film editing*.

Basic Edited Sequence

- ◆ **Wide shot**
 - Establish the scene
- ◆ **Medium shot**
 - Give details
- ◆ **Tight shot**
 - Emphasize details
- ◆ **Cutaway**
 - Related shots
 - Connect shots
 - Cover continuity problems

Story Line

◆ Beginning

■ Introduce topic

■ Grab viewer's interest

- Engage curiosity to want to know more
- “What's next?”, “Why?” or “How?” (Medoff & Tanquary, 2002)

■ Techniques

- Establishing shot
- Nat sound
- Dramatic closeup

Story Line

◆ Middle

- **Expand on beginning** (Medoff & Tanquary, 2002)
 - Answer questions implied in beginning
 - Provide details supporting beginning ideas
- **“Cut out the bad bits”**
 - Decide what to “say when and in what order.” (Murch, 1995)
- **Techniques**
 - MS, CU, Cutaway
 - Transitions
 - Nat sound, WS, dissolve, fade, wipe

Story Line

◆ End

■ Conclusion

- End of event or process
- Result of actions occurring in middle
- Answers to beginning questions
- Return to normal

■ Techniques

- Freeze on final action
- Summative statement
- Book end shot
- Symbolic
 - Walking away, zoom out to rest of world, sunset

Pacing

- ◆ **Timing of each shot**
 - **Determines mood**
 - **Short time between edits=fast pace**
 - Action, excitement, tension
 - 15 frames to 3 seconds
 - **Long time between edits= slow pace**
 - Emotional, relaxing
 - 6 seconds plus

Pacing

- ◆ **Vary pacing**
 - **Keeps audience interested and alert**
 - What's going to happen next?
 - **Provides relief from tension or action**
 - Let's audience catch their breath
 - Contrasts with next change in pace
 - **Allow comprehension**
 - Slow pacing or lengthen shots so audience can process information

Pacing

◆ Techniques

- **Establishing shots/WS need to be longer**
 - To understand what's in shot
- **Fast edits require simple and bold shots**
 - Easy to understand quickly
- **Shots with zooms, pans and action are paced to accommodate movement**

Ideal Cut (Edit)

1. **Emotion**
 2. **Story**
 3. **Rhythm (Pacing)**
- - - -
 4. **Focus of viewer interest in frame**
 5. **180 Degree Rule/Line of interest**
 6. **Relationships in space**
- (Murch, 1995)