Video Workshop: 180 Minutes of Sprinting to 60 Seconds of Awesome with Marc and Erich

Agenda

1

9:30 – 10:30

Understand the basics of video making technologies and techniques

2

10:30 – 11:30

Shoot 60 second video drawing a line from 2024 "Toward 2030"

3

11:30 – 12:30

Edit the draft shots on a video timeline and incorporate basic sound design

JUDGING CRITERIA

Participants will be evaluated based on their messaging and communication, creativity, and video and editing quality. Below is a sample rubric judges will use to evaluate each submission.

JUDGES

Judges will consist of students, university government relations professionals, and university communications professionals.

VIEW RUBRIC

THE SCIENCE COALITION — Student Video Challenge Rubric

Please rank video submissions based on the following criteria, evaluating how well participant(s) meet each point. Entries will be ranked from 1 (least effective) to 10 (most effective).

Messaging & Communication

	1	2	3	4	5	6	7	8	9	10	
A	1	2	3	4	5	6	7	8	9	10	Conveys the excitement and potential of science
B	1	2	3	4	5	6	7	8	9	10	Includes personal interest in research and/or how it could impact people
C	1	2	3	4	5	6	7	8	9	10	Explains why continued federal support for fundamental research is critical to our nation's future
D	1	2	3	4	5	6	7	8	9	10	Communicates in clear language and avoids using overly technical terms
E	1	2	3	4	5	6	7	8	9	10	Message of the importance of research is clear throughout video

Total Points: **/50**

Creativity

	1	2	3	4	5	6	7	8	9	10	
F	1	2	3	4	5	6	7	8	9	10	Content is compelling and maintains audience's attention
G	1	2	3	4	5	6	7	8	9	10	Originality
H	1	2	3	4	5	6	7	8	9	10	Narrative coherence

Total Points: **/30**

Video and Editing Quality

	1	2	3	4	5	6	7	8	9	10	
I	1	2	3	4	5	6	7	8	9	10	Filming quality including: clear audio, steady video, framing, focus, good lighting, etc.
J	1	2	3	4	5	6	7	8	9	10	Editing quality including: smooth transitions, synchronization of audio and video, etc.

Total Points: **/20**

Total Score: **/100**

Technology and techniques

- Moving image photography (camera + lighting)
- Sound recording
- Language of film
  - Narrative approach
  - Compositional techniques (shots, motion, and perspective to craft a narrative)
  - Self-presentation
  - Editing (relating shots to each other, adding effects including overlays and sound, and pacing the narrative)
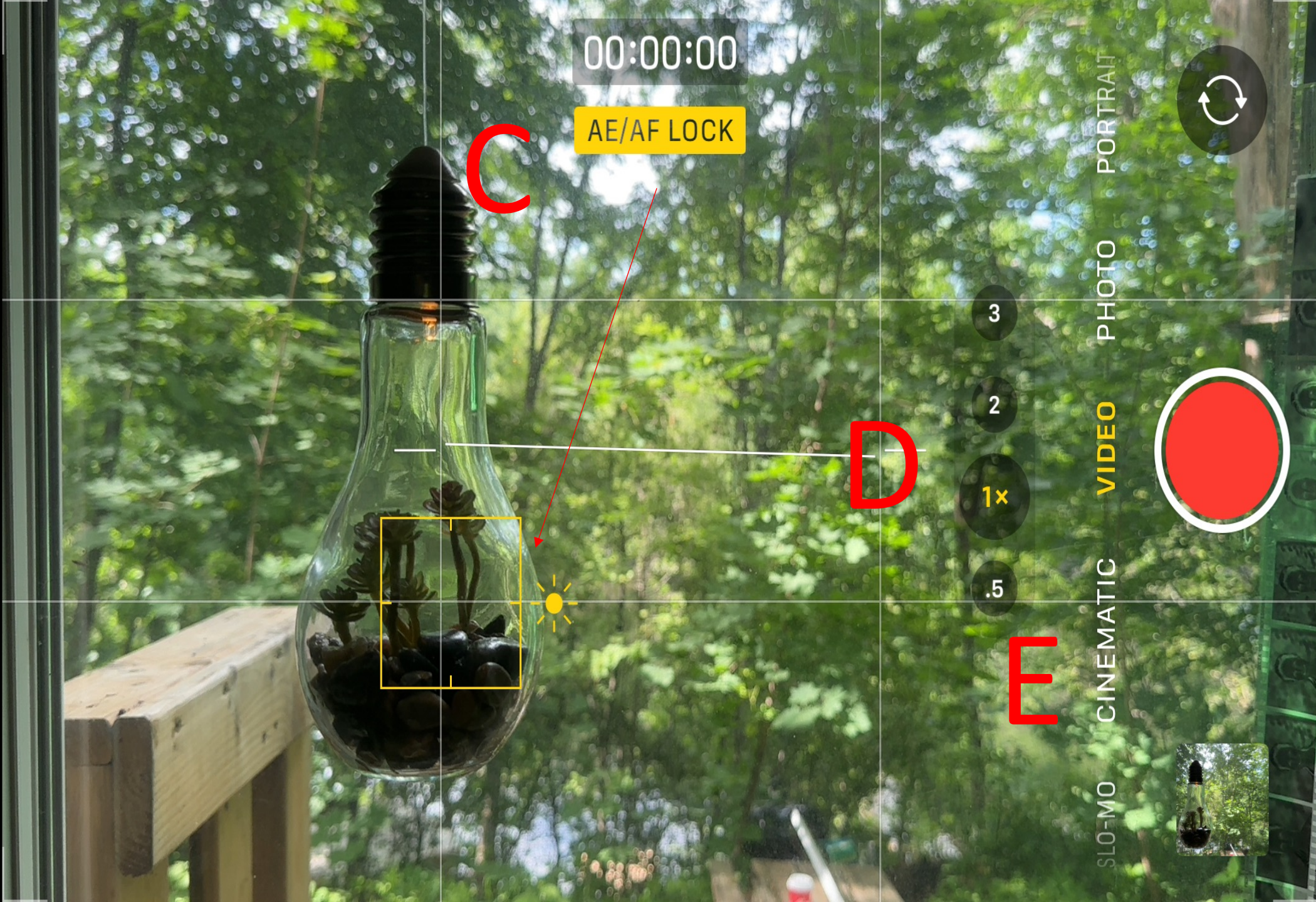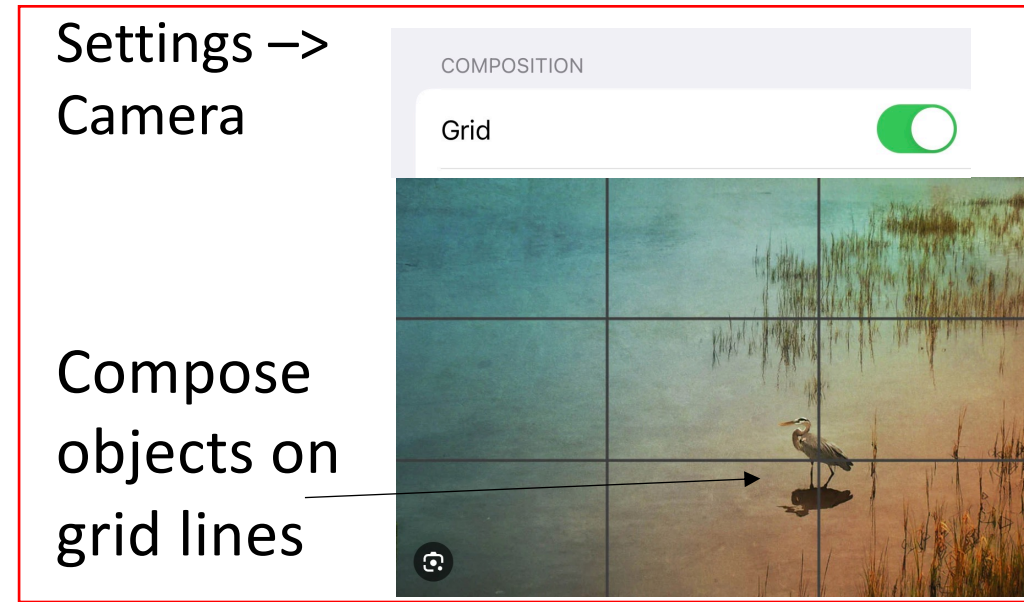
iPhone Video shooting legend (iPhone 14)

A: 4K Resolution / 30 Frames per second optimum regular speed shots

4K or 1020 Resolution / **60 Frames per second for slow motion shots**

(for 4K at 60 fps, you may need to go into your Settings –> Camera…)

B: Activate "Action mode" for extra stabilization

Turn off the flash always

Settings –>
Camera

COMPOSITION

Grid

Compose
objects on
grid lines

C: Lock Focus and Exposure: With one finger, press on principal object in your shot until exposure and focus are locked (AE/AF Lock); you can then slide the Sun icon up or down to lighten or darken the shot

D: Lenses: Wide angle (.5) is good for expansive scenes, default (1X) for focus on subjects, and the telephoto lens(es - 2, 3) for far away subjects

E: Shooting Modes: Video for regular shooting and slow motion (slowed down in editing), Cinematic for deep subject focus, Slo-Mo for slow motion, Timelapse for transitional scenes of time passing (with fixed or moving camera), and Front Lens for selfie-style
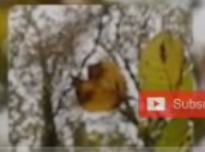
Focal point and Depth of field

Shallow DOF   Deep DOF

40 ft		12.2 m
30 ft		9.1 m
20 ft		6.1 m
10 ft		3 m

f/1.8   f/5.6   f/16

Point of optimum focus   Depth of field

Ultra Wide - $f/2.4$

Main Wide - $f/1.6$

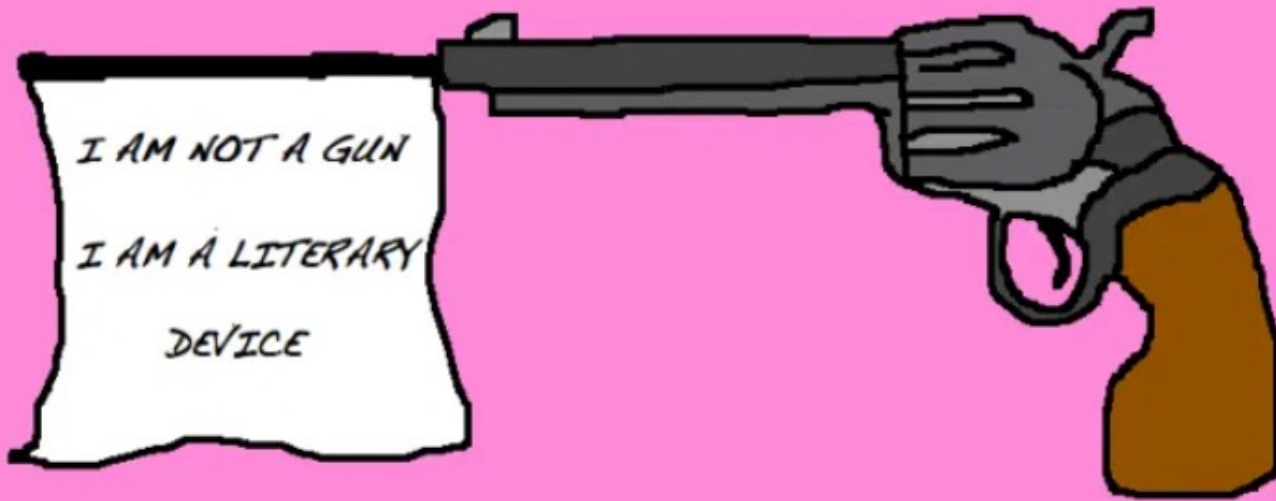Telephoto - $f/2.2$

Picture stabilization and camera motion

Sound recording

- Microphones:
  - Directional: lav. / shotgun: isolates specific sound (e.g., the human voice), either attached to camera or to separate capture device
  - Ambient: optional/advanced, for room sound, attached to separate device
- Use a clapperboard (or just clap!) to assist in later synchronizing audio with video during editing.
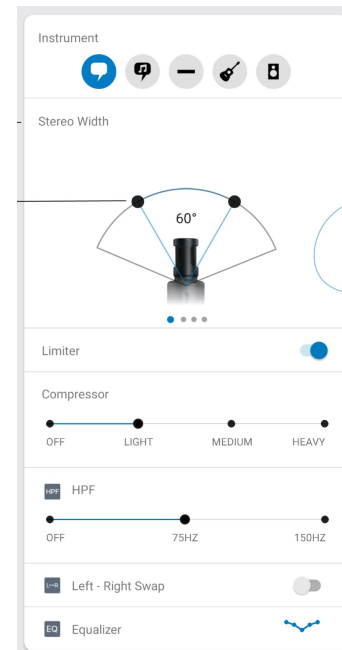
# Film Techniques: The Language of Film

Form follows function

- Shots / Frames: Video clips with (hopefully) deliberately chosen perspectives and movements to craft a narrative.

- Composition / Blocking: Determining the position and movements of subjects and objects in relation to one another.

- Representations / B roll: Shots that are (hopefully) related to the main action of a given scene and can be woven in during editing to serve the narrative (or cover mistakes).

Language of film: compositional techniques

VS
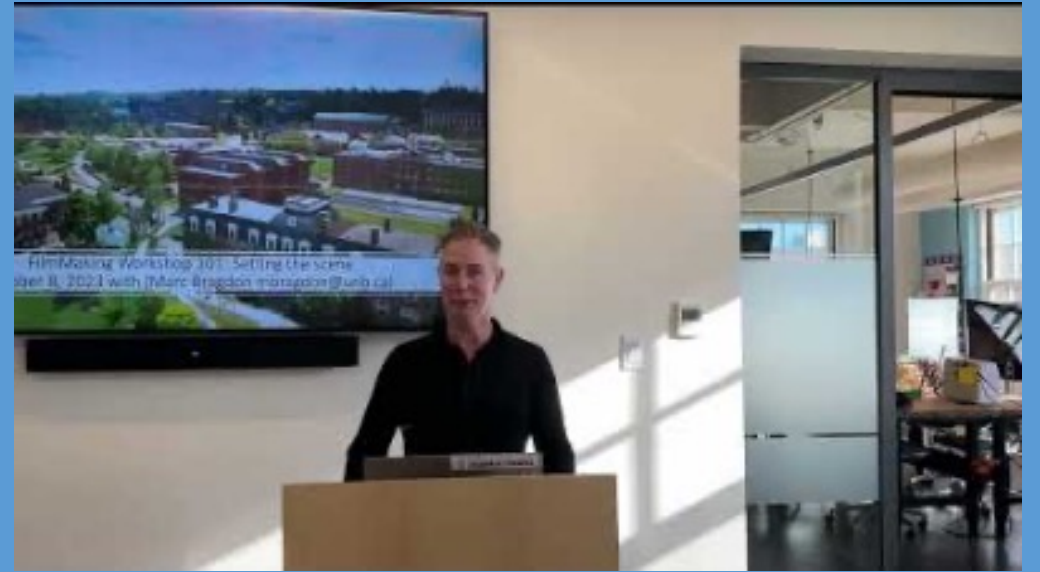
Crafting a narrative with shot choices

Facets of a story	Shot options
Where (environment)	Establishing (or wide) shot
Who (the subject)	Close up
What (drama/actions performed by or on subject)	Long or wide shot
When (time period, at a point in a given story)	-Continuous shot or long take (representing space + time), -Close up of symbolic objects (sun, moon, clock…) or actions (walking feet, reaching for a door knob…) -*see Pacing (cuts)*
Why (internal decisions making of the subject, or emotional effect upon)	Extreme close up, sequence of other shots explaining back story

https://youtu.be/W8YgoZs92Ko

Filming techniques

- Composing: Focus, depth, balance
- Movement: Speed, direction, stability
- Perspectives: Distance, height, stability

# More on Shots: movement and perspective

60 seconds closer to 2030: Planning the shoot

- Establishing shot that sets the scene: the launch point:
  - Composition: From a distance; group shot outside / inside library
  - Movement: Static / Orbiting / Approaching / Retreating / Panning / Following
  - Perspective: Eye level / Ground level / From above
- Talking heads: off the cuff / straight from the heart: answers to prompts to do with: Research impact! Community engagement! Transformation learning!
  - Optional: shooter shooting shots of the shoot (meta-shots)
    - Composition: From a distance; up close
    - Movement: Static / Orbiting / Approaching / Retreating / Panning / Following
    - Perspective: Eye level / Ground level / From above

Planning continued

- Choose any three locations:
  - Data Visualization Lab: Google Earth
  - Lightboard Studio: Inspirational message
  - Seminar Room: Group Discussion
  - Big White Board: Drawing and discussing
  - Audio Studio: Mock interview / editing
  - FilmMaker Studio: Green screen with *This Way Home* sign: staring off into the distance
- For each:
  - Composition: Combination of close ups and mid-range
  - Movement: Static / Orbiting / Approaching / Retreating / Panning / Following – Stabilize or no?
  - Perspective: Eye level / Ground level / From above
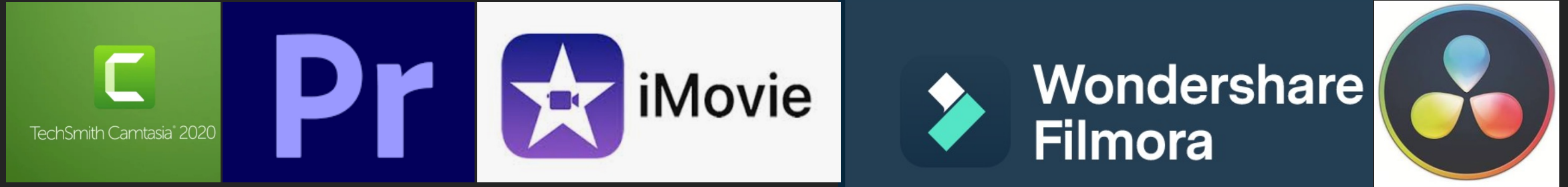
Film editing

- Desk/laptop video editing software: Adobe Premiere Pro, Final Cut Pro, **Davinci Resolve, iMovie**, **CapCut**, Powtoon (cartoons), Camtasia (screencasts)

- Phone apps: iMovie (for iPhone), Power Director (for Android), Adobe Premiere Clip, WeVideo

Sound design

freesound

Downloadable sound effects under Creative Commons license
https://www.freesound.org

- **Uppbeat**

Three free downloads a month

https://uppbeat.io

- **Premium Beat**

Large archive of artists-supplied music that can be licensed individually (vs subscription)
https://www.premiumbeat.com/

- **VEED.IO**

Subscription-based video editor with soundtracking library

https://veed.io

Thank you!

Look for the advanced workshop
in Fall 2024

Or

Contact Marc – mbragdon@unb.ca

To discuss individual or group film projects
https://lib.unb.ca/researchcommons