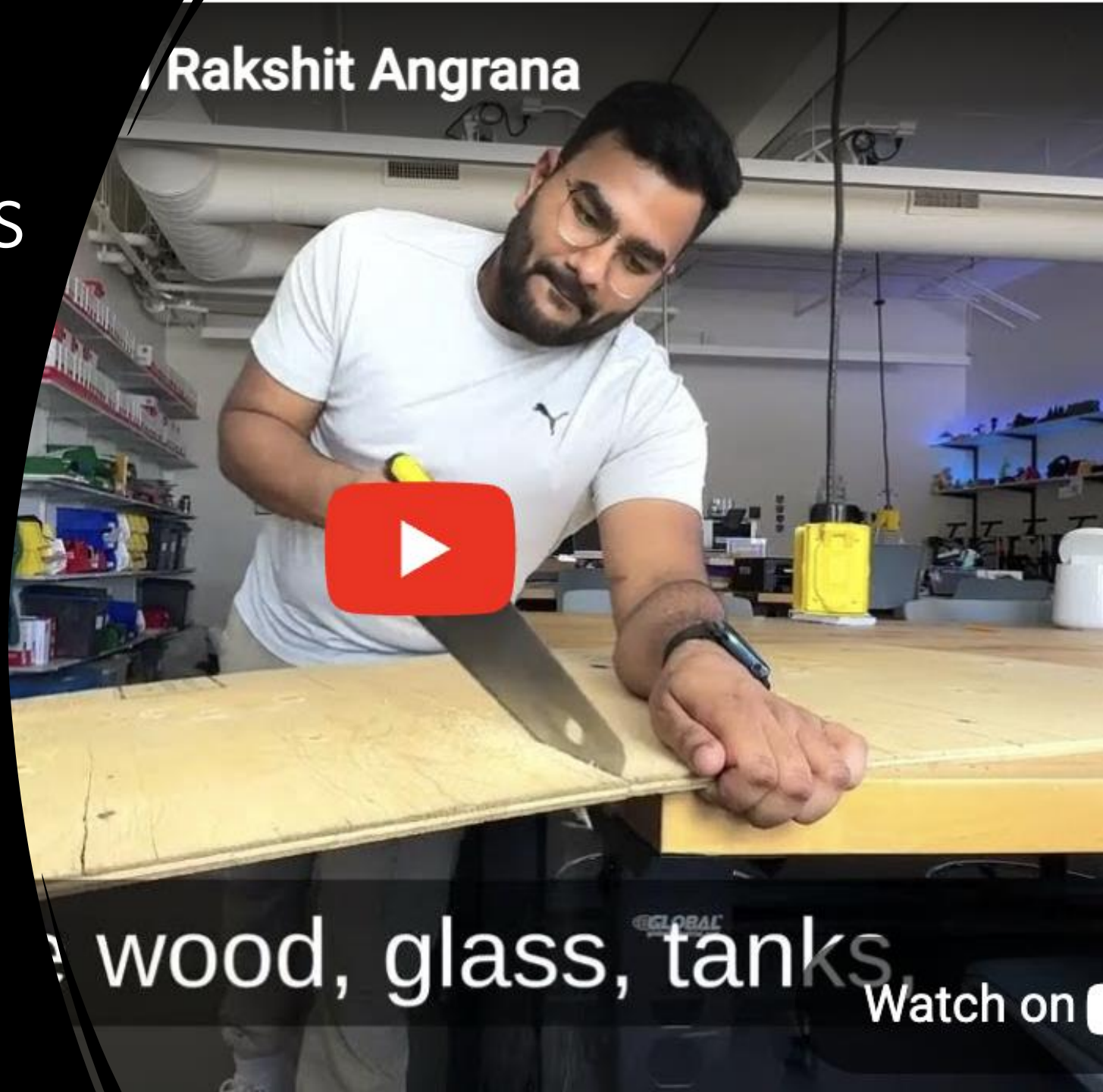


The Video Pitch: Workshop objectives

- Understand the fundamentals of visual / moving image communication to serve a narrative
- Leverage and augment common, contemporary technologies to optimize communication
- Become acclimated to being in front of a camera
- Leave with a video pitch



Rakshit Angrana

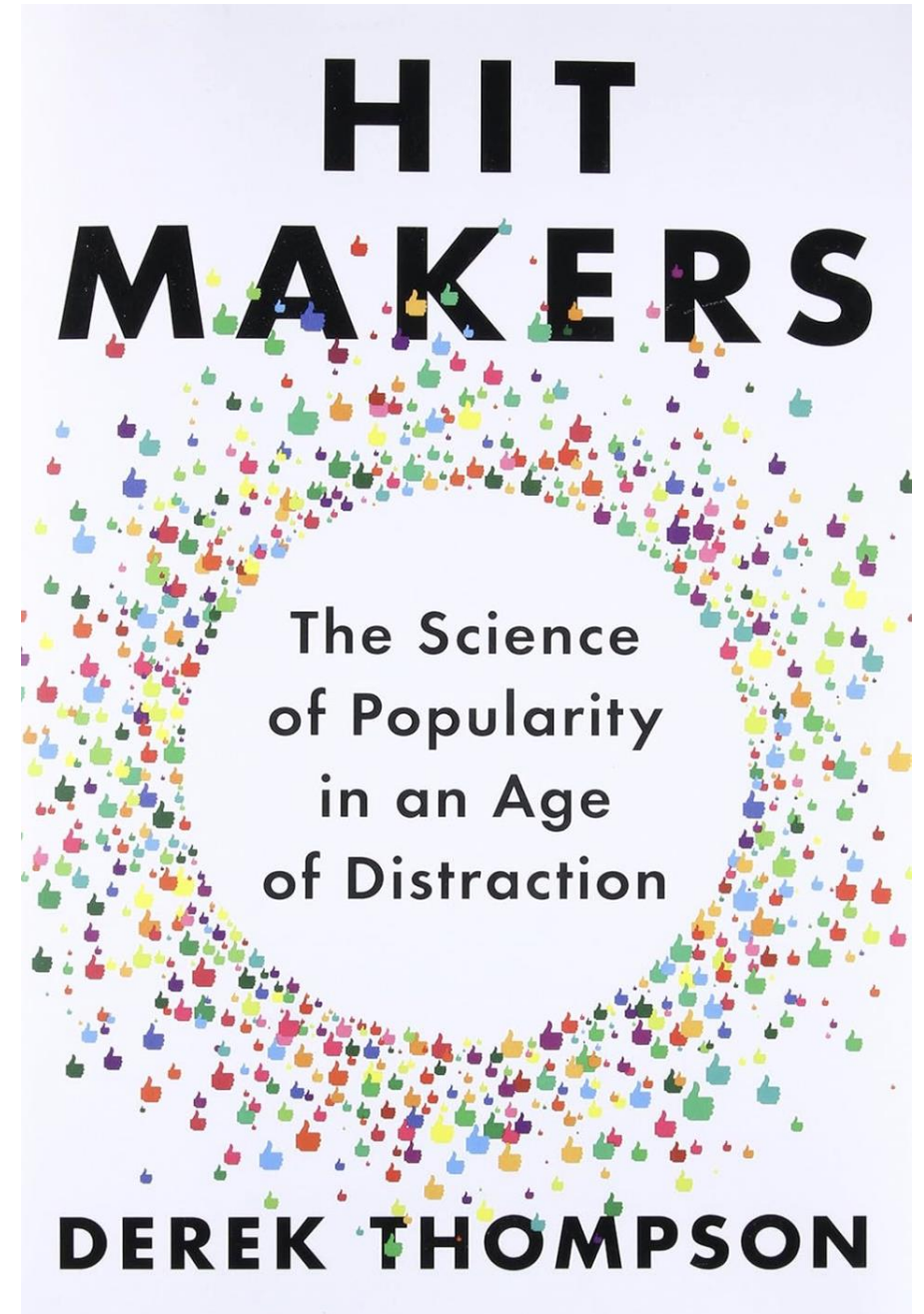
wood, glass, tanks

Watch on

“Quality, it seems, is a necessary, but insufficient attribute for success.”

“Initially [my favorite books] seem to immerse me in another life, but ultimately they immerse me in me; I am looking through the window into another person’s home, but it is my face that I see in the reflection.”

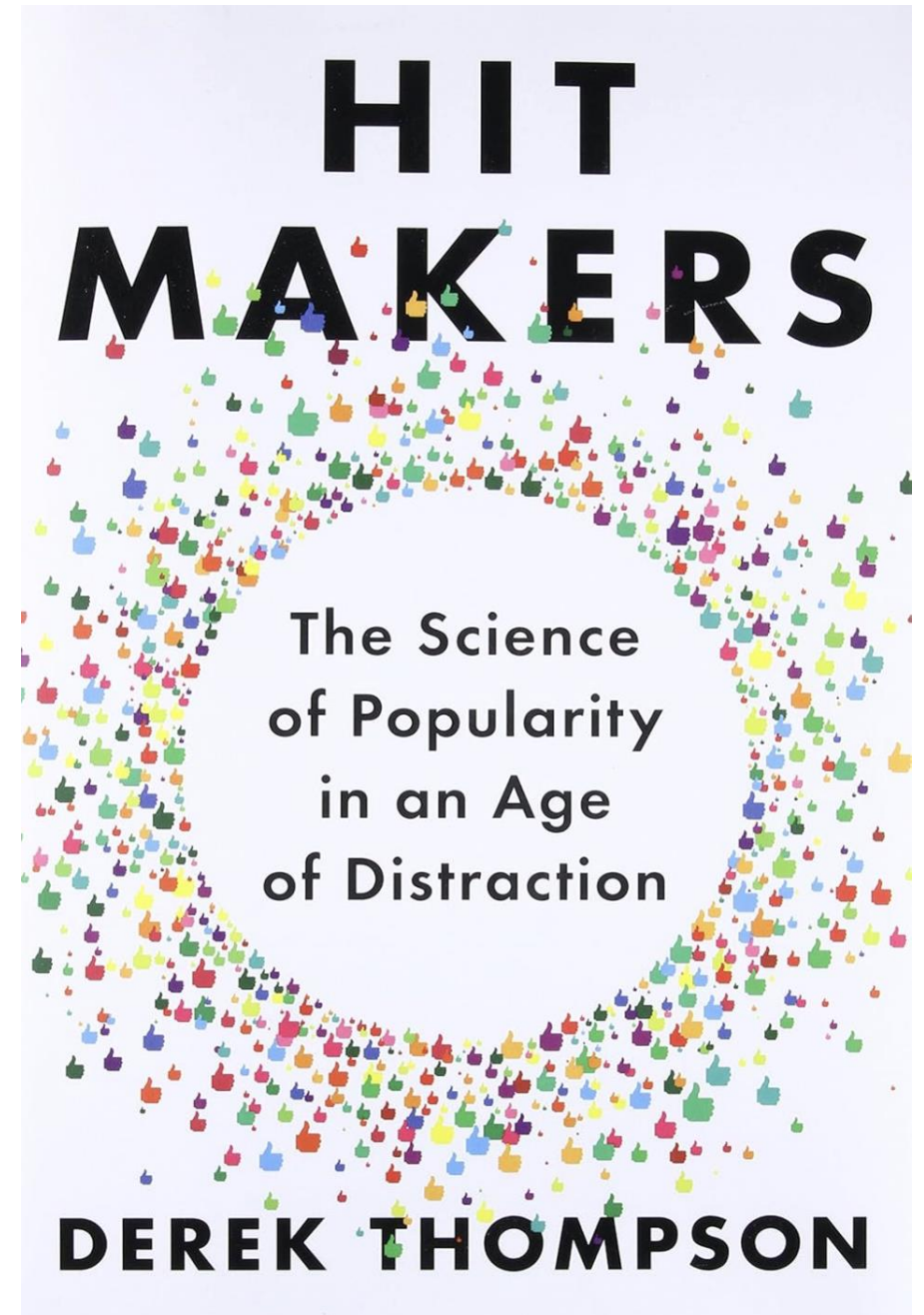
“People have all day to talk about what makes them ordinary. It turns out that they want to share what makes them weird.”



What is the *most important thing to communicate* about my work?

“Initially [my favorite books] seem to immerse me in another life, but ultimately they immerse me in me; I am looking through the window into another person’s home, but it is my face that I see in the reflection.”

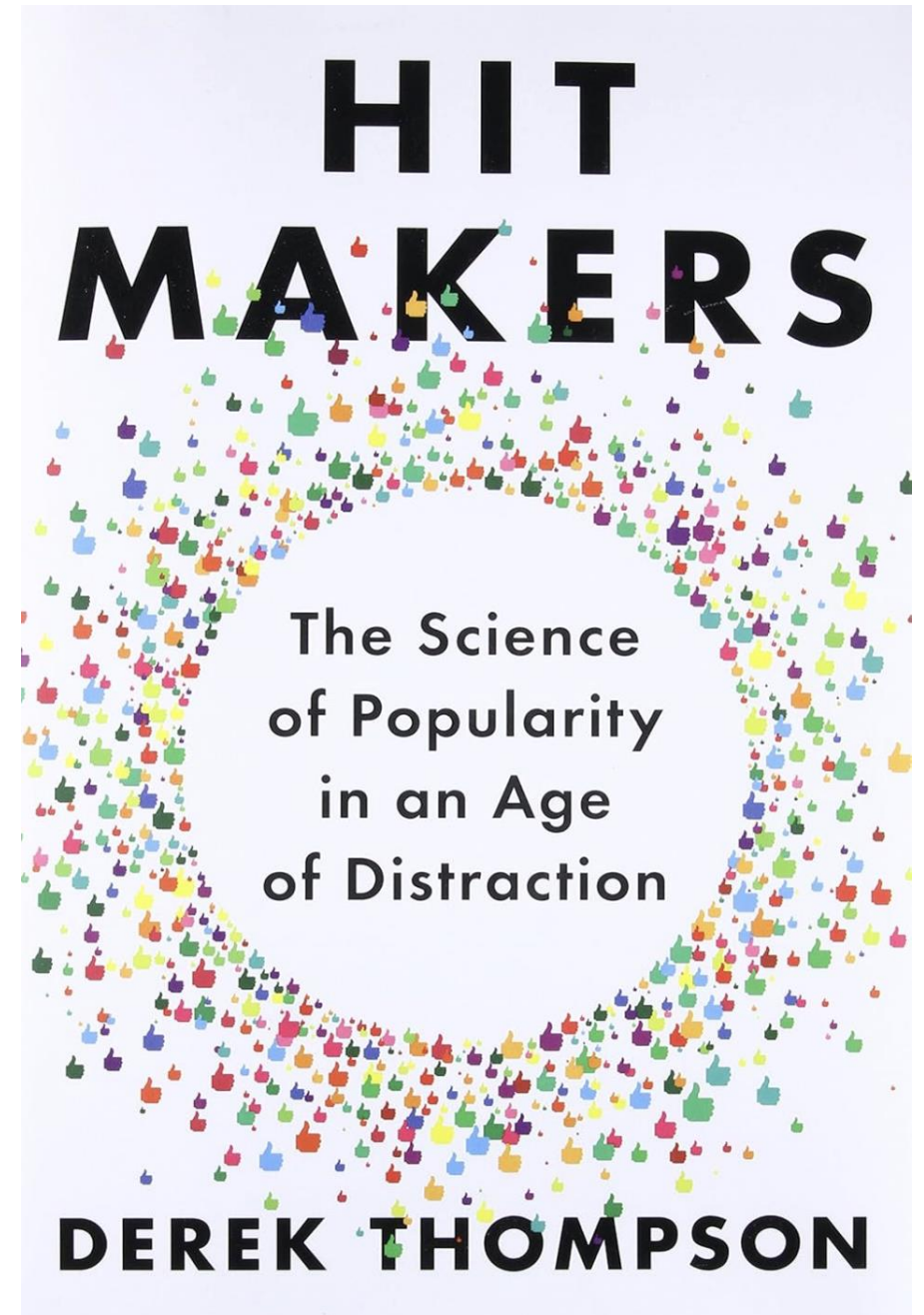
“People have all day to talk about what makes them ordinary. It turns out that they want to share what makes them weird.”



What is the most important thing to communicate about my work?

How do I *transport the audience* into my story?
Which imagery captures *the story of my work*?

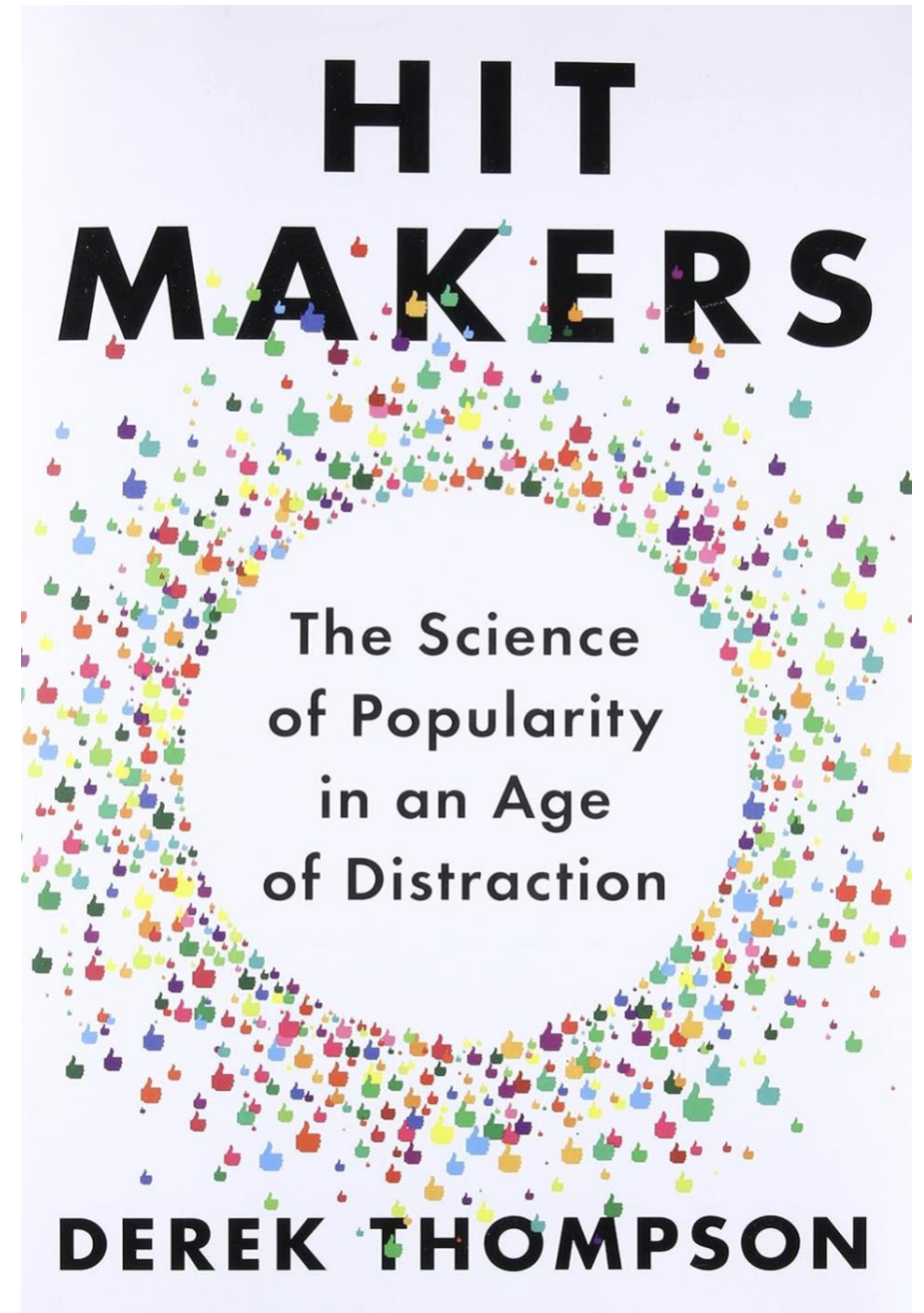
“People have all day to talk about what makes them ordinary. It turns out that they want to share what makes them weird.”



What is the *most important thing to communicate* about my work?

Which imagery captures *the story of my work?* / How do I *transport the audience* into my story?

How can I make the *bizarre familiar* or the *familiar bizarre* – getting at the *heart of inspiration*?



Storytelling implications

- Personality
- Creativity and relatability
- Clarity and concision

Research Showcase Examples

https://youtu.be/PwOCKzO5aRM?si=ywITlxYIRC3Mq_7v

<https://youtu.be/XRz2t6wMHVQ?si=pEReFWfoqPkoNDtw>

https://youtu.be/qYibVwGh1wo?si=LoJtT-OP_9XbCPFK

<https://youtu.be/BvyTqnutHLM?si=2H-0EuUYgSTJ061S>

https://youtu.be/CXA1x8ZwWVs?si=ByJNyxC3WtTw_kGk

Prototyping your Pitch

Storytelling implications

- Personality
- Creativity and relatability
- Clarity and concision

- Who are you and what is your studies focus?
- Why did you choose UNB?
- What challenge(s) are you addressing through your research or professional studies?
- How do you hope to contribute to a solution to the challenge(s)?

But mainly...

- What do you care about?
- What is the story behind your passion?

And of course...

- What are the representative images, symbols, or “iconography” of your story?



Knowledge mobilization and graduate students

This photograph shows a graduate student preparing the filmmaker studio for his video shoot. My research has to do with identifying the obstacles graduate students face in multimodal scientific communication and the means for mitigating these.



....and action!

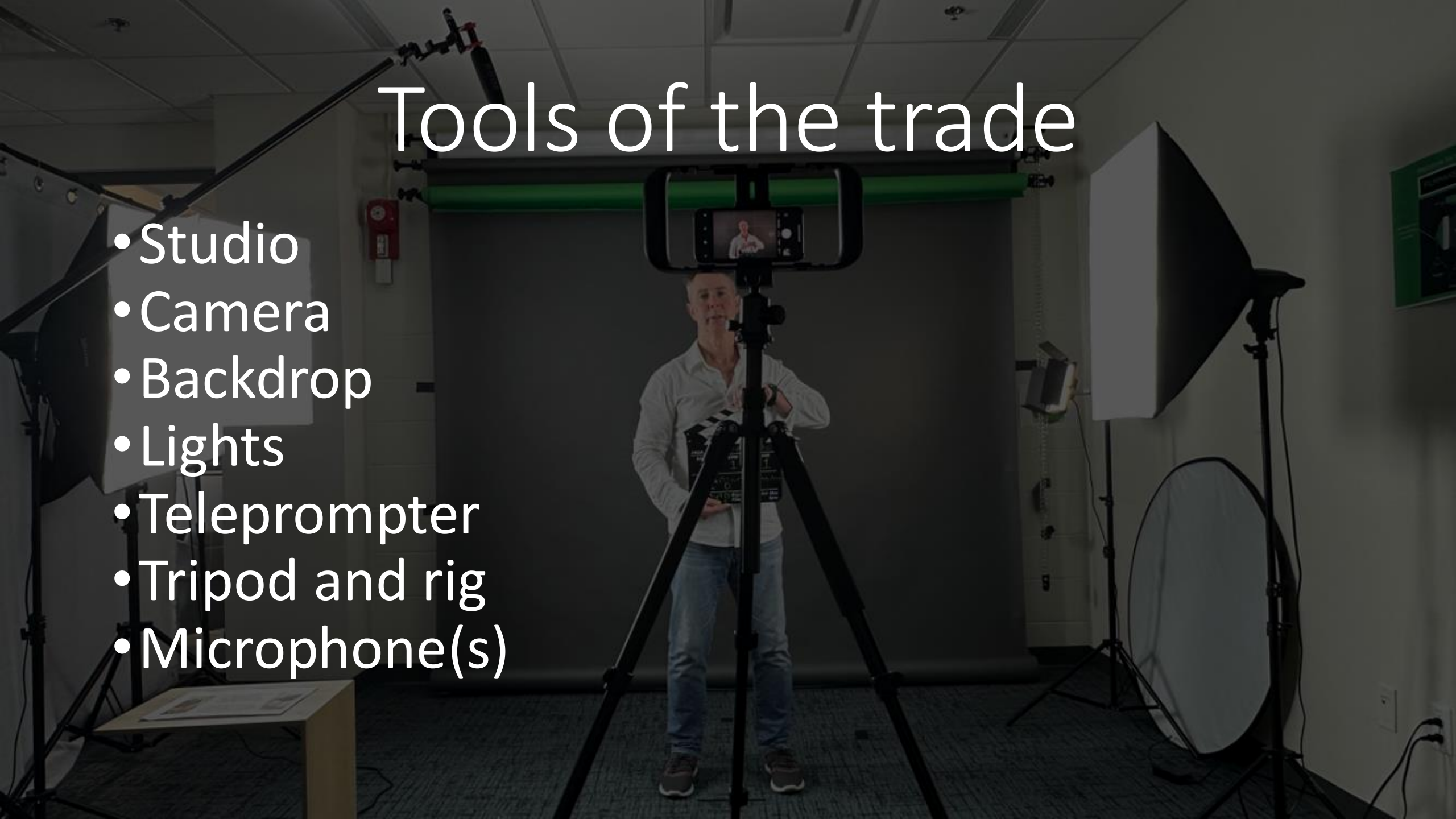
The first time in front of the camera, a student tends to change from a regularly embodied person to one where all their energy is stuck from the neck up. The effect is less than compelling. When working with students, the first thing I do is have them practice ways to get out of their heads and into their bodies so that they feel and appear more grounded (jumping, paradoxically, can have this effect). My research identifies the causes and proposes solutions to performance anxiety in media contexts so that students leave the institution with the necessary soft skills to thrive in an increasingly media saturated world.

Writing a draft

Embodying your passion

Tools of the trade

- Studio
- Camera
- Backdrop
- Lights
- Teleprompter
- Tripod and rig
- Microphone(s)



Production Roles



- Director
- Production assistant
- Face / voice
- Camera
- Lights
- Editing
- Sound

Blackmagic Cam App

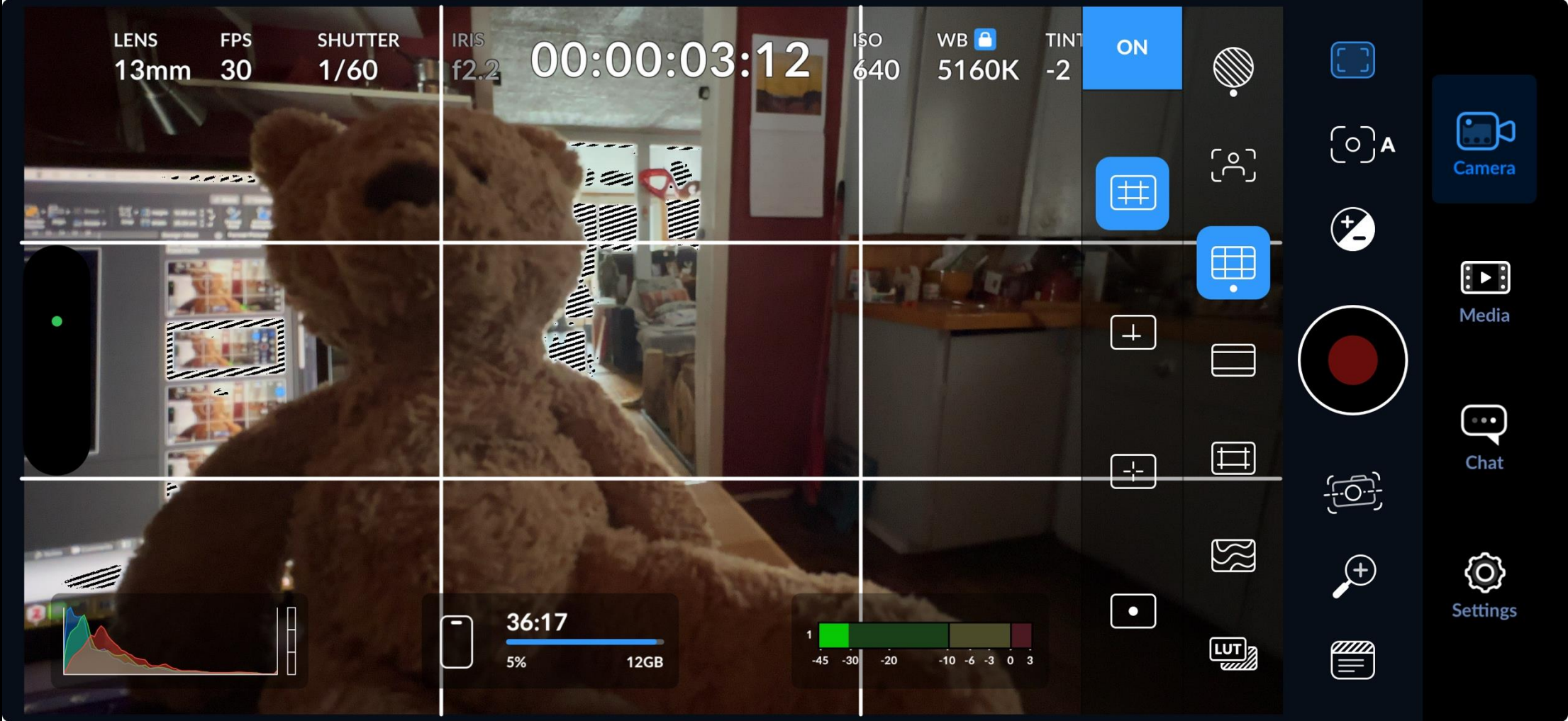


iPhone



Android

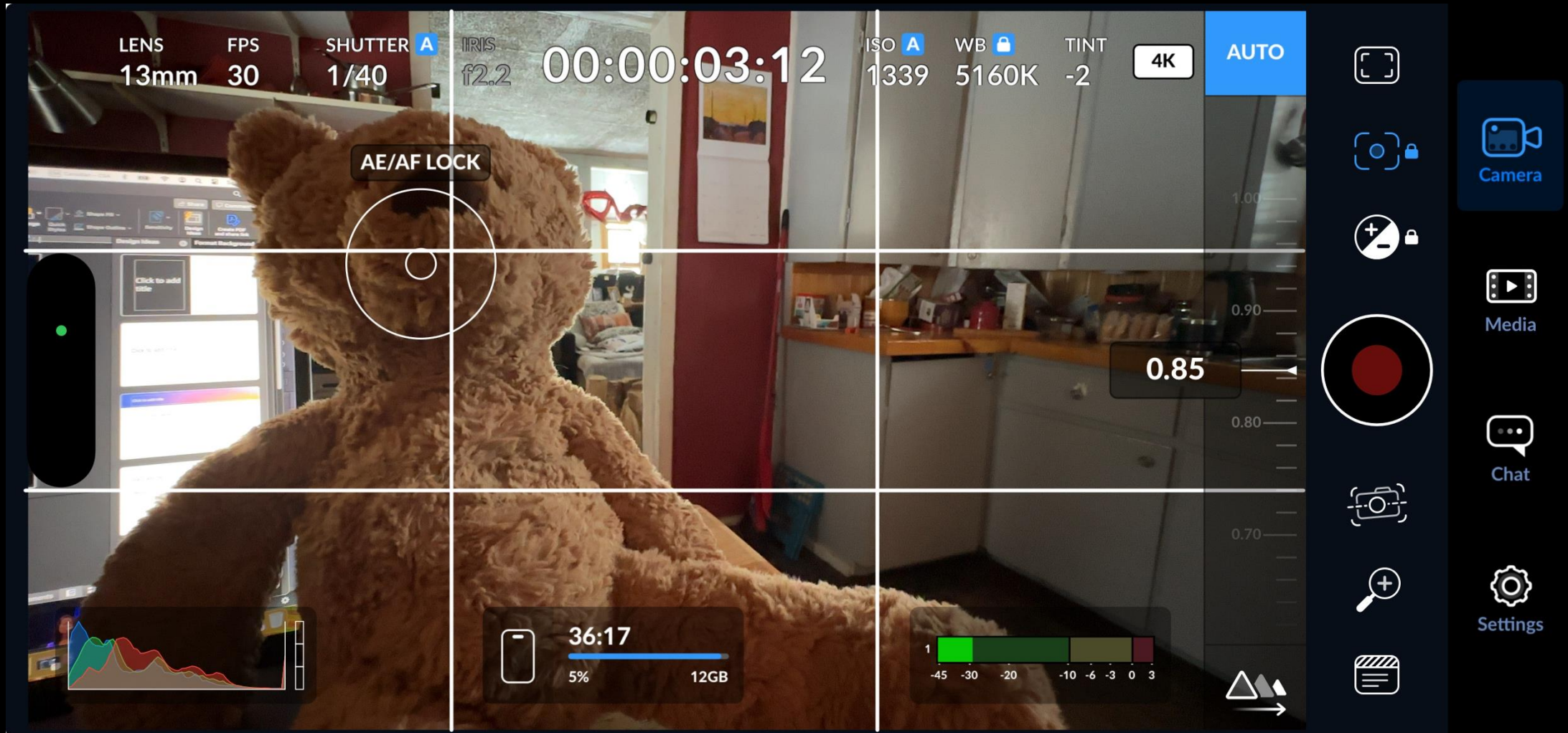
Activating guides (Rule of thirds grid)



Lenses: Perspective and Focus (depth of field)



Setting focus



00:00:00

AE/AF LOCK

Focal point and Depth of field

VIDEO PHOTO

SLO-MO

TIME-LAPSE



Frames Per Second determine crispness vs smoothness (motion blur)

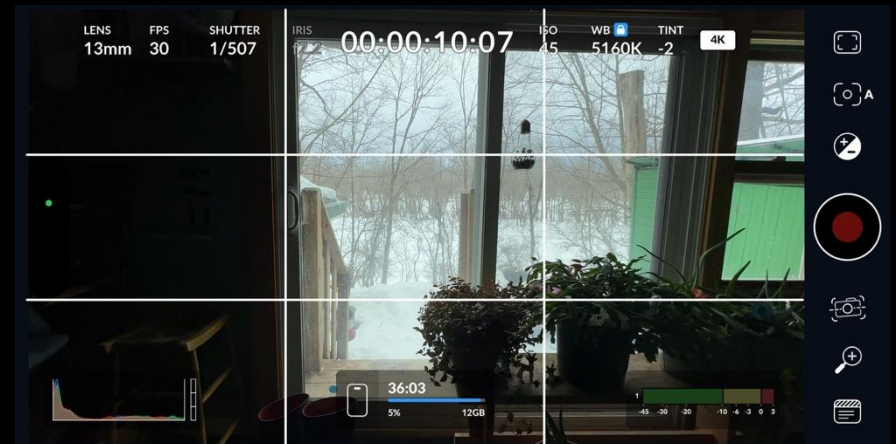
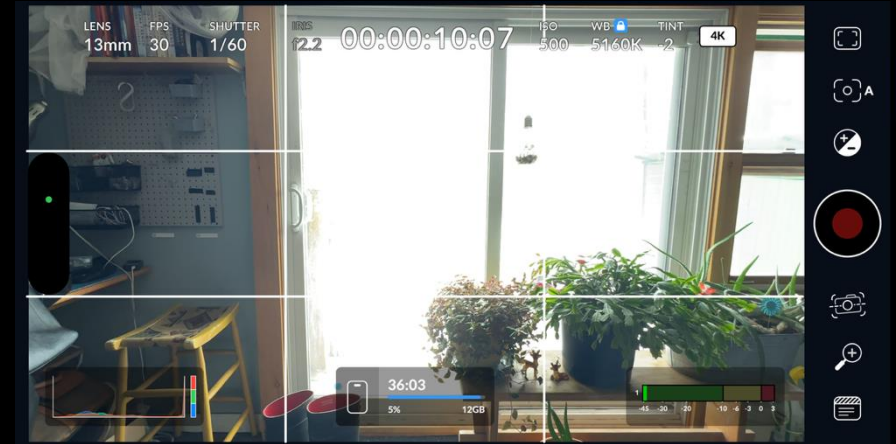


Frames Per Second (frame rate) conventions

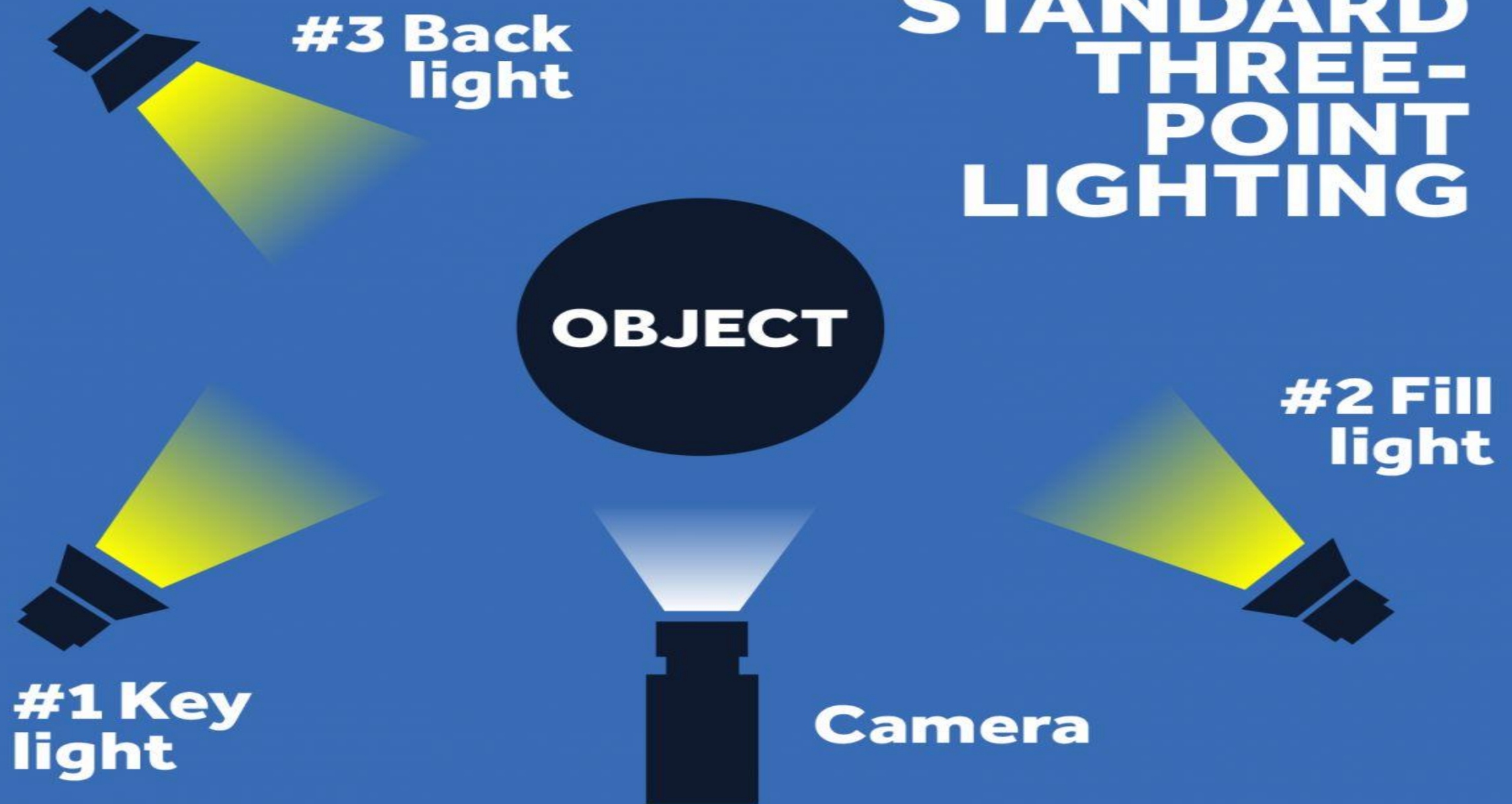
- 24 FPS: Cinematic blur
- 30 FPS: Internet standard
- 60 FPS +: For crisp/jittery action shots OR slow motion (e.g., 120 FPS at $\frac{1}{4}$ speed slots into your 30 FPS project)

Exposure and Dynamic Range

- Dynamic range:
 - Range of brightness capabilities/limitations
 - The smaller the lens, the less the dynamic range, resulting in over / under exposure
- Exposure:
 - Amount of light hitting the camera sensor via the lens
 - Controlled by lens size (aperture), shutter speed, and ISO
- Exposure compensate through balanced composition and lighting, or don't, depending on intention.
- Think of ways to “paint with light”.

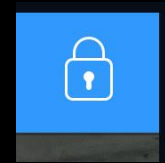


STANDARD THREE- POINT LIGHTING



White Balance

- All light has a temperature (running from cool/blue to warm/yellow) and is measured in Kelvins (k)
- Adding in a white colour reference to your shot aids in White Balancing (measuring and correcting for light temperature) in camera and editing
- Auto White Balance your shot, then lock it.



Audio Meter / Gain Control

The image displays a camera's user interface with a central video feed of a brown teddy bear. The interface is overlaid with various technical and control elements:

- Top Bar:** Technical specifications including LENS (13mm), FPS (30), SHUTTER (1/60), IRIS (f2.2), ISO (3072), WB (4020K), TINT (-6), and resolution (4K). A central timer shows 00:00:03:12.
- Audio Meter:** A horizontal bar graph labeled "Shure MV88+" with a scale from -45 to 3. The current level is at 1, indicated by a green bar.
- Gain Control:** A slider labeled "AUDIO GAIN" set to 64%.
- Bottom Bar:** A battery icon, a timer at 36:38, a battery level indicator at 5%, and a storage indicator at 12GB.
- Right Panel:** A vertical stack of icons for Camera, Media, Chat, and Settings.

Recording audio

- Measured in decibels, topping out at Zero (above which audio is distorted or “clipped”)
- Gain adjusts microphone sensitivity to either boost a weak signal or reign in loudness.
- Metering or visually monitoring volume helps to set appropriate gain
- Aim for setting the gain slider where the loudest recorded volumes do not rise above -10db
- External microphone highly recommended



Picture stabilization and camera motion



Film Techniques: The Language of Film

LANGUAGE OF FILM

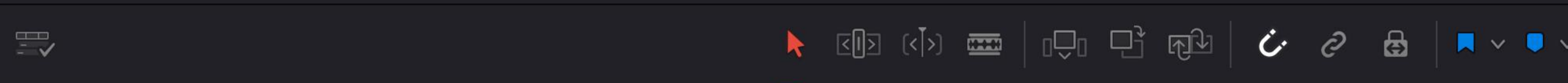


SHOTS / CLIPS:
DELIBERATELY CHOSEN
PERSPECTIVES AND
MOVEMENTS THAT CRAFT
A NARRATIVE

COMPOSITION / BLOCKING:
ARRANGEMENT OF
SUBJECTS AND OBJECTS
IN RELATION TO ONE
ANOTHER
(INCLUDING LIGHT)

*Compositional
techniques*

Planning shots with story/editing in mind



01:00:08:04

01:00:00:00

Wide Angle

01:00:06:00

Medium

01:00:12:00

←-----Close Up-----→

01:00:18:00

V1 Video 1

5 Clips



IMG_5903.JPG



IMG_5907.JPG



IMG_5934.JPG



IMG_5908.JPG



IMG_5909.JPG

B-roll footage
to fill out
narrative (and
sometimes
cover mistakes)

Timeline 1 01:00:22:03

01:00:00:00 01:00:06:00 01:00:12:00 01:00:18:00 01:00:24:00

- IMG_5903.JPG
- IMG_5907.JPG
- IMG_5934.JPG
- IMG_5908.JPG
- IMG_5909.JPG
- IMG_...
- IMG_5909.JPG

Presentation tips from GRUMO



For each shot today:

- HD (1080p), 30FPS baseline (min. 60FPS for slo-mo), landscape orientation
- Sound level: mid range gain (external microphone)
- Select the Lens (appropriate to the distance and composition)
- Compose the shot (framing, distance, perspective, movement)
- Focus on primary subject
- Set exposure: balanced lighting and subject separation
- White balance

Green Screen Tips

- Light both your subject and the green screen fully and separately
- Allow for at least 24" or 36" distance between the two
- Consider the compatibility of subject and eventual backdrop in terms of the temperature, colours, brightness, and positioning of light(s)
 - In Canva, you can often adjust colours and temperature
- Don't wear green

For tomorrow

- Refine and restrict your draft to a maximum of 250 words.
- Download and install either Davinci Resolve (Mac or PC) or iMovie (Mac). Let Marc know if you experience related difficulties.
- Select and/or create still/moving imagery to accompany the talking head narration and bring these in digital format:
 - As cutaways
 - As green screen backdrop or overlays
- Bring headphones that work with your laptop and the means to download video footage to the laptop