Video Production
Composition, Continuity, Editing & Lighting

CS4031
VIDEO PRODUCTION

The good news?

You are already experts!

The bad news?

So is everyone else!
What are you trying to say?

- Your compositions should:
  > Present what needs to be seen.
  > Present how it needs to be seen...

  to reinforce the video’s intent.
COMPOSITION

• Composition is the arrangement of actors and objects in the camera frame. The chosen arrangement should make sense in general & more specifically convey the production’s intent.

• Follow https://twitter.com/comp_cam GOLDMINE!!!

• A good starting position is... **The Rule of Thirds**

• Here, the centre of interest is seldom centred in the frame. A simple and effective method to achieve this is to divide the frame into thirds. Anything important would ideally be on at least one of the lines, usually where any two lines intersect.
How would you compose this scene?

http://zsuhn2.axshare.com/home.html

• Chief Brody has ordered the beaches closed.
• Mayor Vaughan has a problem with this, and needs to pressure the Chief into changing his mind. The Mayor & his men catch up with the Chief on the ferry.
• Emotions: Intimidation, pressure, bullying.

How would you express these emotions through the visual medium of film?
COMPOSITION

1. Strong composition is fabulous!
2. Weak composition is very bad!
3. No thought towards composition at all is THE WORST!

Each shot, or camera angle, determines both the area covered in the shot and the audience viewpoint.
So, you must ask yourself;
• How much area should be included in this shot?
• What is the best viewpoint for this portion of the event?
Camera #1 films two-shot - girl on left, boy on right. Camera #2 shoots close-up of boy over girl's shoulder. Camera #3 shoots close-up of girl over boy's shoulder. Camera #4 crosses axis and films over wrong shoulder of boy - thus transposing players: boy is now on left and girl on right.
• Video editing can be compared with diamond cutting. Before cutting, a diamond just looks like a lump of glass. A raw diamond must be cut, polished and mounted so that its inherent beauty can be fully appreciated, enhanced by what is removed!

• Everyone involved in video production should understand the editorial requirements and should construct each shot from that standpoint.
EDITING

• It is the editor’s job to create the best possible production from the available footage.

• The editor should be able to concentrate on the dramatic value of their edits, and not be consumed with attempts to correct shooting errors due to mis-matches, crossing of the action axis and other basic errors.

• Not everything can be “fixed in the edit”!
EDITING VIDEO
EDITING AUDIO

• Professional production values, both at the movies and on TV, have trained the listener to expect nothing less than audio perfection.

• One of the hardest concepts to accept for those new to Video Production is that the better the job you do with your project’s audio, the less it will be noticed!

• To record **ADR**, you’ll need a recording studio...or...

• A **CAR**! Most modern car interiors are specifically designed to be quiet, deadening much of the sound from outside and limiting echoes within the car.
LIGHTING

- Back Light
- Fill
- Frontal Key
PLANNING
Your mission...

Your Group will produce a video presentation of a local organisation.

• Due by the **End of Week 10**
  • **30%** of your final individual grade.
  • Send the finished video as an attachment to me (kim.oshea@ul.ie) via your student UL email.

• If I do not receive an email containing all relevant information enabling me to post your video on the module page...
  ...**your group gets 0% and its members will fail the entire module!**
• If one or more members of your group did not contribute, please send an email to kim.oshea@ul.ie, so that they don't get undeserved grades.
• **BUT you must email me with issues ASAP!**
Assignment Requirements

• Your video must be between 1:30-2 minutes in total. Every second either side of this target reduces your grade by 1%. So, a 86 or 124 second video will be graded fully, then that grade is reduced by 4%.

• It must have an audio track.

• It must have at least 2 edits, so a single shot is not enough.

• It must have a 3 second (single shot) title at the beginning, and a 1 second fade-out at the end.

• It must have at least 1 graphical element partially overlaying the video.

• The emailed final version must be <25Mb, while maintaining video/audio quality.

• I will demonstrate “how to” for every requirement during labs.

• You may use your smartphones. There will be no penalties for reasonable video/audio issues that arise because of this.

• However, because of the automatic “helpful” nature of smartphone cameras, certain issues can arise...(which will be discussed in Labs)
Please ensure, at a minimum:

- Good content.
- Good shot composition.
- Good continuity.
- Rudimentary Editing.
- Appropriate Lighting.

Please try to plan and achieve:

- Excellent content.
- Interesting, expressive composition.
- Perfect continuity.
- Sharp, incisive editing.
- Appropriate lighting.

Maximum Score: 30%

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational Content:</td>
<td>12%</td>
</tr>
<tr>
<td>Composition of shots (2 shot minimum*):</td>
<td>8%</td>
</tr>
<tr>
<td>Editing:</td>
<td>4%</td>
</tr>
<tr>
<td>Audio Track (speaking parts, narration, music):</td>
<td>4%</td>
</tr>
<tr>
<td>Appropriate Lighting:</td>
<td>2%</td>
</tr>
</tbody>
</table>

Either side of 90-120 seconds? Every second = -1%
No Title/Fade Out? Each time = -2%
No Graphical element? = -5%

Having just 2 shots and editing from SHOT A>SHOT B>SHOT A is acceptable.

*Having a perfect composition, perfect audio & perfect lighting, but with only 1 camera shot scores a maximum of 22% (4% for a single perfectly composed shot, no editing score).