

# Video production

TNGD10 - Moving media

# The aim of the course

- ✦ The aim of the course is to provide basic knowledge of dramaturgical narration with moving images and sounds as well as understanding of the parameters that control the influence of our senses through these media.
- ✦ Basic knowledge, as your future career roles may require sufficient knowledge to communicate with film makers.

# Course content

- ✦ Dramaturgy, script, storyboard
- ✦ Storytelling with images
- ✦ Tools:
  - ✦ Camera technology, audio technology, lighting
  - ✦ Software
- ✦ Film music, movie sound
- ✦ Production process and planning

# Examination

- ✦ LAB2 - Practical exercises (U,G) - 3 hp
- ✦ UPG2 - Project assignments (U,3,4,5) - 3 hp

# Lecturers

- ✦ Niklas Rönnerberg - [niklas.ronnerberg@liu.se](mailto:niklas.ronnerberg@liu.se)
- ✦ Tobias Trofast - [tobias.trofast@liu.se](mailto:tobias.trofast@liu.se)
- ✦ Sophie Gudmann Knutsson

# Course littérature

- ✦ Course material, compendiums
- ✦ (Elliot Grove - Beginning filmmaking, 100 easy steps from script to screen)



# Course web

- ✧ Will be updated continuously
- ✧ [www.itn.liu.se/~nikro27/tngd10-2017/](http://www.itn.liu.se/~nikro27/tngd10-2017/)
- ✧ Submissions via GoogleDrive, Dropbox etc
- ✧ Application to laboratory groups...

# Lectures

- Mon 30/10, 13:15-15 - Niklas - Intro and project
- Thur 2/11, 8:15-10 - Niklas - Dramaturgy
- Fri 3/11, 15:15-17 - Niklas - Storytelling with images
- Mon 6/11, 8:15-10 - Niklas - Camera technology
- Thur 9/11, 8:15-10 - Niklas - Sound technology
- Thur 16/11, 8:15-10 - Niklas & Tobias - Lighting
- Mon 20/11, 10:15-12 - Niklas - Film music
- Fri 24/11, 15:15-17 - Niklas - Production process



# Exercises

- Tue 31/10, 13:15-17 - Group 1 - Intro to Premiere
- Tue 7/11, 13:15-17 - Group 2 - Intro to Premiere
- Fri 10/11, 8:15-10 - Group 1 - Sound tech workshop
- Mon 13/11, 10:15-12 - Group 2 - Sound tech workshop
- Tue 14/11, 13:15-17 - Group 1 - More Premiere
- Fri 17/11, 15:17-17 - Group 1 - Lighting workshop
- Tue 21/11, 13:15-17 - Group 2 - More Premiere
- Thur 23/11, 8:15-10 - Group 2 - Lighting workshop



# Exercises

- ✦ Mon 27/11, 8:15-12 - Group 1 - Intro to assignment with Sophie
- ✦ Tue 28/11, 8:15-12 - Group 2 - Intro to assignment with Sophie
- ✦ Fri 1/12, 8:15-12 - Group 1 - Editing time
- ✦ Fri 1/12, 13:15-17 - Group 2 - Editing time



# Seminar

- ✦ Tue 5/12, 13:15-15 - Exercise 5 & 6 - Group 1
- ✦ Tue 5/12, 15:15-17 - Exercise 5 & 6 - Group 2

# Applying to the groups

- ✦ K2510 has 24 computers, why we need 2 groups
- ✦ Applying to the groups is done on the course web
- ✦ Password: tngd10-2017
- ✦ The tasks are mandatory, but theres no compulsory attendance
- ✦ Submission during the scheduled time or via DropBox, Google drive, sprend.com, ...

# The tasks

- ✦ Work in pairs of 2 for the two Premiere tasks.
- ✦ The assignments will be presented on the web page, but might be changed before the session starts.
- ✦ Assignments for the workshops will be presented on the course web.
- ✦ The workshops (task 3 & 4) groups of 6-8 students.
- ✦ Tasks 5 and 6 require preparations in advance and will be done in groups of 6-8 students.

# Extra project times

- ✦ Tue 12/12, 13:15-17 - in K2510
- ✦ Tue 19/12, 13:15-17 - in K2510
- ✦ Fri 12/1 2017, 8:15-12 - Presentations?

# Evaluation 2015 & 2016

- ✦ The course was in need of a make over
- ✦ Too much project management
- ✦ Poor communication between lecturers and students
- ✦ Group rooms and the air...
- ✦ Project -> too much time, too many documents to write
- ✦ Assessment of projects unclear
- ✦ Written exam...

# Evaluation 2015 & 2016

- ✦ More practical exercises in sound and in lighting



# Equipment

- ✦ Cameras:

- small (poor) HD video cameras with stands
- digital single-lens reflex cameras, Canon EOS 100D with stands

- ✦ Sounds:

- shotgun microphones with boom stands
- Zoom sound recorders

- ✦ Ljus:

- redhead spotlight (heavy and warm)
- LED lights, 4 kits with 3 lamps and 2 stands each

# Project

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# The project

- ✦ Groups of 4-5 students
- ✦ Work with something real or made up.
- ✦ An information film 2-3 minutes and a short spot 30 seconds (but not a trailer).
- ✦ Grades (U, 3, 4, 5).
- ✦ All info is available on the course web.





# Submissions & tutorials

✦ Synopsis

✦ Moodboard

✦ Production Costing

✦ Group contract

✦ Script

✦ Storyboard

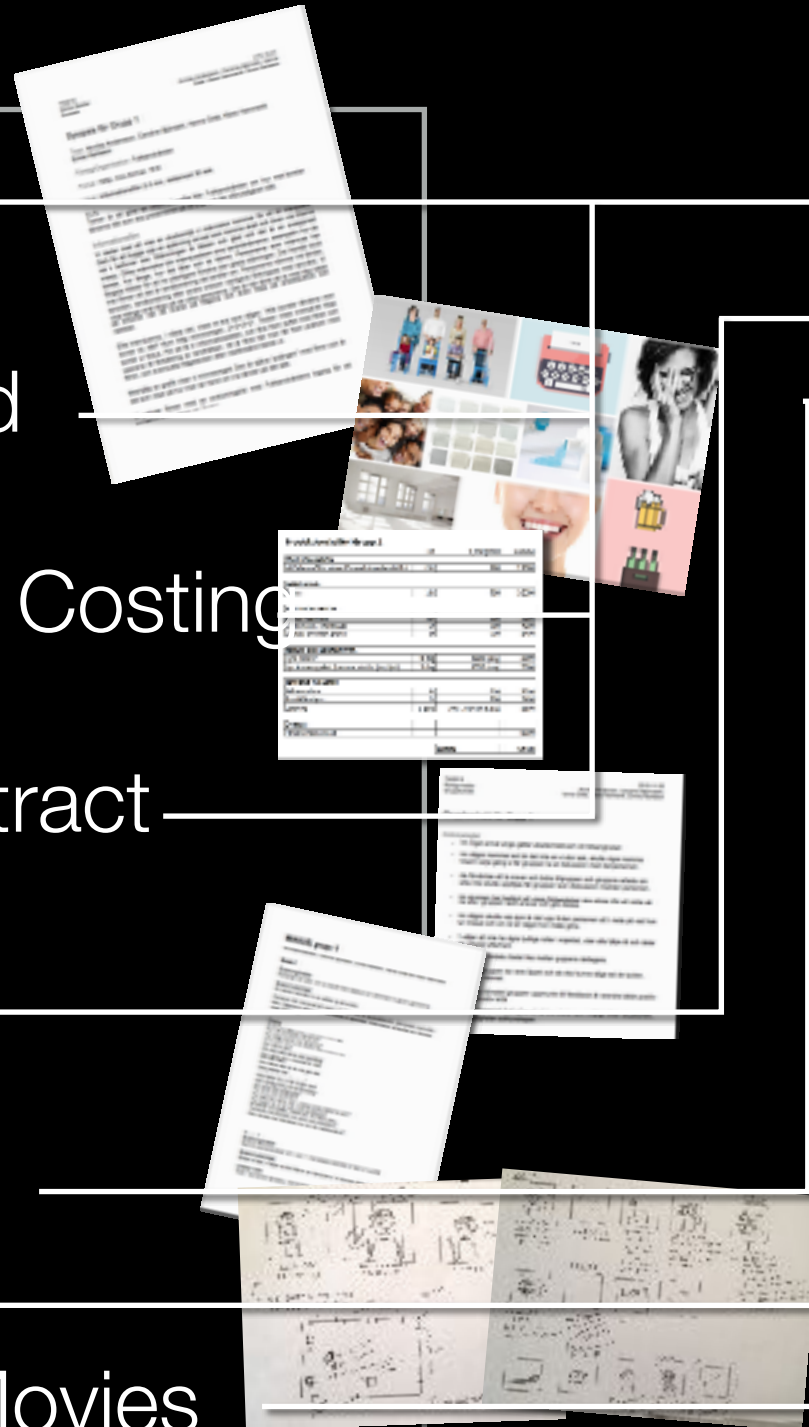
✦ Report + Movies

✦ Pitch

✦ Story

✦ Rough cut

✦ Presentation



# Tutoring meetings...

- ✧ Book your tutoring time by mail!
- ✧ 3 tutoring meetings per group
- ✧ 2 occasions in the whole group in K2510.
- ✧ Set roles in the group, have one contact, always mark e-mails with the course code.

# Movie production

- ✦ One lecture on the production process.
- ✦ However, information for planning the project is available on the course web.
- ✦ Production calculation is available on the course web.
- ✦ Group contract is available on the course web.
- ✦ Brief information about copyright is also available on the course web.

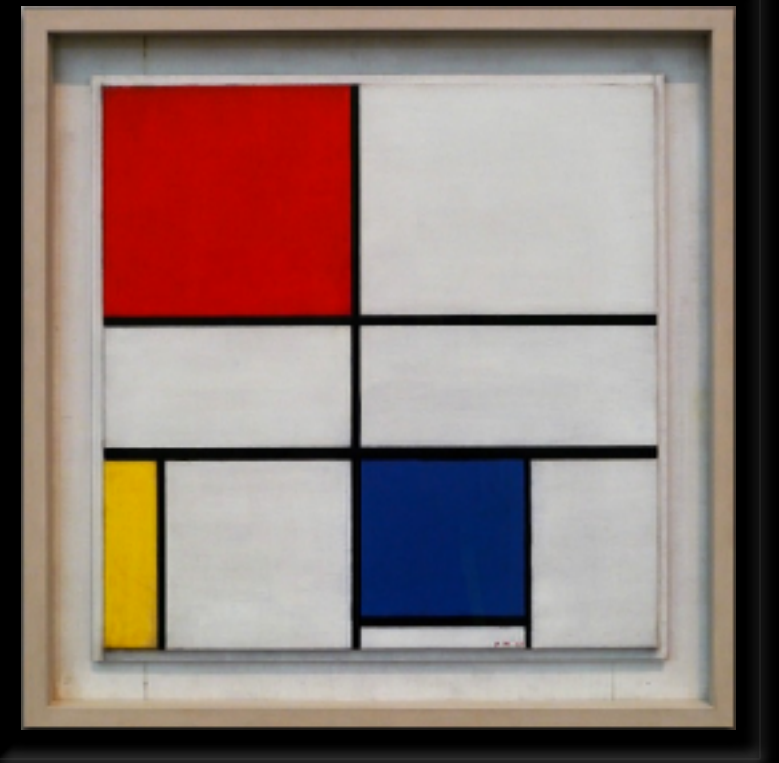


# Copyright

- ✦ Do not use copyrighted material that you do not have permission to use.
- ✦ Pictures
- ✦ Music
- ✦ What about taking photos in a public place?
- ✦ What about taking photos of art in public space?

# Originality

- ✦ Everything that is created by a person and achieves originality is covered by copyright.
- ✦ Texts, images, graphics and drawings, TV / radio broadcasts, music and audio ...
- ✦ Working height means something achieves a level of personal creation.
- ✦ Working height is a measure of the originality of an original, individuality and its independence.



# Copyright

- ✦ If protected, duplication, copying, transfer, sale, or any other form of use of the material is prohibited by copyright law.
- ✦ Copyright infringement may result in fines and / or imprisonment (up to 2 years) if:
  - ✦ Violation of the law with intent
  - ✦ Violation of the law in a “clumsy” way (gross negligence)

# Nonprofit copyright

- ✦ The idealistic or nonprofit (copy) right protects the person's personal but non-economic interests.
- ✦ The author has the right to be named as an author when the work is performed or used - Attribution.
- ✦ And, to some extent, give the author the authority in which form the work is used (right of respect).
- ✦ The non-profit copyright also applies to open content and open source.

# Author - Legal term

- ✧ Author and rights holder.
- ✧ Author = The Creator.
- ✧ The rights holder = the person who owns the right to the work.  
Copyrights can be transferred.
- ✧ Idealistic (nonprofit) copyrights can not be transferred, negotiated or licensed.



# Protected material

- ✧ Sources from the web:
  - ✧ Retrieve knowledge from
  - ✧ Refer to
  - ✧ Quote from
- ✧ Do not copy from
- ✧ Always better to link than to copy...

# Creative commons

- ✦ Creative commons, <http://creativecommons.org/>
- ✦ Different levels in the licenses:
  - ✦ Attribution
  - ✦ Attribution-ShareAlike
  - ✦ Attribution-NoDerivs
  - ✦ Attribution-NonCommercial
  - ✦ Attribution-NonCommercial-ShareAlike
  - ✦ Attribution-NonCommercial-NoDerivs

# Images

- ✦ The person taking a picture owns the copyright to the image.
- ✦ Using another person's image on a web page without permission is copyright infringement.
- ✦ Private use != Use image on private website.
- ✦ Private use != Non-commercial use.
- ✦ Link to a picture. Attribute the author.



# Available free material

- ✧ <http://www.freeplaymusic.com/index.aspx>
- ✧ <https://www.freesound.org/>
- ✧ <http://free-loops.com/>
- ✧ <https://creativecommons.org/>
- ✧ ...

# Further reading

- ✦ <https://lagen.nu/1960:729>
- ✦ <http://www.mediekompass.se/lektionstips/upphovsrattsdjungeln-vad-ar-tillatet-och-inte/>
- ✦ <http://morus.se/2014/02/upphovsratt-pa-bilder-pa-internet/>
- ✦ <https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=1600173&fileId=1600174>

# Project report

- ✦ Project group and members, responsibilities and how the work has been organised within the group
- ✦ The subject of the project
- ✦ Time schedule and project budget (and comparison/discussion in relation to project calculation)
- ✦ A review of the work
- ✦ An evaluation of the final project
- ✦ Comparing the longer film vs the shorter spot
- ✦ Reflection document

# Assessment of the projects

- ✧ U, 3, 4, 5
- ✧ Preproduction
- ✧ Production
- ✧ Final report

# Assessment of preproduction

- ✦ Pitch - how well you present and deliver your idea
- ✦ Synopsis - how thoughtful and clear synopsis is written
- ✦ Moodboard - if the mood board gives the feeling the production is supposed to give
- ✦ Script - how well written and well-structured the script is
- ✦ Storyboard - if the storyboard is detailed enough to facilitate filming and production

# Assessment of the production

- ✦ Story - how well the story sits together and tells the message
- ✦ Photo - how good the camera work and the photo are, ie white balance, exposure, sharpness
- ✦ Lighting - how light / artificial light has been used to provide a good picture and balance in contrasts
- ✦ Sound - how good the sound sounds that are recorded on location
- ✦ Editing - how well editing and post-processing has been done

# Assessment of the production

- ✦ Music - how well the music has been selected, mixed, and used
- ✦ Long vs short - the relationship between the short and the long variant is important, both of them should be able to tell the message
- ✦ Adding:
  - ✦ Delivery pitch - how well you sell your production
  - ✦ Format - used the correct format and the right vignette
  - ✦ Delivery time - was the project submission timely and correct

# Assessment of the report

- ✦ Budget/Time - How well did you plan, how did it turn out, and how well do you discuss any differences
- ✦ Review - How do you review and present the project work, difficulties, technical solutions, etc
- ✦ Evaluation - How well do you assess and evaluate your production and the group's efforts



# Remember

- ✦ Choose exercise group for the premiere tasks (1 & 2)
- ✦ Then choose a group out of four for the workshops (3 & 4) and the practical tasks (5 & 6)
- ✦ Start to think about project group and possible project subject