

Video production

TNGD10 - Moving media

The photo - still images

- ✧ Should be able to be by itself.
- ✧ To be regarded for a long time.



The photo - moving images

- ✧ Limited viewing time.
- ✧ Requirements for simplicity.
- ✧ More photos provides context.
- ✧ Movement - information component.



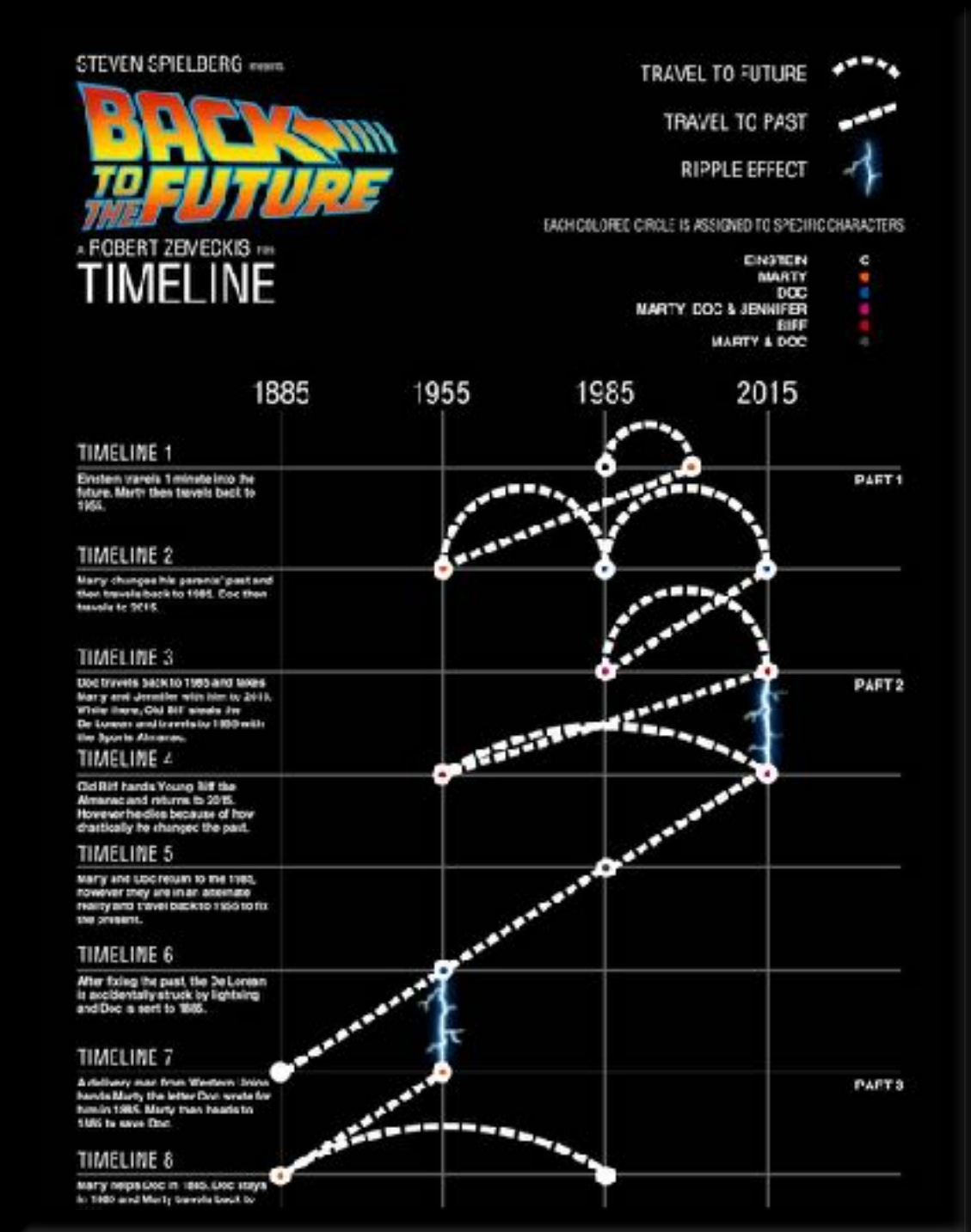
The reason for telling

- ✦ Fiction
- ✦ Lyrics
- ✦ Documentary / docudrama
- ✦ Reportage
- ✦ Advertising
- ✦ Information
- ✦ Training
- ✦ Entertainment
- ✦ Music video



Chronology

- ✧ Development
- ✧ Preproduction
- ✧ Production
- ✧ Postproduction
- ✧ Distribution



Development - Idea

- ✦ The “message” of the film.
- ✦ The form and shape of the message.



Development - Analysis

- ✦ Focus
Appetisers, education, persuasion
- ✦ Purpose
Visualise, concretise, influence, entertain
- ✦ Aim
Feeling and/or knowledge
- ✦ Target audience
Prerequisites, age, ...
- ✦ Viewing situation (TV, Cinema, mobile)
- ✦ How to make the film comprehensible and interesting?



Development - Synopsis

- ✦ Short description to sell the film.
 - ✦ Does the idea work?
 - ✦ What is the target audience?
 - ✦ What is the premise, the message?
- ✦ Premise: A leads to B



Development - Moodboard

- ✧ A simple way to demonstrate the “tone” in the production.
 - ✧ Story wise
 - ✧ Color wise
 - ✧ Lighting wise
 - ✧ ...



Development - The cost

- ✦ Preliminary calculation
- ✦ This is hard, but necessary.
- ✦ Both for a production team, but also for the client.
- ✦ Calculate/estimate/guess a "level of ambition".



Development - The cost

- ✦ Professionals or students!?
- ✦ Get an understanding of the costs and the cost positions.
- ✦ Compare the estimated time and the final time.



Development - Pitching

- ✦ Pitch = selling the idea.
- ✦ Be well prepared.
- ✦ Be organised.
- ✦ Have all necessary documentation.
- ✦ Have reasonable cost estimate...



Development - summary

- ✧ Idea
- ✧ Analysis
- ✧ Synopsis
- ✧ Moodboard
- ✧ Cost estimate
- ✧ Pitch



Preproduction - Screenplay

- ✦ “To make a great film you need three things – the script, the script, and the script.”
- Alfred Hitchcock
- ✦ If the synopsis describes the taste of something, then the screenplay is the recipe.



Preproduction - Storyboard

- ✧ The storyboard is the picture version of the screenplay.
- ✧ Floor plan is an additional illustrative tool that might be evolved along the storyboard.



Preproduction - The costs

- ✦ When screenplay & storyboard are finished the production costs is easily calculated.
- ✦ But it's still an estimate...
- ✦ Example on the course web to be used in the project.



Preproduction - Shot list

- ✦ The shot list should contain:
 - ✦ Dates and times
 - ✦ Location
 - ✦ Driving instructions
 - ✦ Recording schedule
 - ✦ Screenplay and voice over script
 - ✦ Props checklist and equipment



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 - ✦ Props checklist and equipment
 - ✦ Daily call sheet



Preproduction - Shot list

- ✦ Make sure that the Location list corresponds to the screenplay.
- ✦ Set a person responsible for each post in the props and equipment lists.
- ✦ Make sure to have a contact list as well.



Preproduction - summary

- ✦ Screenplay
- ✦ Storyboard
- ✦ Cost calculation
- ✦ Shot list

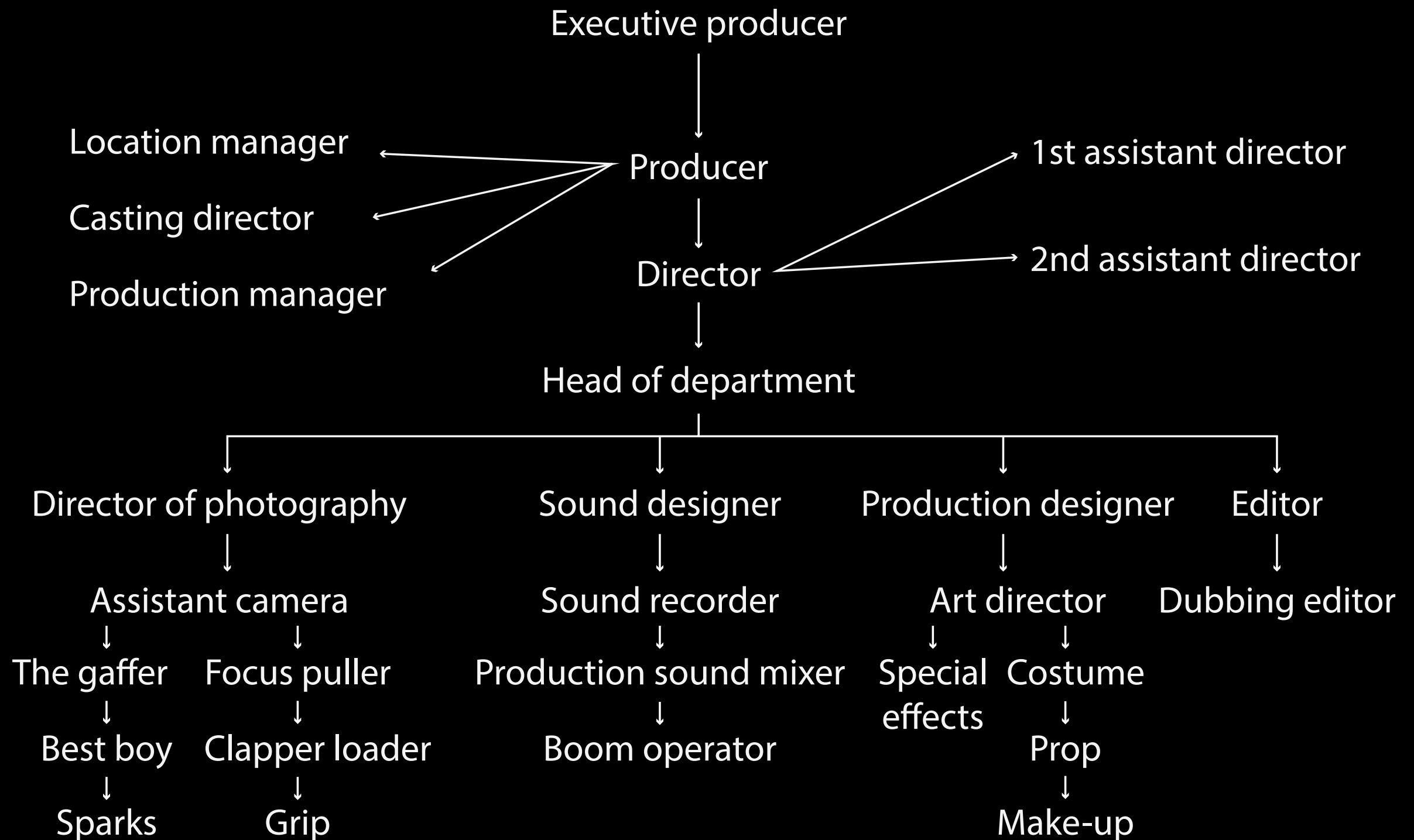


The production

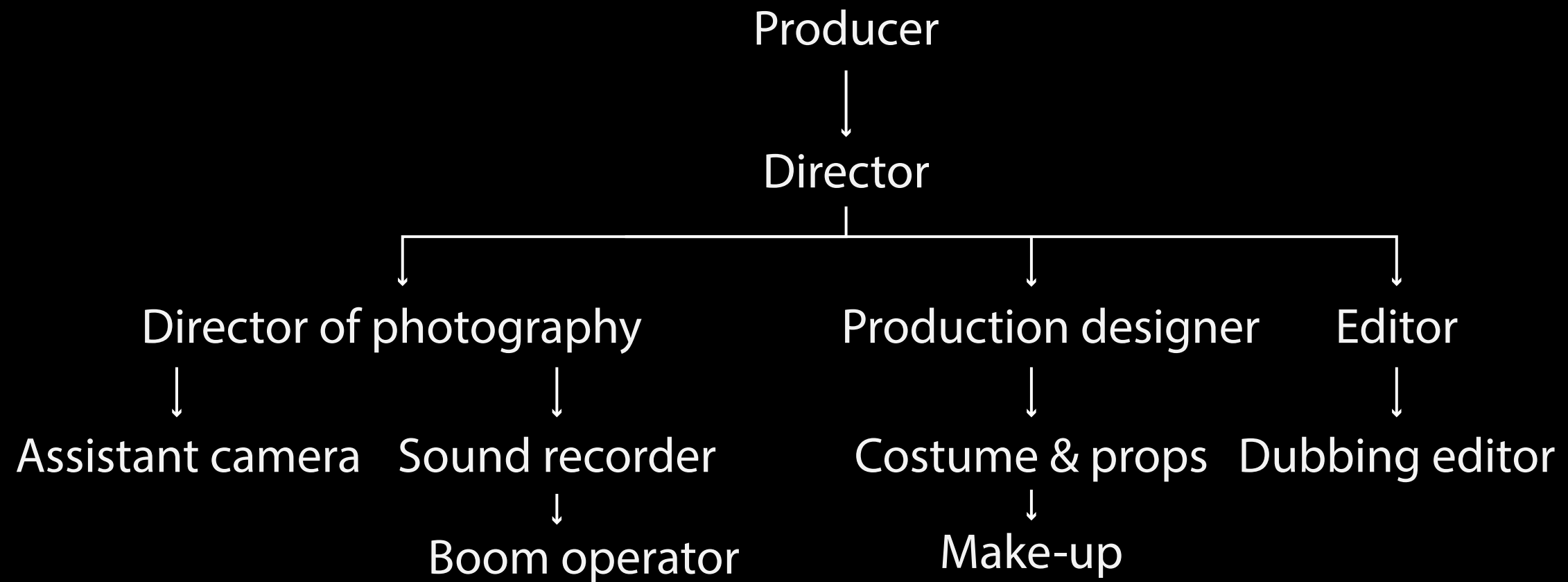
- ✦ Huge amount of involved people.
- ✦ Everything from Execute producer
- ✦ Via Drivers
- ✦ To Make-up artists



The production team



The small team



The small team on location

- ✧ Producer
- ✧ Director
- ✧ Script
- ✧ Photographer
- ✧ Sound recorder



The team on location

- ✦ Production assistant
- ✦ Unit manager (Floor manager)
- ✦ Camera operator (B-fotograf)
- ✦ Second assistant camera (C-fotograf)
- ✦ Electrician
- ✦ Lighting designer (Ljussättare)
- ✦ Boom (B-ljud)
- ✦ Production designer (Scenograf)
- ✦ Props (Rekvisitör)
- ✦ Makeup



Recording

- ✧ Setting the focus...
- ✧ Adjust the camera, white balance
- ✧ Clapper board, everything must be recording first.
- ✧ Silence before action, create cutting space.



Post-production

- ✧ Dailies/rushes -> pre-editing (förredigering).
- ✧ Editing.
 - ✧ Telling the story.
 - ✧ Setting the emotion.
 - ✧ Setting the tempo.



Post-production - editing

- ✧ Adjust colors/white balancing.
- ✧ Straight cuts or transitions.
- ✧ Cross-fades of sounds.
- ✧ Sound effects and music.
- ✧ Editing for effects.



Sound-production

- ✧ Foley
- ✧ Sound design
- ✧ Post-production
 - EQ
 - Noise reduction
 - Dynamic range compression
- ✧ Film music



Graphics and texts

- ✧ Digital film editing makes it easy...
- ✧ Adobe Premiere & After Effects far from the intertitles used...
- ✧ Content & narratives:
Explain time and place, and the story, or part of the story.



Distribution...

- ✦ Right format for the distribution channel.
- ✦ As an unknown production team, how to easily distribute the film and reach an audience?
- ✦ [youtube.com](https://www.youtube.com)
- ✦ [vimeo.com](https://www.vimeo.com)



Distribution...

- ✧ <https://support.google.com/youtube/answer/1722171>
- ✧ <https://vimeo.com/help/compression>

