

Filming & Video Production

Presentation by the 4-H Technology Leadership Team



Download slides at <http://ucanr.edu/film/>

Agenda

1. Introductions & Overview
2. Pre-Production: Storyboarding and Scripting
3. Production: filming, camera equipment
4. Post-Production: Video editing

Goal for the Workshop

Learn the basics of filmmaking!

We will have you work in groups on each step of the filmmaking process

You may not finish your project (and that's ok!).

Introduction

- Tell us about yourself
- What do you know about filming and video production?
- What would you like to know?

WHY FILM?

(and not books, magazines, radio...?)

Showcase Your Films

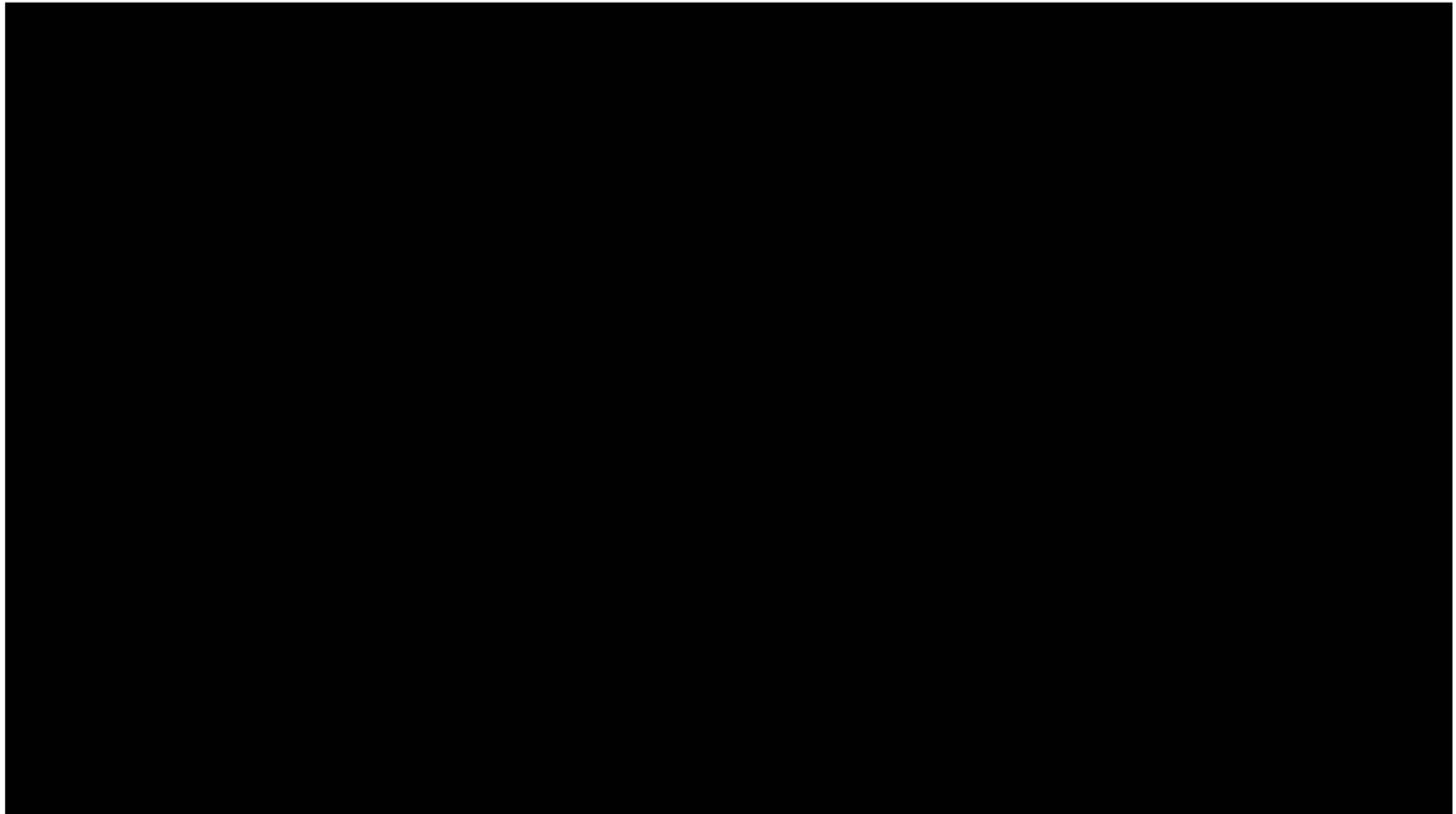
The State 4-H Office showcases films at:

California 4-H Revolution of Responsibility
Website @ <http://ca4hfoundation.org/>

California 4-H YouTube Channel @
<http://www.youtube.com/user/California4H>

California 4-H Facebook Fan Page @
<https://www.facebook.com/california4H>

4-H Revolution of Responsibility video from Cottonwood 4-H in Yolo County



2013 State 4-H Film Festival

4-H Revolution of Responsibility

Share your story of leading positive change through multimedia. Don't forget to define the problem within the community, show how 4-H can be a part of the solution, and finally tell how the change is impacting your community!

The Voices of 4-H History Project

Capture the remembrances of 4-H alumni.

The Steps to a Great Movie

- Storyboard planning and scripting
- Using your equipment
 - Camera techniques, composition, tri-pod, and microphone
- Basic video production styles

Video Creation Workflow

Pre-Production

Storyboarding
& Scripting

Production

Filming

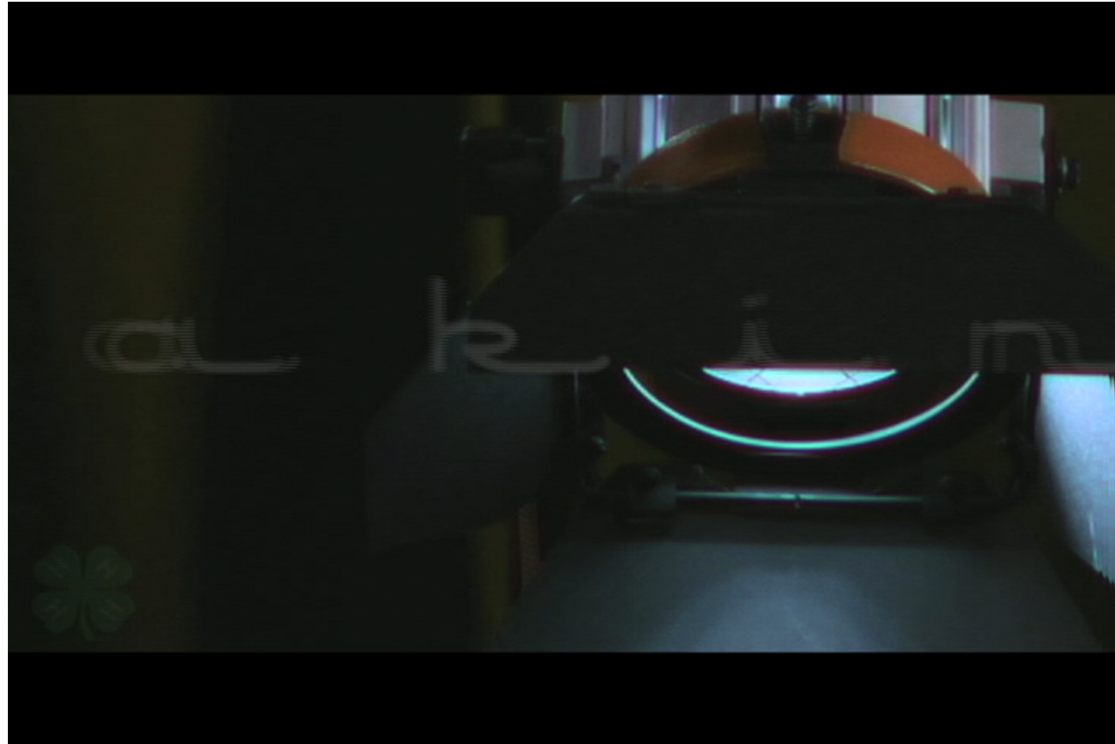
Post-Production

Video Editing

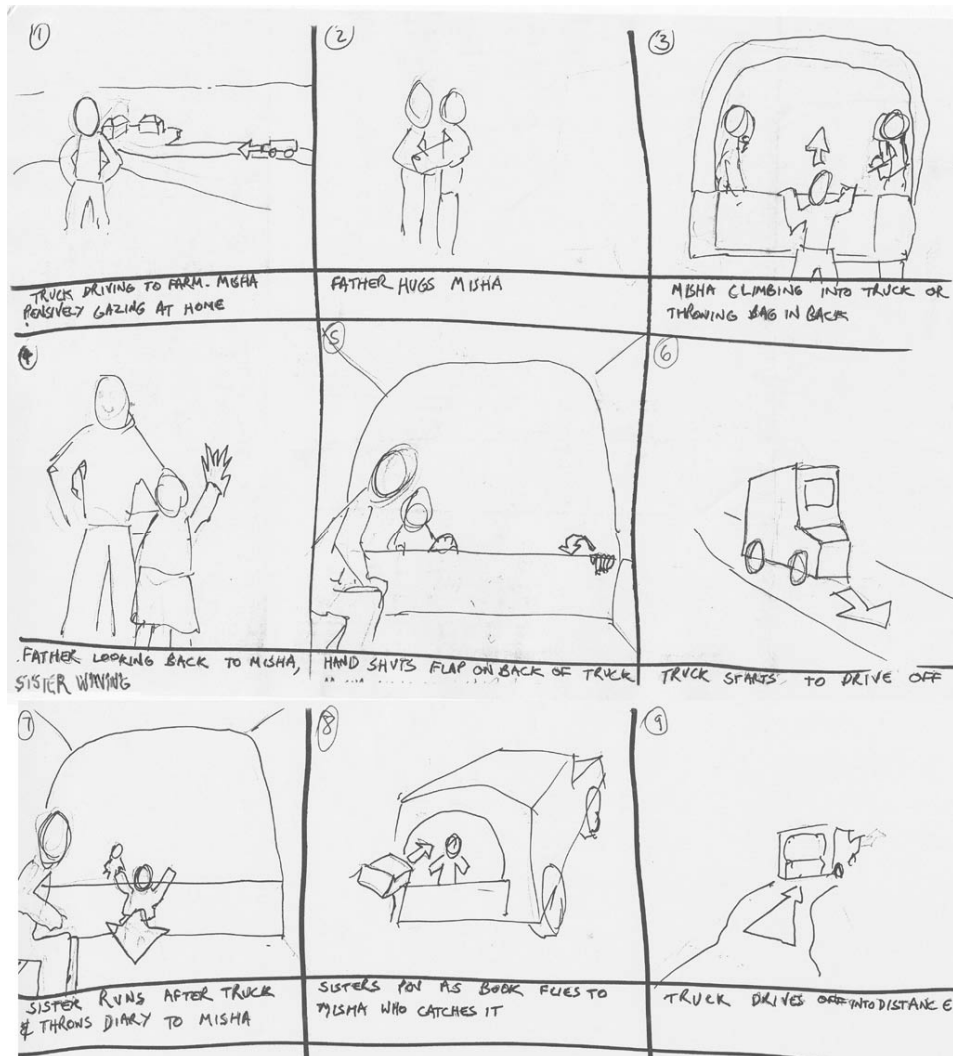


STEP 1: Pre-Production

4-H Filmmaking Studio curriculum – “The Filmmaking Process”



Example Storyboards



Scene: 1 Shot: A
Description:
LS: a poster advertising "Henrique"

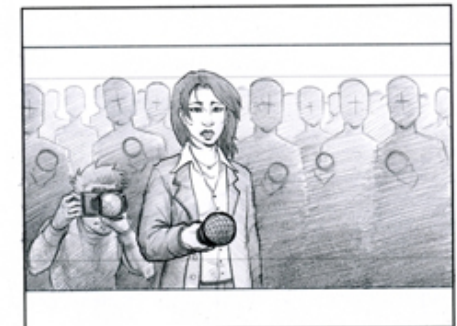


Scene: 1 Shot: B
Description:
WS: Track IN: Henrique stands in front of his painting.



-Random thinking
11/5, 6/10

Scene: 1 Shot: B (cont.)
Description:
MS: Henrique pulls off the curtain, revealing his painting.



Scene: 1 Shot: C
Description:
MS: The female interviewer asks her questions.

Storyboarding Planning

- Who?
- What?
- When?
- Where?
- Why?

Camera Scripting

- Not as detailed
- Plan out scenes and props
- Think about important angles and different camera techniques you might use

Writing Your Script

- Very detailed
- Determines the structure of your video
- Reveals restrictions and limitations
- Leave time for memorization!

What story will your group choose?

1. Commercial (30-seconds): *Why join 4-H?*
2. Interview (1-2 min): *My favorite 4-H memory.*
3. Documentary (1 min): *Meaning of the 4, H's*
4. Action (1 min): *A 4-H Club Meeting in Action*

Break for Story Boarding

Reflect on Storyboarding

How was the storyboarding process?

What was easy? What was challenging?

What would make this process easier?

STEP 2: Production

Camera Demonstration

Common Composition Techniques

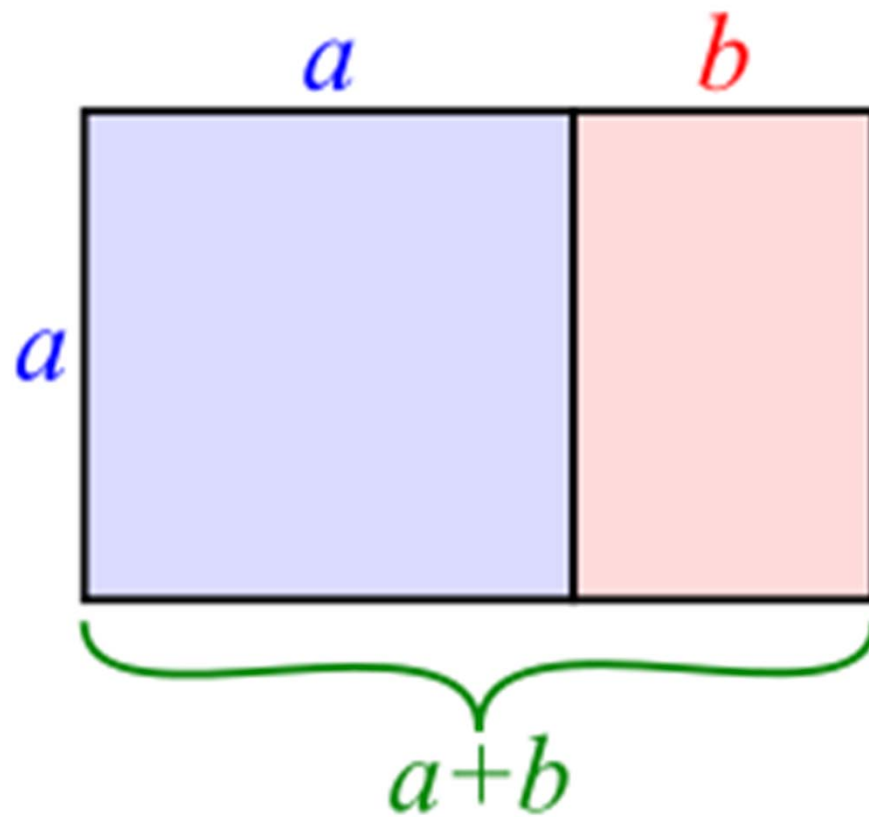
- Rule of Thirds
- Golden Ratio (1.618)
- Symmetry
- Leading Lines

(similar to photography!)

Rule of Thirds



Golden Ratio



Golden Ratio



Symmetry



Leading Lines



Tutorial video – Camera Angles and Framing



Discussion

- What are some good ways to capture emotion?
- What are some good ways to capture action?
- What camera techniques should would work in different kinds of movies?
- What other camera techniques could convey a specific message?

4-H Filmmaking Studio curriculum – “Filmmaking Tips I”



Summary of Camera Techniques

- Close-Up
- Medium Shot
- Long Shot
- High/Low Angle
- Eye-level Shot
- Reverse Angle Shot
- Tracking
- Panning
- Dollying
- Tilting
- Point-of-view

What camera techniques
do you see in this video?

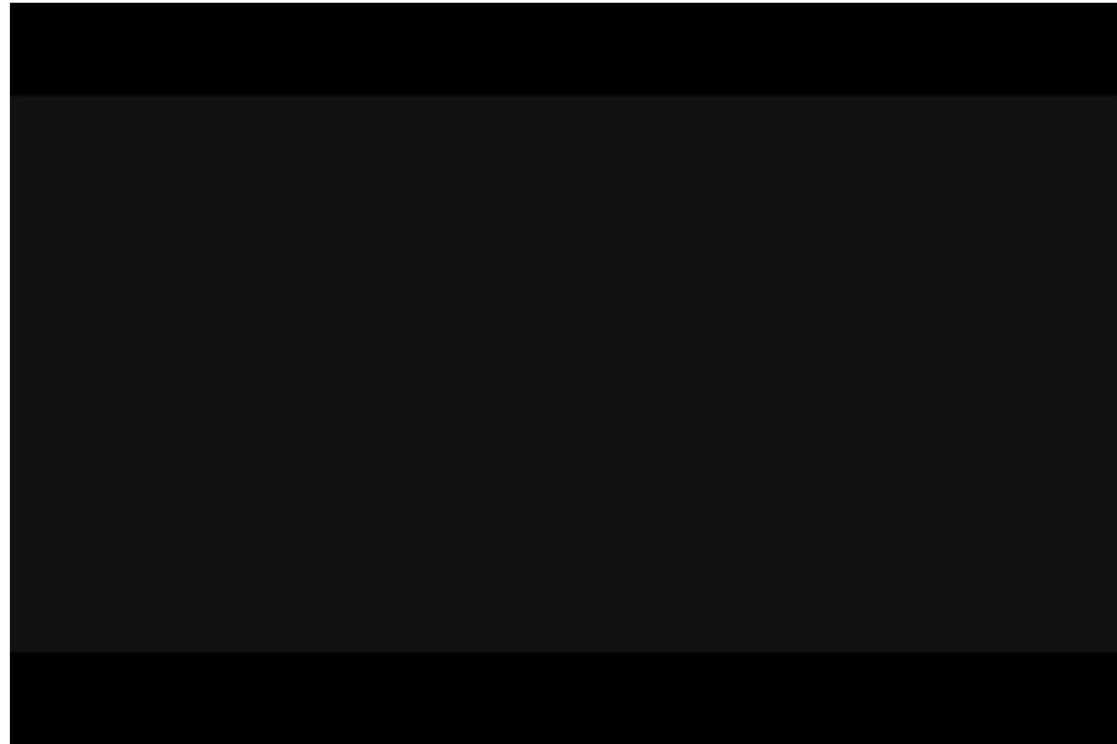
Example Video



Tri-pod Tips

- Use often
- Move slowly
- Double check to see if it is level

4-H Filmmaking Studio curriculum – “Using Your Tripod”



What if you don't have a tri-pod?

- Rest arms on a surface - wall or table
- Rest arms on your stomach
- Try not to pan or tilt

Using the Microphone

- Must use when filming dialogue!
- Double check and make sure it is recording properly before filming (every time you turn the camera on if possible)
- Quiet environments are best
- Avoid wind

Lighting

- Critical element; influences emotional response
- Avoid backlighting
- Use three-point lighting

Tips for Interviewing

- Ask specific questions that might help them answer the “purpose” of your video
- Conversation style, question asking is usually best
- Take a moment to get you know your interviewee while setting up
- Make sure the interview is set in a quiet environment - no distracting backgrounds
- Closer shots are usually best - capture emotion
- Don't interrupt the interviewee
- Be enthusiastic about your video and its purpose!

Expert Tips

From Kevin Wentzel:

- Since you probably won't get a sound-proof studio, find a quiet location or record late at night.
- CHECK AUDIO every time you turn on the camera.
- Take your time. It can take all day to shoot a 2 minute video.
- Be prepared to modify your script or shot list as you go. A great new idea or opportunity may come up as you work.
- Camera operators tend to use cut to a close-up far more than zoom. Suggest that zoom be severely limited and SLOW.
- Lighting is VERY important!

More Expert Tips

- Pay attention to the background before you shoot.
- Don't be afraid to re-shoot. Even if you think you have it perfect, shoot again.
- In most situations shoot in small parts. Usually less than a minute each.
- Schedule the shot list for convenience (e.g. using a set for all shots in that set). Don't worry about the order you'll later reassemble the video. Most video is shot out of order.

Break for Filming

Share!

Did your group:

Use the tripod? How did it work?

Use the microphone?

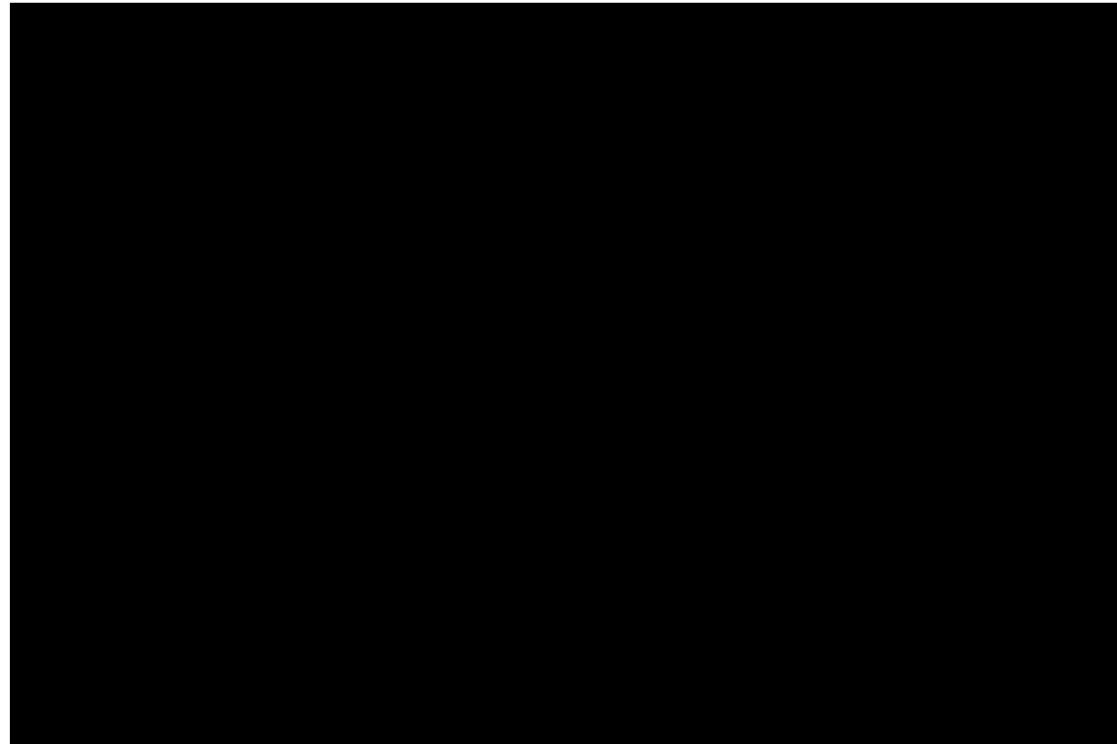
What camera angles did you use?

What worked well? What challenges did you find?

STEP 3

Post-Production

4-H Filmmaking Studio curriculum – “Transferring and Capturing your Footage”



Video Formats

- High definition (HD)
 - MTS
- Accepted by YouTube
 - MOV
 - MPEG4
 - AVI
 - WMV
 - FLV

What software?!

PC

Microsoft Live Movie Maker (free)

Corel VideoStudio Pro X5 (\$57)

Sony Movie Studio Platinum 12 (\$65)

Adobe Premiere Elements 11 (\$75)

Adobe Premiere Pro CS6 (\$640)

Adobe After Effects CS6 (\$730)

Apple

Apple iMovie

Apple FinalCut Express

Editing Techniques

- Montage Style
 - Focus on short clips - 5 to 7 seconds
 - Capture emotion and interaction
- Interview Style
 - Sound must be clear
 - Cut clips so they are answering the “purpose” of your video

Editing Techniques

- Story Style
 - Mixture of both Montage and Interview Style
- Presentation Style
 - Focus on hands when possible
 - Show steps multiple times - different angles
 - Use close ups when possible

Editing Techniques

- Music
 - Use royalty free music at all times
- Overall tips
 - Avoid distracting transitions
 - Take breaks
 - Avoid adding names in credits

Add one of these!

To the last 3 seconds of your video, add one of these logos:

(from <http://www.ca4h.org/Support/RofR/Toolkit/Logos/>)



JOIN | THE REVOLUTION
OF RESPONSIBILITY

University of California Agriculture and Natural Resources

Demo of Movie Maker

Break for Video Production

Groups share films

Complete your Evaluation

Download slides at <http://ucanr.edu/film/>

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