Intro to Video Production

Meaning is more than dialogue in videos

● Meaning is conveyed in videos through

○ Visual metaphor

○ Audio

○ Editing

1 Visual Metaphor

Star Wars, 1977, Directed by George Lucas

Tools for Visual Metaphor

Examples include

- Size
- Composition
- Movement (camera and subjects)
- Camera angles
- Color
- Lighting
- Scenery

And many more

Color

The Lord of the Rings: The Fellowship of the Ring, 2001, Directed by Peter Jackson

Color

The Lord of the Rings: The Return of the King, 2003, Directed by Peter Jackson

Lighting

Up, 2008, Directed by Pete Docter

Lighting

Up, 2008, Directed by Pete Docter

Scenery

Rocky, 1976, Directed by John G. Avildsen

Scenery

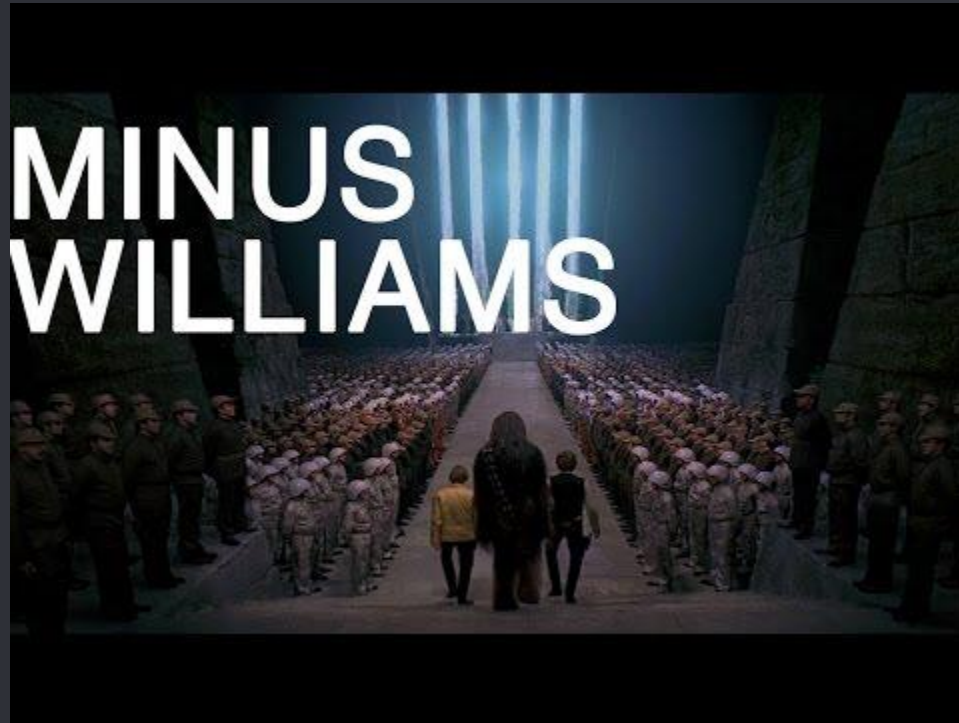*Rocky,* 1976, Directed by John G. Avildsen

2 Audio

The importance of music

The importance of music

Music can change a scene

Sound Effects Make a Difference as Well

Sound Effects Make a Difference as Well

Creative Commons Resources

Creative Commons (creativecommons.org)

Attribution
Must attribute the author/creator

Share Alike
Derivatives must use same or compatible license

Noncommercial
Cannot be used for commercial purposes

No derivative works
Can only be shared unaltered

Music and Sound Effects

- Free Music Archive (freemusicarchive.org)

- Jamendo (jamendo.com/start)

- IMSLP/Petrucci Music Library (imslp.org/wiki/Main_Page)

  - Example

- Freesound (freesound.org) - includes sound effects

- Musopen (musopen.org)

- ccMixter (ccmixter.org)

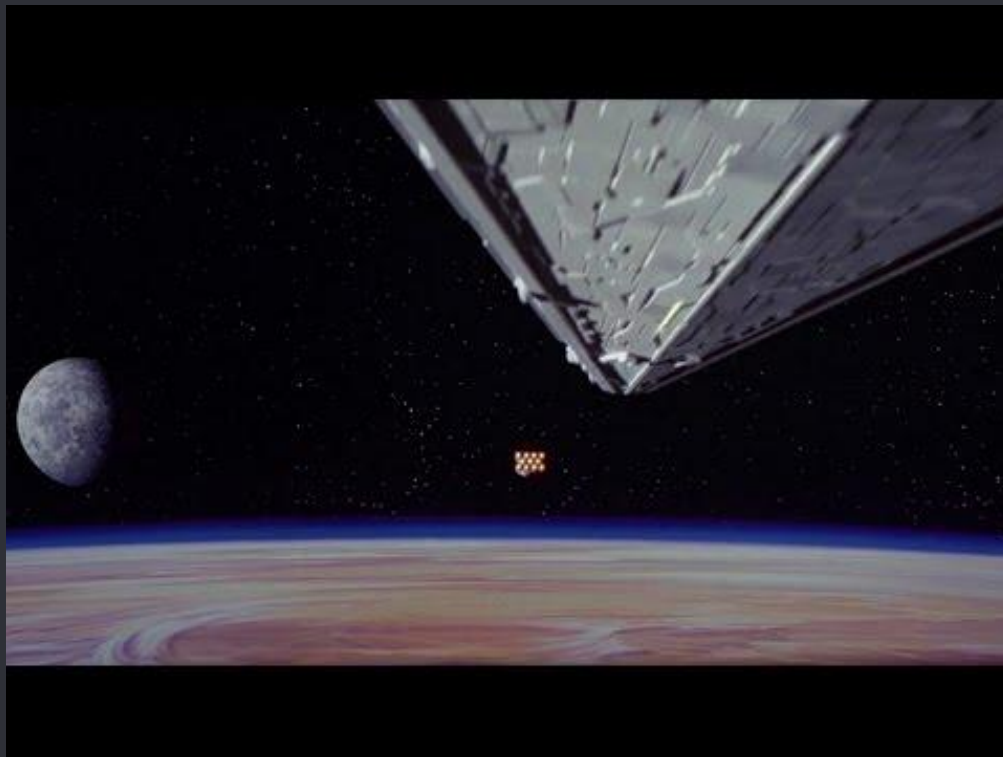- Internet Archive (archive.org/details/netlabels)

Videos

- YouTube search

- Archive.org (archive.org/details/stock_footage)

- NASA (nasa.gov/multimedia/videogallery/index.html)

- Hubble Space telescope (spacetelescope.org/videos/)

- Coverr (coverr.co)

- Public Domain Movies (publicdomainflix.com)

3 Editing

Transitioning Scenes with Editing

Star Wars, 1977, Directed by George Lucas

Editing can change the emotion of a scene

Reaction Shot
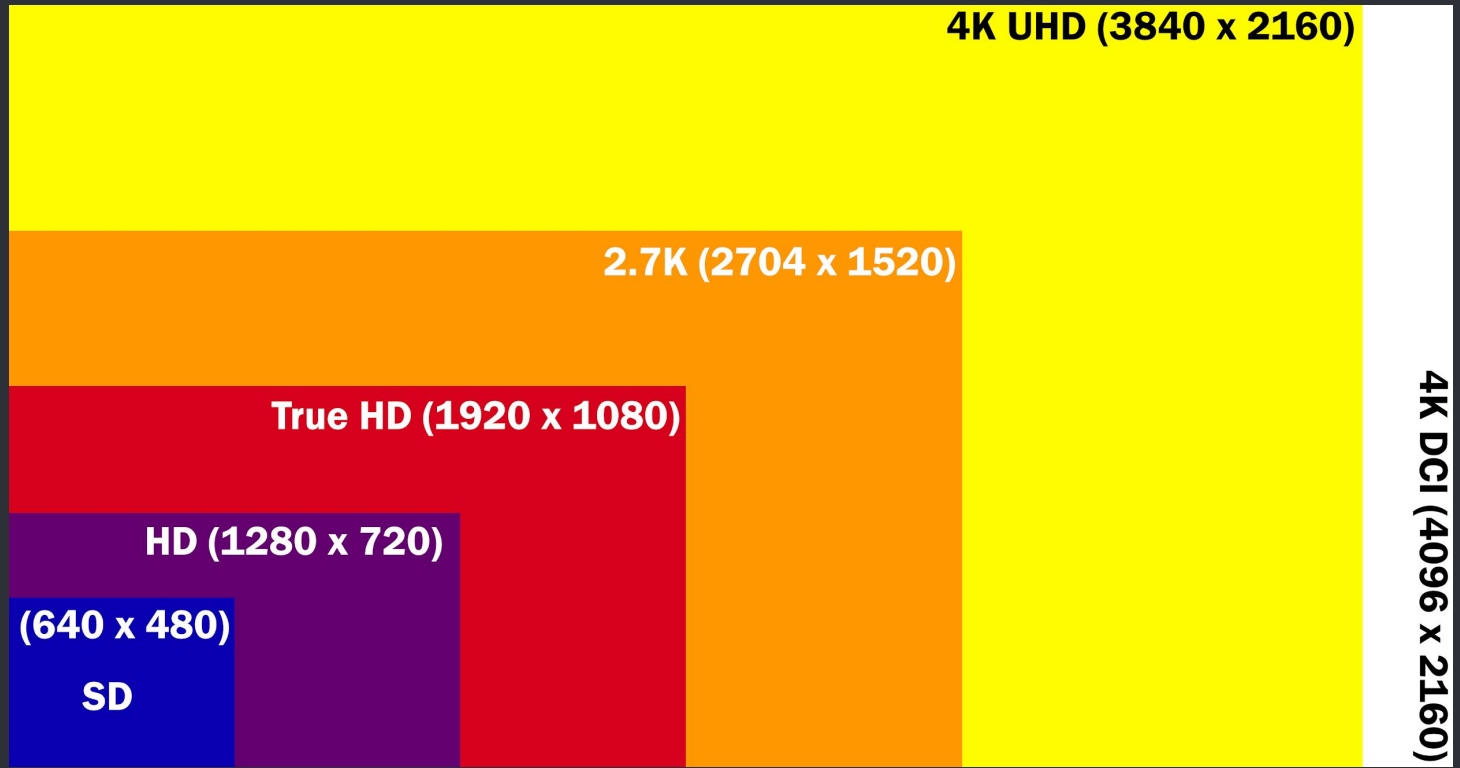

Mrs. Doubtfire, 1993, Directed by Chris Columbus

Selecting a camera

There are many different options available, including smartphones.

The most important specs to look at are:
- Resolution
- Frame rate

Video Resolution

4K UHD (3840 x 2160)

2.7K (2704 x 1520)

True HD (1920 x 1080)

HD (1280 x 720)

(640 x 480)
SD

4K DCI (4096 x 2160)

1080p is higher quality than 1080i

Video Resolution

Video Frame Rate

24fps

- Standard for almost all movies
- More cinematic
- Less realistic

30fps

- Used on TV, particularly sports
- Slightly less cinematic
- More realistic

60fps

- Used in video games, slow motion videos
- Much less cinematic
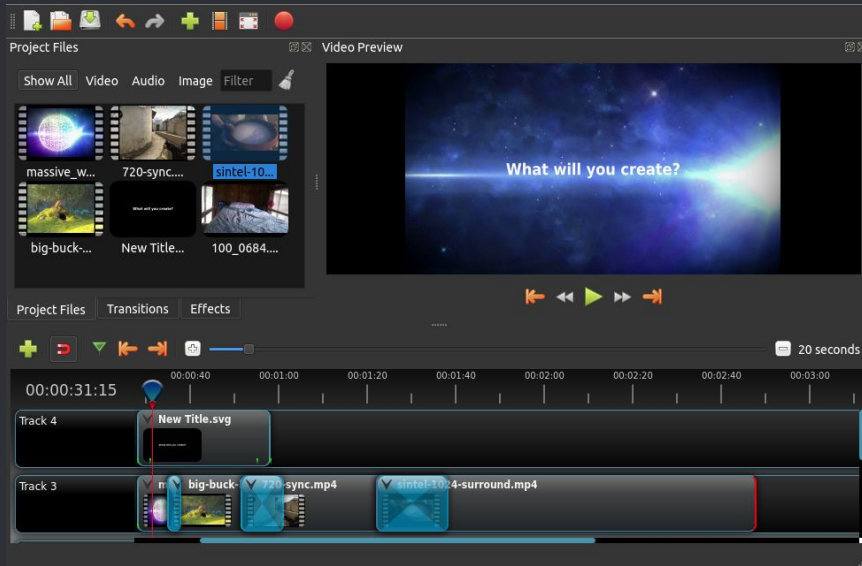- Most realistic

fps = frames per second

Video Frame Rate

Free video editors

OpenShot

Available for: Windows, Mac

Pros:
- No paid version, all features are available for free
- Contains all features needed for a basic video project

Cons:
- Not as many features as more advanced video editors
- Video and audio can be difficult to distinguish in the timeline

openshot.org

Free video editors

Shotcut

Pros:
- No paid version, all features are available for free
- Contains all features needed for a basic video project

Cons:
- Not as many features as more advanced video editors
- Some tasks can take some time to figure out

shotcut.org

Available for: Windows, Mac

Free video editors

KineMaster

Available for: iOS, Android

Pros:
- Very accessible and easy to add video filmed with phone
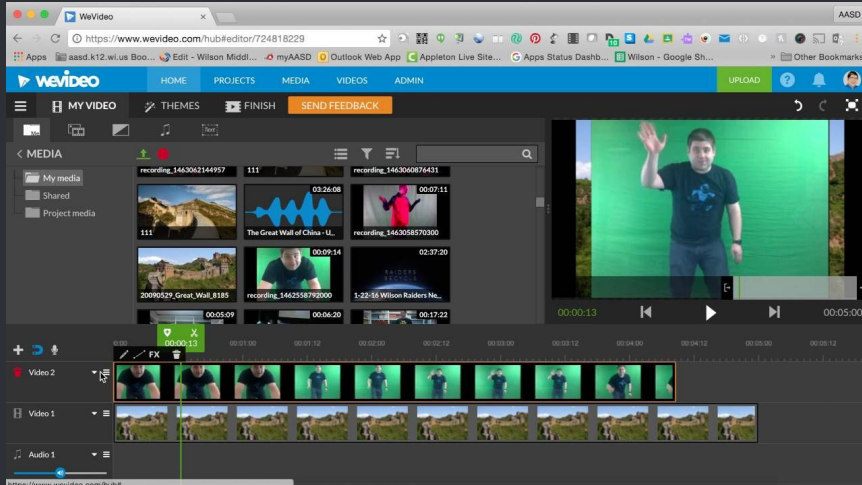- Has numerous features to enhance videos

Limits to free version:
- Includes watermark in final export

kinemaster.com

Free video editors

WeVideo

Available for: Windows, Mac, Chromebook

Pros:
- Runs in a browser, so it can be used on Chromebooks
- Includes free version

Limits to free version:
- Limited to five minute exports per month
- Can only store up to 1GB of assets
- Max export resolution is 480

wevideo.com

Free video editors

Media Composer First

Available for: Windows, Mac

Pros:
- Most professional of all free editor software
- Contains numerous features and few limitations in free version
- Commercial version is the dominant video editor software used in film and TV

Cons:
- Takes awhile to install
- Requires free account
- Steep learning curve
- Minimum of four video tracks and eight audio tracks
- Strict system requirements

avid.com/media-composer-first

Others

- LiVES (lives-video.com)

- Kdenlive (kdenlive.org)

- iMovie (comes with Mac OS)

- Video Editor (comes with Windows 10)