Intro to Video Production
Meaning is more than dialogue in videos
Meaning is conveyed in videos through

- Visual metaphor
- Audio
- Editing
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](http://freemusicarchive.org))
- Jamendo ([jamendo.com/start](http://jamendo.com/start))
- IMSLP/Petrucci Music Library ([imslp.org/wiki/Main_Page](http://imslp.org/wiki/Main_Page))
  - Example
- Freesound ([freesound.org](http://freesound.org)) - includes sound effects
- Musopen ([musopen.org](http://musopen.org))
- ccMixter ([ccmixter.org](http://ccmixter.org))
- Internet Archive ([archive.org/details/netlabels](http://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
1080p is higher quality than 1080i
Video Resolution
## Video Frame Rate

<table>
<thead>
<tr>
<th>24fps</th>
<th>30fps</th>
<th>60fps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard for almost all movies</td>
<td>Used on TV, particularly sports</td>
<td>Used in video games, slow motion videos</td>
</tr>
<tr>
<td>More cinematic</td>
<td>Slightly less cinematic</td>
<td>Much less cinematic</td>
</tr>
<tr>
<td>Less realistic</td>
<td>More realistic</td>
<td>Most realistic</td>
</tr>
</tbody>
</table>

fps = frames per second
Video Frame Rate

15  30  60  120
Free video editors

OpenShot

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

Available for: Windows, Mac

openshot.org
Free video editors

Shotcut

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
- Some tasks can take some time to figure out

shotcut.org
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

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

Available for: Windows, Mac, Chromebook

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)