

Elements of Web Video

HDV-101

Human's Project

# ELEMENTS OF PROJECT

# Basic Terminology

- A-Roll-Interview
- B-Roll- Almost anything that is not A-roll. Interesting visuals. You use this to cut back and forth to A-roll
- Voiceover-Your narrative driving the story. Much better to let your sources tell the story than using voiceover
- Natural Sound-Sound from the environment you are shooting.

# Rules of Thumb

- ⦿ Keep videos to two minutes and thirty seconds or under. Viewers generally won't watch more than that. Three minutes, maximum is a good rule of thumb.
- ⦿ Keep the videos interesting by changing the scenery. If a talking head is going on for more than 10 or 15 seconds, find some video to lay over the voice. Try to change images at least every 10 to 15 seconds. This is why shooting lots of B-roll is important.
- ⦿ Don't use introductory slides or long text slides. Just dive right into the material. Let the video do the talking.
  - We don't need a 5 second transition slide that reads "THE END".

# Story Boarding

- A storyboard is a series of sketches, drawings or photographs used to plan and prepare for filming (one may consider storyboards as virtual shoots in this sense).

## Storyboards...

- help to avoid rushed decisions,
- help you improve and get feedback on ideas,
- can be used as a base for filming,
- can help with continuity.


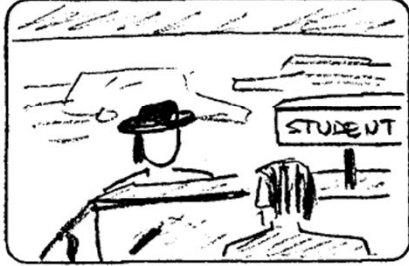
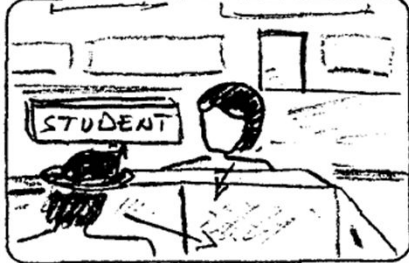
## Story Board Grid

| Shot # | Video | (Sketch) | Audio |
|--------|-------|----------|-------|
|        |       |          |       |
|        |       |          |       |

# Sample Storyboard

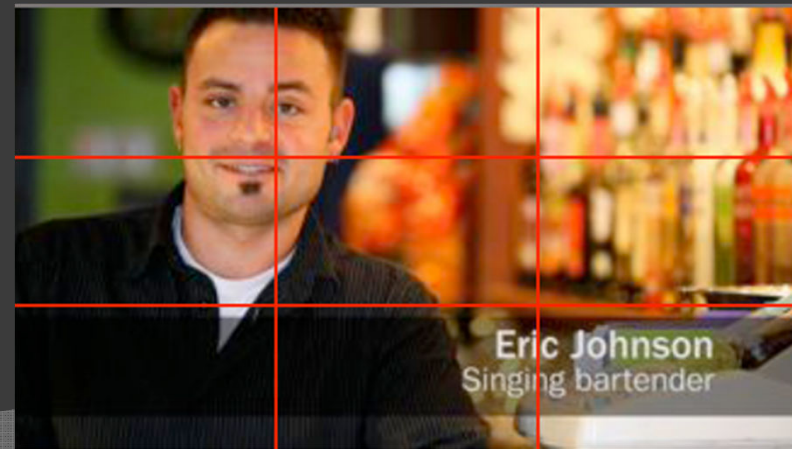
(See Human's Project website for more information)

*Be sure to include a great deal of detail. This will ensure that group members are on the same page.*

| Shot # | VIDEO   | AUDIO   |
|--------|---|---|
| 1      | LS Street<br>Instructor and Jack walk out of driving school towards a parked van. Instructor carries a clipboard. | <br>THEME MUSIC<br>FADE TO STREET NOISE   |
| 2      | MS Instructor & Jack<br>Opening the van doors, on opposite sides of the van looking at each other.                | <br>INSTRUCTOR: Don't forget that pedestrians have the right of way. Always yield at stop signs. |
| 3a     | MS Instructor and Jack<br>Reverse of 2. They get inside van.  | <br>JACK: All right.<br><br>THEME MUSIC IN AS THEY GET IN VAN.                                  |

# Shooting: Framing good interviews

- As in photography, place the subject on a thirds point and not in the center.
  - Envision an imaginary 3x3 grid over your photo.
  - The background should include context for the story you are shooting, not just an empty wall. If you are at a fair, the fair should be in the background.



# Shooting: Framing good interviews

- ⦿ Don't shoot the side of your subject's head, it's just strange.
- ⦿ Leave some "Talk room" for your subject.
- ⦿ Leave room for a lower third.
- ⦿ Watch for objects sticking out of your subjects' head from the background. Think about "Polehead."



# Shooting: Framing good Interviews.



Backlight, focus, highlight issues. Lower third difficult to see. Reposition subject

- Avoid backlight situations. Use your own light if you have to.
- Watch the placement of your lower thirds. A slight drop shadow sometimes helps to make them stand out.
- Use manual focus for interviews, or the camera may shift focus during the interview if the subject moves.
- Watch for your microphone in the shot!



Focus is behind subject—not where you want it. Use manual focus



Lower third cuts off her mouth.





# Shooting: Don't blow highlights

● Blown highlights are big white spots in your video. Avoid these as best you can.



- Use exposure compensation to get the proper exposure
- On a more expensive camera, you can use iris, shutter speed, gain, or ND filter controls
- Some cameras have “zebra stripes” that show blown highlights
- Frame your shot without the blown highlight if all else fails

# Shooting: wide, medium, tight

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- Shoot a variety of shots that are wide, medium and tight.
- More medium and tight shots will help. Wide shots are more of a "scene-setter."
- Shoot details. Shoot anything interesting. Shoot visually interesting people and things.

# Shooting: Interesting angles



- Give the viewer something they wouldn't ordinarily see. Don't just shoot everything at eye level – put the camera on the ground, stand on a chair, crawl in the dirt, hang the camera out of a moving car.

# Shooting: Interesting angles



- Pretend you are one of the objects in your shot and get something from its' point of view.



- Access the inaccessible. Get places others can't or won't go. Tape your camera to things

([www.vimeo.com/5145618](http://www.vimeo.com/5145618)).

# Shooting: Framing shots

- use objects in the environment to frame your shots. Shoot through things and make them part of your visual story.



# Shooting: The devil is in the details

- Don't forget details. They make good B-roll and cutaways.



# Shooting: Panning and zooming

- It's better to frame up your shot and let the action happen within the frame.
- If you do pan or zoom, make sure it has a real purpose. Most times it doesn't.
- If you're in the middle of an interview and the subject points to something, DON'T move the camera to it. Let the subject finish their interview and then take a shot of the object afterwards. You can cut them together in the editing process.

# Shooting: Sound advice

- Stick microphones are good for interviews where you don't have time to mic up the subject. Make sure you are holding it close and pointed at the subject.





# Shooting: General advice

- Zoom with your feet. It's harder to hold the camera steady when you're zoomed in with the optical zoom
- Do not use a web cam!!!
- Hold your shots on interesting things. Don't zip past them, because you'll need more than just a few seconds for the finished video.
- Turn off your cell phone!
- Wear headphones to monitor your audio.
- Think B-roll. Look at your surroundings and film anything that might be remotely interesting. You'll need this later so that you can cut to a variety of things to keep the video interesting. For instance, if you're interviewing a teenager and they say they buy a lot of video games, you can cut to a shot of a store display of video games instead of having a talking head on the screen for a long time.
- Don't interrupt your sources in mid-thought. Don't uh-huh or anything that the microphone can pick up. Pause for a second after a subject is done talking before asking your next question. This will make editing much easier.

# Editing: Avoid jump cuts

## ◎ Jump cuts

- If you cut an interview or a scene and then immediately use another clip from the same scene, you'll get something that looks like this.
- Instead, use cutaways, go to a detail, focus on the person's hands, etc., then come back to the original clip.



# Editing: Avoid text slides

- ⦿ Text slides take the viewer out of the action.
  - Too many can get tiring to read.
- ⦿ On the web, screen has potential to be very small, rendering text slides useless.
- ⦿ If you must use a text slide, keep it short, simple and to the point.
- ⦿ Editing will bring your shots to life. You should not neglect this step!

# RESOURCES

- ◎ Campus SINC Sites
  - <https://tlit.stonybrook.edu/FACILITIES/COMPUTERLABS/Pages/default.aspx>
- ◎ For Cameras/Microphones you can visit the Undergraduate College Main Office
  - N-3071 (632.4378) \*\*Do not wait until the last minute\*
- ◎ iMovie
  - <http://www.apple.com/ilife/imovie/>
- ◎ Windows Movie Maker
  - <http://explore.live.com/windows-live-movie-maker?os=other>

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