MOLLY BAILEY

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Video Production

PORTFOLIO PRESENTATION

NOVEMBER 2023

Content

Throughout this presentation I will be

looking at video production and film

INDUSTRY

TECHNICAL PROFICIENCY

PROJECT EXECUTION

PRODUCTION

BENEFITS OF FILM PLANNING

PODCAST

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Industry

FILM PRODUCTION

Within this section I will be exploring industry standards, best practices, and software used.

Marketing Framework

The AIDA framework is well-suited for film production marketing for several reasons. In the highly competitive film industry, grabbing the audience's attention is critical. With the AIDA model, you can create attention-grabbing elements in your marketing materials, such as trailers, posters, and social media teasers. This helps your film stand out in a crowded market. Ultimately, the goal of film marketing is to get the audience to take action, such as buying tickets, streaming the film, or attending a screening. The AIDA model is effective in driving this final step by including clear calls to action in your promotional materials.

ATTENTION INTEREST DESIRE ACTION

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Technical Requirements

Key elements required in film production consist of:

- Film Type

- Shots

- Camera Angles

- Lighting

- Colour

- Sound or Audio

- Editing

I will explore each of these technical requirements in detail explaining the importance that they have on the film production process.

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Film Type

The style of film communicates an overall mood and tone to the audience. The style often refers to the techniques that the director uses in order to create the movie. The film style is often confused with the film genre. The key difference between these is that the style of film involves analysing the production techniques whereas film genre involves analysing narrative elements.

Filmmakers select a particular film type based on the aesthetic they want to achieve. For example if they wanted to achieve a more old fashioned aesthetic 35mm film provides a more classic look. These are technical requirements that need to be discussed in the planning of production. The choice of film type can significantly impact the budget of a production and because of this can often dictate the choice of the film type.

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Shots

The types of shots used in film are important to enhance the narrative, theme and overall mood of the film. The type of shot selected will determine how the audience interprets the film.

The different types of shots each have things that they are best at showcasing. For example wide and medium shots are best for showcasing settings or locations whereas close ups or point-of-view shots are best at showcasing the characters feelings.

The angle of the shots also portray important messaging to the viewer. This can determine the characters mental state or even the power in comparison to other characters.

Creating a shot list is the best method of planning in order to achieve the best shots that communicate the message you are trying to put across.

Types Of Shots

Close Up - A close up shot is a shot taken of a person or object at close range. This specific shot tends to take up the whole / majority of the screen and is tightly framed in order to capture the characters facial expression or detail in the object. A close up shot lets the audience know that they should be paying close attention to whatever is in the shot.

Medium Shot - A medium shot is taken at a medium distance away from the subject, often used for back and forth dialogue. This shot allows for detail to be seen as well as part of the setting. This helps the viewer to see the body language of the character and how they interact with the setting around them.

Long Shot - This shot is often used to set the scene and show the full length of the subject. It showcases the full setting / surrounding area that the film is set in. It can create a sense of separation and isolation rather than the audience being immersed in the narrative.

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Types Of Shots

Extreme Close Up - This is where the subjects face will be cropped within the frame either just above the eyes or below the mouth. This shot shows the audience the characters emotions without the character needing to say anything.

Extreme Long Shot - This is when the view is so far from the subject that they are no longer in focus. The purpose of this is to focus on the surroundings and where the action is taking place.

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Camera Angles

As mentioned in the types of shots, the angle of the shots also portray important messaging to the viewer. This can determine the characters mental state or even the power in comparison to other characters.

The camera angle can completely change the meaning of a shot, it isn't enough to just have the different types of shots. The angles of shots can determine important messaging of characters such as whether they are intimidating, heroic, weak or scared.

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Types of Camera Angles

High angle - This is where the camera points down at the subject. A high angle can be used to suggest that the subject is weak, powerless or cute. It can also be used to showcase that there is something significant is happening higher above the characters.

Low angle - This is when the camera is looking upwards at the subject or below eye line. The intent of this shot can change depending on the message that the director is trying to make. for example it can be used to make the subject look powerful or heroic whereas it can also be used to make a bad character look evil or intimidating.

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Types of Camera Angles

Over the shoulder - This shot is most commonly used when two characters are speaking to each other. Its primary purpose is to establish the eyelines of the characters within the scene, and it is typically captured through medium or close-up framing. It can also be used to indicate that a character in the film sees something that the other characters might not yet see.

Birds eye - This is taken from above / overhead to showcase the action taking place below. They can also be used to show the setting of a film or as a transition shot.

Dutch angle - This is a tilted angle commonly used as a more stylistic approach. This is often used when a character is experiencing something distressing. This creates suspense and makes the audience feel disoriented.

Lighting

The purpose of lighting within film production is to communicate the mood, atmosphere and help to tell a story. Vivid and vibrant illumination creates a joyful atmosphere, while dim and obscured visuals evoke a sense of mystery. Lighting contributes numerous attributes to your setting, allowing it to establish the ambiance, distinguishing between a sunlit park and a dimly lit alley.

Lighting also plays a pivotal role in shaping your characters, portraying the contrast between a protagonist and an antagonist. When employed skillfully, the interplay of brightness and shadow can deeply engage the audience with the characters on screen. Bathing your subject in radiant light presents them as virtuous, pure, and positively inclined within the narrative, whereas enigmatic silhouettes are readily associated with wickedness and enigma.

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Colour

Colour can be used to set the overall tone of a film or certain scenes. Different colours can communicate different emotions all that can be portrayed through costumes, settings, lighting.

Red - red is often used to portray emotions such as love, passion, violence, blood, danger, fire, etc. This is one of the most visible colours and captures the viewers attention the most.

Pink - pink is used to show sweetness, innocence, romance, charm and playfulness. This is often used with female characters.

Orange - typically orange is used to portray wellness and health or hazards.

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Colour

Yellow - yellow is used for cautionary signs and emergency rescue vehicles. Yellow is the colour of wisdom, knowledge, naivety, cowardice, and deceit.

Green - In film, green is the colour of nature, healing, perseverance, health, envy, immaturity, corruption, and ominousness.

Blue - blue is the color of nature, from the water to the sky. Blue is typically the colour of coldness, isolation, passivity, calm, faith, spirituality, loyalty, tranquility, harmony, unity, trust, and water.

Purple - In film, purple is the colour of fantasy, the ethereal, the illusory, eroticism, mysticism, mystery, nobility, and royalty.

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Sound & Audio

Sound is important to film making because it adds music, dialogue, and sound effects. Sound creates an immersive experience for the viewer and without sound they would just be left with visuals and no context.

Part of the immersive experience is letting the audience know what is happening off screen through sound and ambient sounds. Sound can also be used to set the location. The use of thematic music and sound can allow the audience to get a feel for the location. For example if they are on a busy street, in nature, near a waterfall, etc.

Music can be used to set the tone and emotion of a scene or film. The type of soundtrack used in a film lets the audience know exactly how they should be feeling.

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Editing

Editing in film is important because it is the main component that brings together all the other aspects of the film. Film editing is the process that turns individual shots into a coherent motion picture. Shots are cut or assembled to combine into the final film.

Here's a list of a few of the typical responsibilities of a film editor:

- Assemble all raw footage
- Work closely with the director
- Inputting uncut rushes and sound
- Digitally cutting files into usable content
- Work with all other key production staff
- Insert any sound and dialogue effects
- Review the final film

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Workflow Process

The typical workflow process in film consists of:

- Acquisition

- Concept

- Pre-Production

- Production

- Post-Production

- Distribution

I will be exploring what goes into each of these stages in further detail across the next few slides.

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Workflow Process

Acquisition

The acquisition stage of film production is when Hollywood studio executives and independent adistributors negotiates for the distribution rights in the film, which may include the acquisition of rights in any unique fictional characters.

Before buying a movie, the person or company purchasing it will want to make sure that there are no legal claims or problems tied to the movie, and that the ownership history is straightforward and complete.

The term "chain of title" refers to all the legal paperwork that shows who owns the movie, like contracts and agreements. A "clean" chain of title means there are no missing links or doubts about who owns the movie.

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Workflow Process

Concept

The concept stage of film production is coming up with the initial idea for the film. This is the very beginning of the filmmaking process. It's the phase where the initial idea for a movie is developed and refined. During this stage, filmmakers and writers brainstorm ideas, create a basic story outline, and determine the core concept or theme of the film. They may also start to envision the characters and settings.

The concept stage is all about laying the foundation for the film, and it often involves discussions, research, and creative exploration to shape the direction of the project.

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Workflow Process

Pre-production

There are multiple factors that go into the pre-production stage. The first factor is the budget. The budget for the film will be set regardless of the production scale, there are always expenses, including people, places, and resources; therefore, budget is critical for a project's early development.

The next is cast and crew. There are lots of different people that need to be involved in the film production both on screen and off. There is also pre-visualisation, where producer and director create storyboards and concept art to gather the overall look and feel of the film.

There are lots of other factors such as securing locations, production design, scheduling, and actor preperations.

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Workflow Process

Production

This is when the actual film will be shot. there will be lots of different filming locations, equipment and actors used throughout this stage. Throughout the process of filming the producer and director will determine how well the production is going and if necessary re-shoot and re-work scenes that aren't going to plan.

There are regular updates and changes to production throughout this stage which should have been planned for during the pre-production stage. It is also important to have data backups throughout this stage to make sure that no footage is lost.

Workflow Process

Post-Production

The post production stage is where the visuals and audio come together in the editing process. This is also where the final re-write of the film will take place. The editing process isn't just about bringing the visuals and audio together it goes through constant review, revision, and evolution.

There is usually six stages of reviews that the film goes through:

Assembly Cut

Rough Cut

Fine Cut

Picture Lock

Finishing

Final Cut

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Workflow Process

Distribution

Once the film is completed it moves into the distribution stage, making the film available to the public through a variety of channels and platforms such as:

- Theatrical release

- DVD / Blu-ray

- Television broadcast

- International distribution

Distribution is a critical stage in a film's life cycle because it determines how and where the audience will be able to see the film and whether it will be a commercial success. It involves negotiations, legal agreements, and a comprehensive strategy to reach the target audience effectively.

Workflow Process

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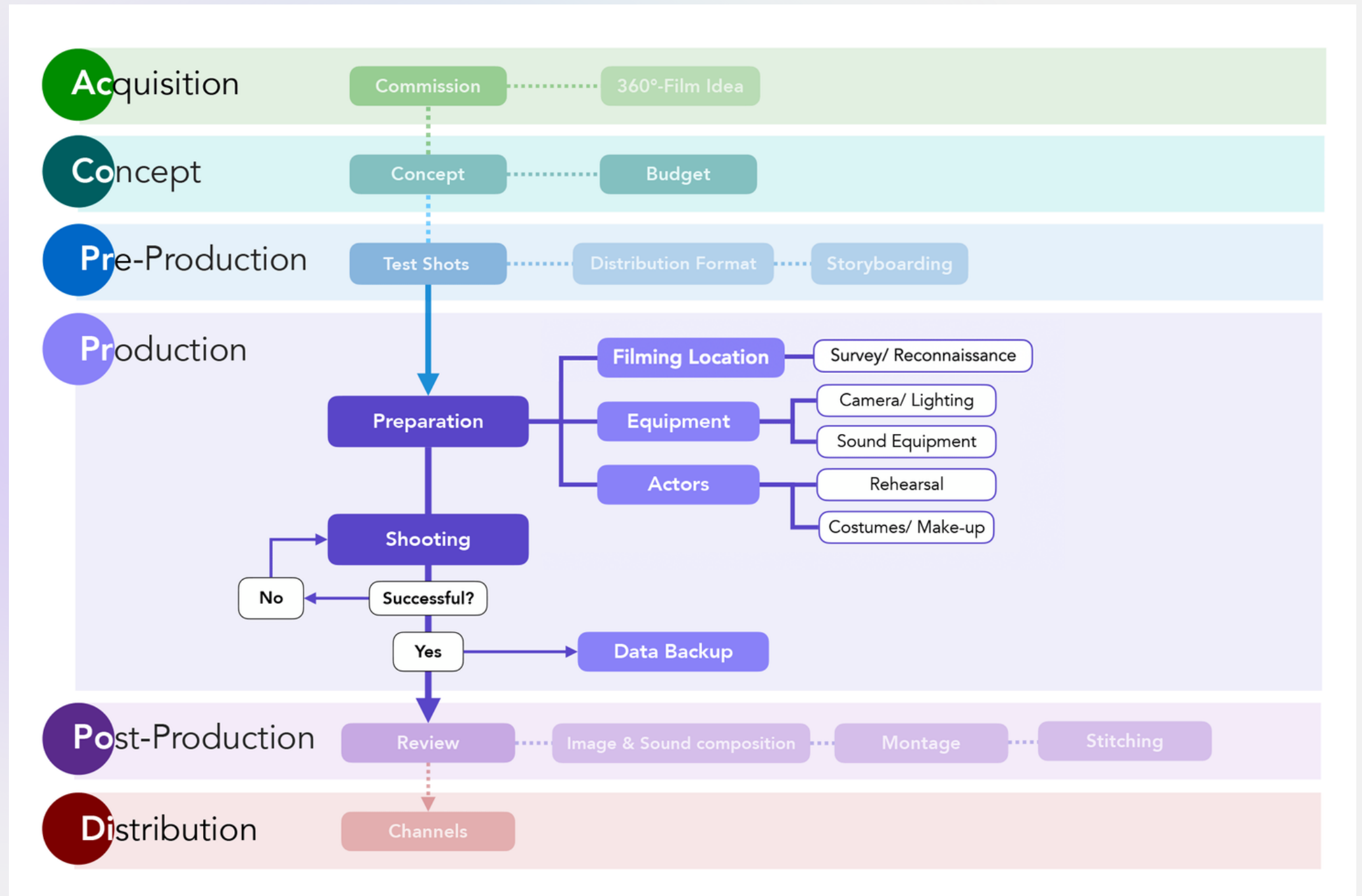
Professional Film Productions

Wes Anderson is a well known filmmaker with a very particular style. He often uses bold colour schemes, a vintage aesthetic and keen costume designs. His colour palettes for films are an easy distinction that a film was done by him. They are very exaggerated and prominent.

He is also renowned for his symmetry in films. This tends to create a sense of harmony and balance contributing to the fanciful, beguiling appearance of his films. In almost every shot there is this symmetry.
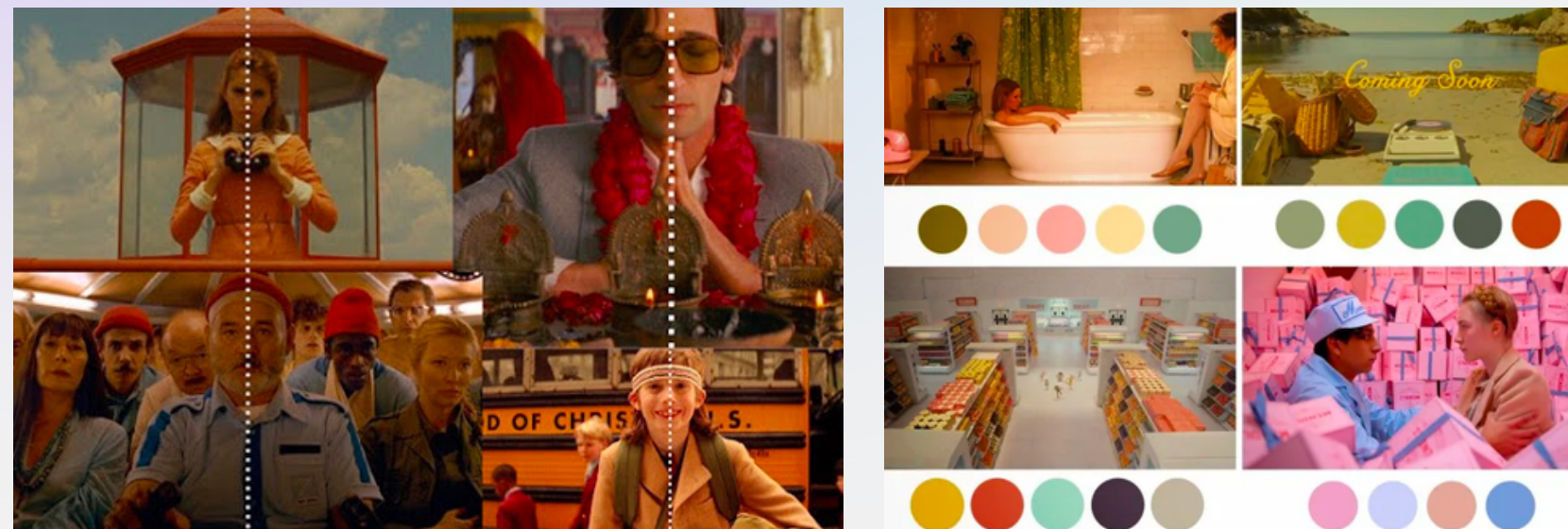
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Technical Execution

Technical execution in film includes a range of aspects such as cinematography, editing, sound design, visual effects, set design, lighting, etc.

Cinematography involves the use of cameras. Looking at lenses, framing, movement and shots. It's the decisions made for all of these. For example the types of shots such as wide shots, close ups and how these effect the film. Sound also plays a crucial role. This involves dialogue, background music, ambient sounds, and sound effects.

Visual effects includes manipulation of images, environments, characters that you wouldn't be able to achieve in real life. Costumes also play a big role in the characters. The creation of costumes and makeup to define characters and support the story. It involves designing outfits that reflect the time period, culture, or personality of the characters.

Workflow Management

Workflow management focuses on orchestrating and coordinating various processes, assigning tasks, setting timelines, and monitoring progress. Workflow management includes a variation of tasks. The first is designing workflows. This involves creating the structure of tasks within the process, and mapping out the steps to achieve the desired outcome.

The process will then be analysed to help identify areas for improvement. This may include removing steps or using new technologies to improve the efficiency. Tasks will then need to be assigned to people or teams based upon their skills and availability. Establishing procedures and guidelines ensures consistency and quality throughout. it defines best practices and protocols. A big part of workflow management is continuously monitoring the progress of the process. Collectively, these tasks ensure the overall efficiency of the project and alignment with organisational goals.

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Creative Collaboration

There are multiple examples of collaboration within the process of creating a film. It is first showcased in the pre-production stage where the ideas are formed. There will be multiple people who collaborate during this stage when creating the scriptwriting, castings, planning of locations, sets and technical requirements. There are very obvious collaborations throughout the filming of a project between cast members, directors, producers etc. In the post-production stage there will be lots of communication through the constant feedback and refining the editing, marketing strategies and distribution planning.

Collaborating throughout this process is important because when different creative minds come together, they bring diverse perspectives and ideas to the table. Collaboration ensures that tasks are delegated to the most skilled individuals, maximising efficiency and helping meet deadlines. Through constant feedback it ensures that the film maintains high standards.

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Standard Software

Popular softwares for filmmaking consists of:

- Adobe Premier Pro

- Final Cut Pro X

- DaVinci Resolve

- Vegas Pro

- Adobe After Effects

- Blender

- Arc Studio Pro

- Final draft

- Storyboard Pro

Each of these softwares have been listed as the most popular / best software to use in 2023.

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Professional Tools

Professional tools used for filmmaking consists of:

- cameras

- lenses

- lighting equipment

- sound recorders

- microphones

- stabilizers (such as gimbals or Steadicams)

- tripods

- reflectors

- filters

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Technical Proficiency

FILM PRODUCTION

Within this section I will be exploring my technical skills in work

practice

Camera Operation

In this short video I showcase my skills in orperating a camera. I showcase techniques such as focus, exposure, white balance, framing and composition.

Camera**O**peration

Camera operation skills - Assessment CS20

Lighting

Here is a behind the scenes image I took of the lights being set up for filming. We use a few different types of lights for our filming and shoots such as LED, Tungsten, and Top Lights used with Soft Boxes.

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Sound Recording

Here is a short cllip demonstrating my ability to record audio for a video. Other examples of this are evident in my video projects showcased on my portfolio.

Audio ssessment

Audio - Assessment CS21
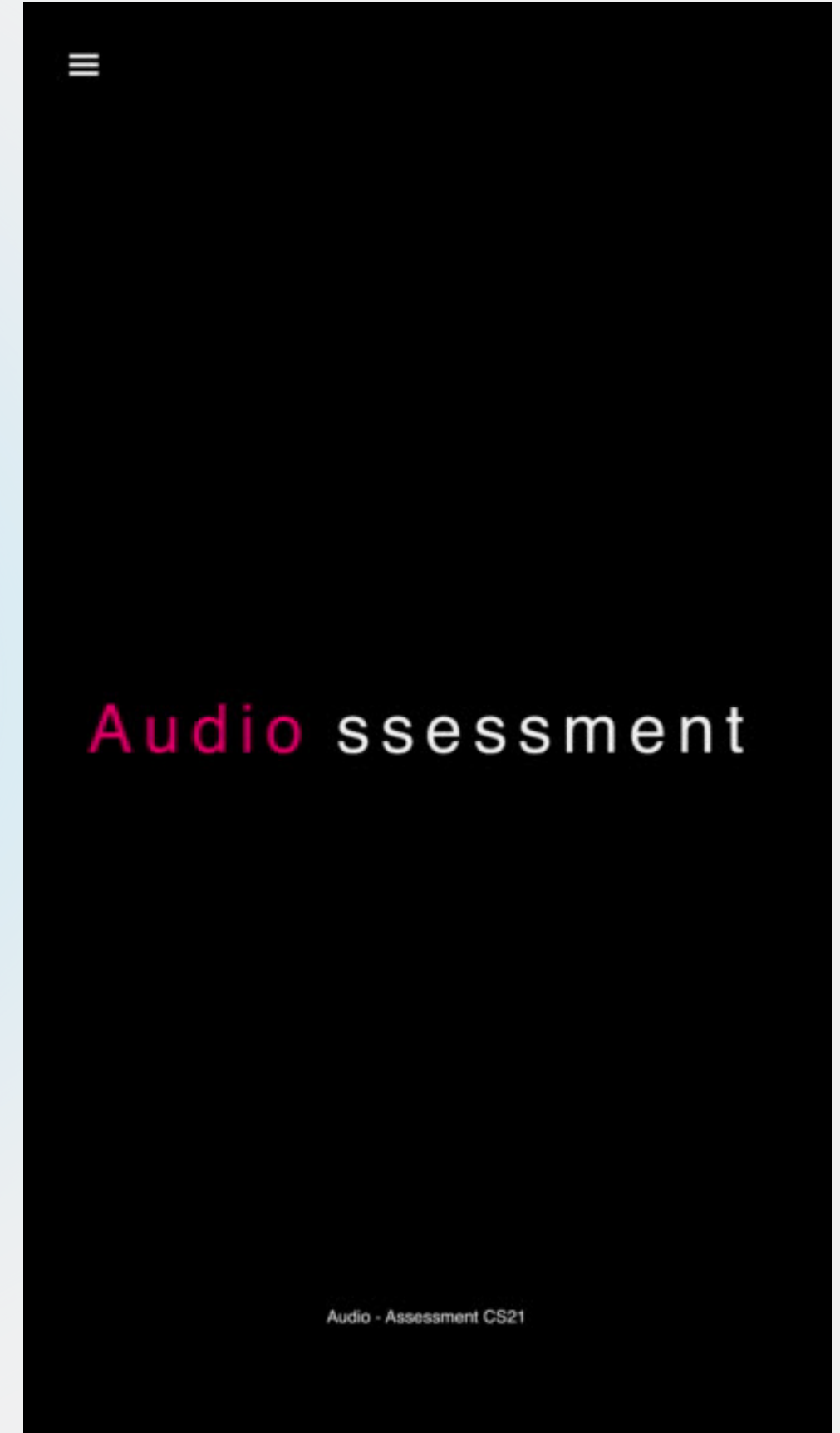
Editing

Throughout my video projects that i have completed there was a lot of editing that I took part in and learnt. Here is a timelapse I took of me editing using adobe premier pro.
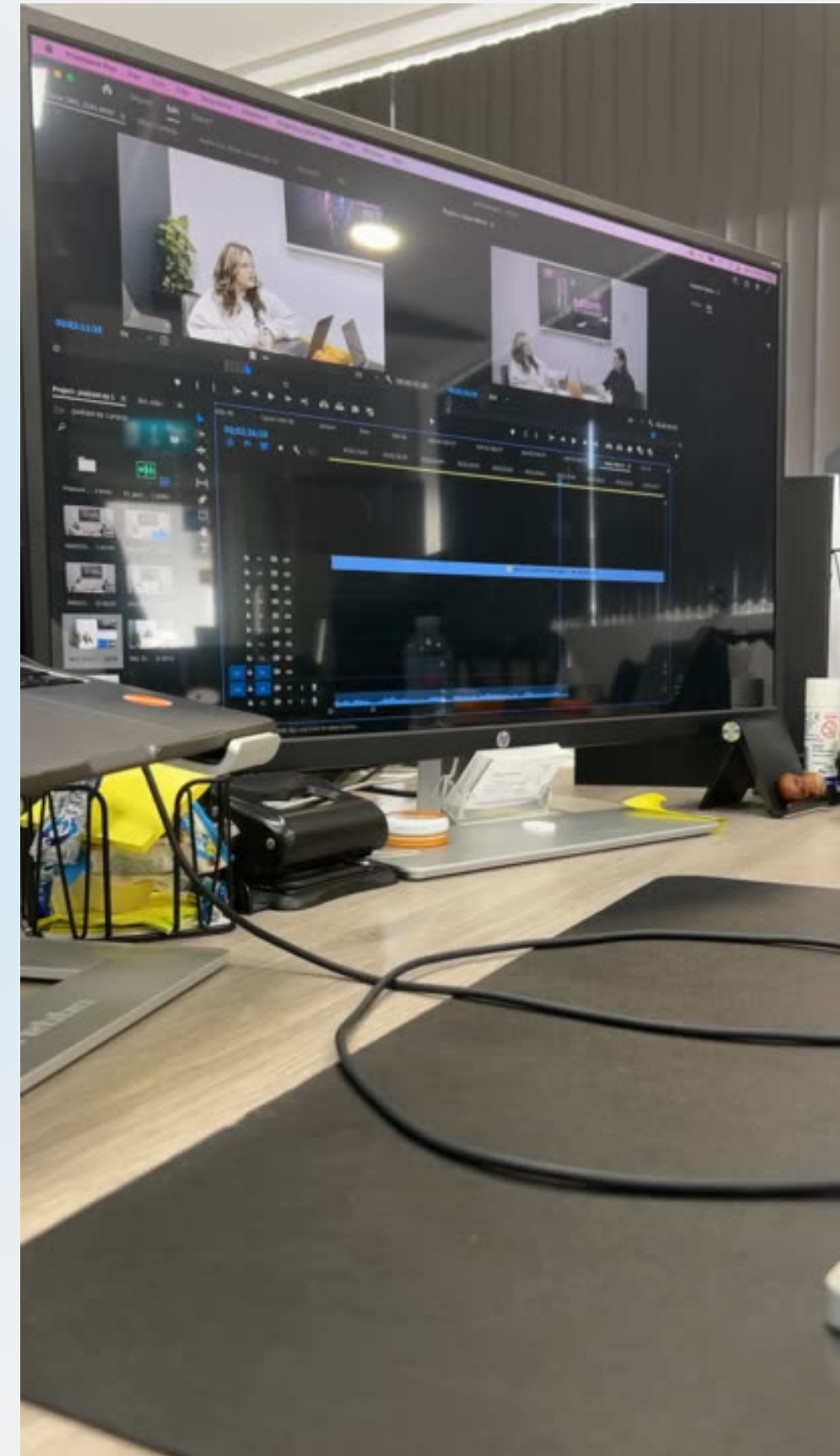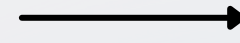
Visual Effects

This a visual effect I worked on with the video production department using adobe after effects.

Project Execution

FILM PRODUCTION

Within this section I will be exploring my abilities and versatility

within the industry

Film Genres

1. Action: High-energy, often involving physical feats, fights, and daring pursuits.
2. Comedy: Intended to amuse and entertain, often through humor and light-hearted situations.
3. Drama: Focuses on intense emotional themes, often exploring human relationships and societal issues.
4. Horror: Designed to evoke fear or suspense, often involving elements of the supernatural or psychological terror.
5. Science Fiction: Explores imaginative and futuristic concepts, often involving advanced technology or otherworldly settings.

Film Genres

6.Fantasy: Involves magical or supernatural elements, often set in fantastical worlds.

7.Thriller: Intense and suspenseful, often involving danger, anticipation, and plot twists.

8.Romance: Focuses on love stories and relationships, often exploring themes of affection and emotional attachment.

9.Mystery: Involves solving a puzzle or uncovering hidden truths, often with elements of suspense and surprise.

10.Animation: Uses various animation techniques to tell a story, appealing to both children and adults.

Formats

1. Standard Definition (SD): resolution of 720x480 pixels for NTSC or 720x576 pixels for PAL.
2. High Definition (HD): typically at 1920x1080 pixels (Full HD) or 3840x2160 pixels (Ultra HD or 4K).
3. 3D Films: create the illusion of depth
4. IMAX: expansive and immersive experience compared to standard theaters.
5. Virtual Reality (VR) Films: immersive, 360-degree environment, allowing viewers to interact with and explore the film's world.
6. Digital Cinema: Films distributed and projected using digital technology
7. Aspect Ratios: Common ratios include 16:9 (widescreen), 4:3 (standard TV), and various wider formats like 2.35:1 or 2.39:1 (Cinemascope).
8. Cinematic Formats: 35mm film, 70mm film, or digital formats like RED cameras

Production

FILM PRODUCTION

Within this section I will be exploring the production process and

steps within

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Call Sheets

A call sheet is a document sent out to the cast and crew that outlines where they need to be for the following shoot day. It also outlines the daily shooting schedule, informs the weather conditions, parking regulations, and all other pertinent details.

They are a primary communication tool for the crew and cast to understand the schedule. They also include contact details making it easier for crew and cast to reach out to specific departments. The call sheets will have emergency information on them including safety contacts, medical facilities or emergency services to ensure the safety of the crew.

In addition, they include weather forecasts for the days shoot, reminders about details from previous shoots and outline meal and break times. Overall, they are important because they act as a roadmap for the days production.

Shot Lists

Shot lists are like the detailed blueprints for a film. They break down scenes into specific shots, helping directors and cinematographers plan out how each scene should look and feel.

They're handy on set because they make sure no important shots get missed. These lists are for everyone involved in making the movie. They help everyone understand what's needed visually, so everyone's on the same page creatively. They spell out what gear, props, and people are needed for each shot, making sure everything's ready when it's needed.

Shot lists help predict and plan for unexpected challenges. They let filmmakers figure out solutions ahead of time, especially for shots that might be tricky to get. When it's time for editing, they guide editors by showing how the shots fit together, making it easier to piece the story together.

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Editing Timeline

The basic timeline for film production consists of:

- Edit decision list

- Rough cut

- Directors cut

- Producers cut

- Fine cut

-Picture lock

- Sound design and mixing

- Visual effects

- Final cut

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Market Research

Market research is an essential part of film production as it serves as a guide that informs crucial decisions at various stages of the filmmaking process. This research helps filmmakers understand their audience and their preferences, behaviours, and evolving tastes.

Understanding audience preferences creates a story that resonates deeply with the intended audience. Market research helps filmmakers identify trends, genres, and visual elements that are currently in demand, allowing them to create content that aligns with these trends while retaining originality and creativity.

Moreover, market research plays a pivotal role in building engagement beyond the film itself. It provides insights into audience communities, social media interactions, and supplementary content that can enhance the overall audience experience and foster loyalty.

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Quality Control

Quality control in film production is important for various reasons. It helps to maintain the creative vision. Ensuring that the final product aligns with the producers vision and maintaining consistency throughout. It also needs to meet the industry standards. there are certain technical standards as well as creative standards that need to be met to compete in the market.

By having this higher quality it allows your audience to experience a more immersive and engaging viewing experience. Going through multiple quality checks helps to eliminate errors or inconsistencies. Another reason for quality control could be that higher quality productions often receive award considerations and recognition within the industry.

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Benefits of Film Planning

FILM PRODUCTION

This next section will showcase the benefits that there are when film planning takes place in production.

Budget

Short-term benefits:

- Cost Control: Planning helps in estimating and controlling expenses by outlining specific needs and preventing overspending during production.
- Resource Allocation: Efficient planning allocates resources carefully, ensuring optimal utilisation without unnecessary waste.
- Risk Mitigation: Identifying potential risks early reduces the chances of budget overruns due to unforeseen circumstances.

Long-term benefits:

- Improved Financial Planning: Establishing effective planning strategies sets a precedent for future projects
- Enhanced Investment Returns: Efficient budgeting increases the likelihood of achieving or surpassing expected returns on investment by minimising unnecessary expenses.

Time Management

Short-term benefits:

- Production Schedule: Planning establishes a clear production schedule

- Deadlines: Setting and adhering to deadlines becomes more feasible with a well-structured plan, reducing the risk of delays and associated costs.

- Time Savings: saving time in decision-making and revisions accelerates production phases.

Long-term benefits:

- Refined Workflow: refining workflow processes for increased efficiency.

- Established Reputation: Consistently meeting deadlines and delivering high-quality work due to effective planning contributes to a production team's reputation, attracting future collaborations and opportunities.

Creative Direction

Short-term:

- Consistency: Immediate alignment of team efforts and a unified direction for the project.
- Enhanced Collaboration: Improved communication and shared understanding among team members.

Long-term:

- Established Vision: Consistently delivering projects that align with the creative vision.
- Team Cohesion: Strengthened collaboration leading to more cohesive and innovative projects over time.

Risk Management

Short-term:

- Mitigated Risks: Immediate identification and mitigation of potential risks.
- Adaptability: Quick response to unforeseen challenges without major disruptions.

Long-term:

- Improved Preparedness: Increased resilience to risks in future projects.
- Adaptive Strategies: Development of strategies to handle a variety of potential issues.

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Podcast

FILM PRODUCTION

This next section will showcase the workflow process behind my podcast episode i filmed with my colleague.

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Podcast Write Up

The first step within the film production process was acquisition. this wasn't something that we really had to delve into as all rights to the podcast footage would be to the organisation I work in Blue Whale Media. There would also be no budget needed for this project.

The next step was to come up with the concept. We knew that we wanted to film a podcast episode but it was important to know what it was that we wanted to podcast to cover in terms of topics and theme. We quickly knew that we wanted the theme of the podcast to surround design more specifically graphic design but struggled to come up with topics to discuss. Initially we wanted to only film audio as more of a traditional podcast however, as our main theme was surrounding visuals we decided to film it so that we would be able to showcase visual designs.

Podcast Write Up

We researched topics that we could discuss and listened to other design podcasts to gather a better understanding. Here are some of the podcasts we listened to:

https://open.spotify.com/show/1XoDJKt1LcLugKJDcmc4MX

https://open.spotify.com/show/5QDCAjTpWaNcwnd0Vu26fc

https://open.spotify.com/show/42ZoQYfuyoFBB2RmkON6FV

https://open.spotify.com/show/64dIwXGi1bglWjb076Mte1

https://open.spotify.com/show/3rbMRANefZZlLLzuYBcL8A

These were really useful as we discussed topics of conversation because it gave us an insight into trending topics and what works well with that audience.

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Podcast Write Up

Moving into the pre-production stage there was a lot of research and meetings that took place to ensure that all parties included were on the same page. We researched into podcast covers such as:

- https://befonts.com/anti-design-endeavour-font.html
- https://www.freepik.com/premium-vector/social-media-stories-template-with-anti-design-style-fashion-style-fashion-sale-etc_30163245.htm https://99designs.com/blog/design-other/how-to-design-a-podcast-cover-the-ultimate-guide/
- https://blush.design/blog/post/podcast-cover-art
- https://www.behance.net/search/projects/?search=Podcast+Artwork&

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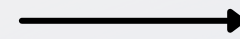
Podcast Write Up

Based on this research we designed this podcast cover.

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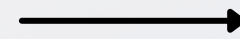
Podcast Write Up

We then created a storyboard and shot list for the podcast as these are important steps of the pre-production stage. We also created a risk assessment.

Risk Assessment

Storyboard

Shot List

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Podcast Write Up

We collaborated closely with the video production team throughout this process. They demonstrated how to set up the camera equipment and how to use the equipment. We set up the lighting. The equipment used was LED, Tungsten, Top Lights used with soft boxes. The camera we used was Canon C300 III and then we had three different tripods. One for the camera and two for our phones to record from. This gave us three different angles that we could use. A single shot for both of us and a two shot. We also had audio recorders that we used. The receiver attaches to the camera and the transmitter was placed on the table.

We attempted setting up the equipment multiple times so that we became familiar with what we needed to do and understood how to use the equipment efficiently.

Podcast Write Up

The next part of the pre-production stage was to write up our podcast script. We did some further research such as:

Key Themes and Topics:

- Design Principles: Discuss fundamental design principles, such as typography, colour theory, layout, and composition.
- Design Trends: Explore current design trends, innovations, and how they impact the industry.
- Design Challenges: Share anecdotes and funny stories about design mishaps and challenges faced as apprentices.
- Portfolio Reviews: Offer constructive criticism and feedback on listener-submitted design portfolios.
- Design Tools and Software: Review and discuss popular design software, tools, and resources.

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Podcast Write Up

Key Themes and Topics:

- Career Development: Share tips and strategies for advancing in a design career, including job hunting, freelancing, and networking.
- Design Fails: Share hilarious and relatable stories about design blunders and epic fails, keeping the podcast lighthearted and entertaining.
- Comedy: Inject humour and witty banter into discussions to make the podcast engaging and enjoyable.

Target Audience:

- Aspiring designers and design students looking for insights and advice.
- Creative professionals interested in design-related topics.
- Anyone who enjoys a mix of humour and education.

Podcast Write Up

This is our podcast script that we used:

Podcast Episode:

Episode Title: Entering the World of Design: Epic Fails and the Art of Good Design

Segment 1: Entering the design industry

Topics of conversation:
- Struggles of finding opportunities / jobs
- What education doesn't prepare you for in the workplace
- The importance of a strong portfolio
- Value of networking
- Insights on in-demand skills within the industry
- Pros and cons of being an in-house graphic designer
- strategies for establishing a unique personal brand as a designer
- Highlight the importance of maintaining a healthy work-life balance in a demanding industry

Segment 2: Design Fails

Topics of conversation:
- Well known brands biggest design fails
- Random artwork design fails
- The worst fonts to use
- Common design mistakes
- UI & UX Fails
- 'You had one job' fails compilation

Well Known Brands Design Fails:
- 2012 olympics logo
- Mcdonalds 2016 holiday cup
- H&M's "Coolest Monkey in the Jungle" Hoodie (2018)
- Tropicana redesign 2009

Segment 3: What makes good design

Topics of conversation:
- Fundamental design principles such as balance, contrast, alignment, and proximity
- Designing for the end user's needs, preferences, and ease of use
- Impact of colour, typography, and imagery on visual appeal
- Culture, ethics, and inclusivity influence design choices (colours having different meanings for different cultures)
- Timelessness vs. Trends
- Design across different mediums
- Importance of feedback

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Podcast Write Up

Another aspect of the pre-production stage was the presentation that we had created to present on the screen behind us during the podcast. This contained images of graphic design fails or poorly done design that we would discuss why it was bad and how it could be improved.

This presentation would also be used in the editing as it would cut to the images to better showcase them to the audience.

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Podcast Write Up

The next stage of our podcast project was the production stage where we filmed the podcast. The roles within this production was me and my colleague Jess as on screen cast as we would be the ones presenting and talking on the podcast. Our off screen cast consisted of a colleague from the video production team who would make sure that the cameras were still recording and operating correctly.

We filmed the podcast in two parts. The first contained the introduction and first two segments of topics from the podcast script. The next was the third segment from the podcast script where we used the presentation.

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Podcast Write Up

After filming the podcast we uploaded all of the footage onto google drive making sure to label each piece of footage so that we would know what to refer back to when moving into the editing stage of the production. By putting the content into google drive it meant that this footage could be accessed by any of our companies computers and wasn't limited to one. We also had the footage saved on my computer and my colleague Jess' computer for backup.

We then moved into the post-production stage of the project and decided that we would use adobe premier pro to edit our footage. Over the next few slides I will include time-lapses of the editing process that I went through with the collaboration from the video production team.
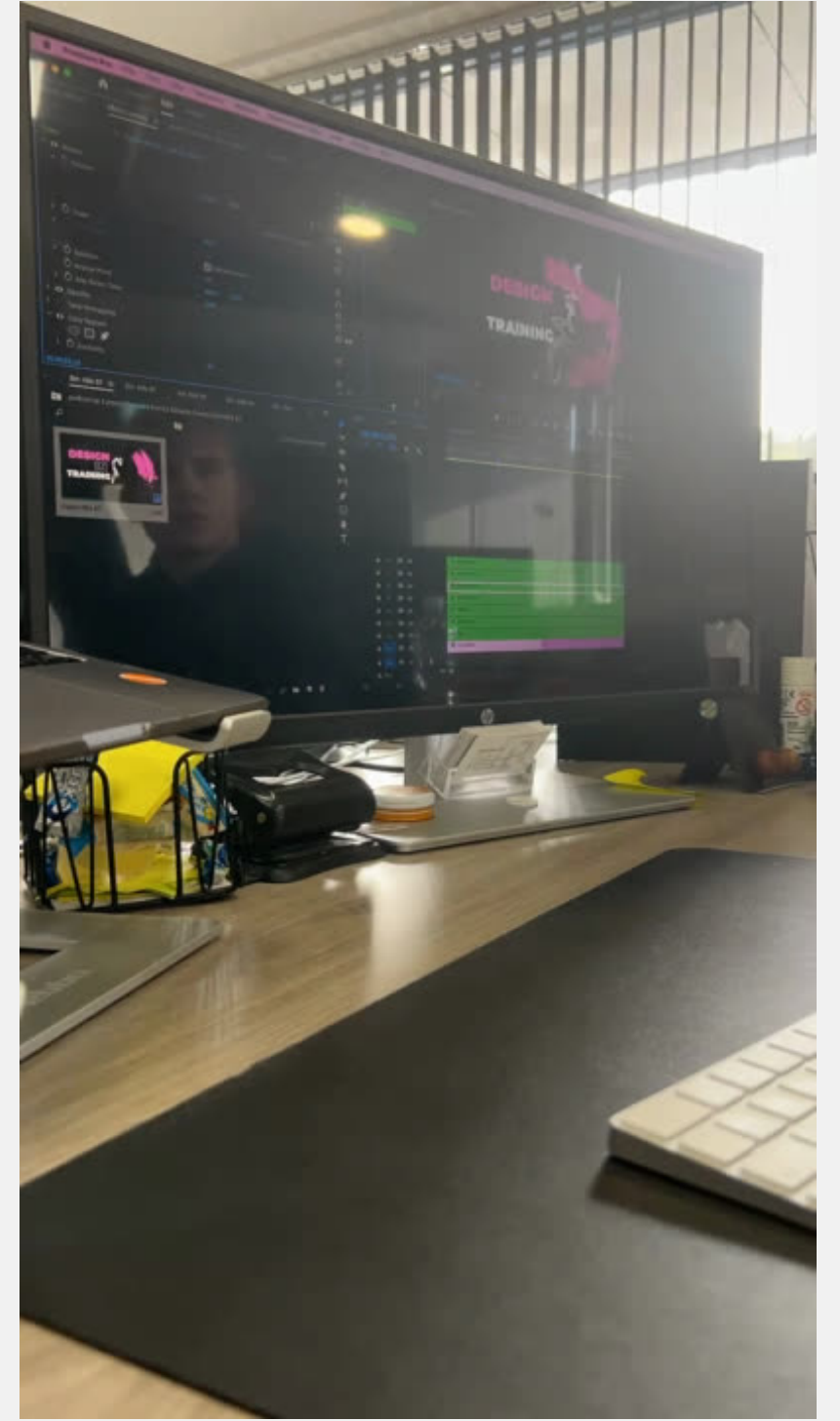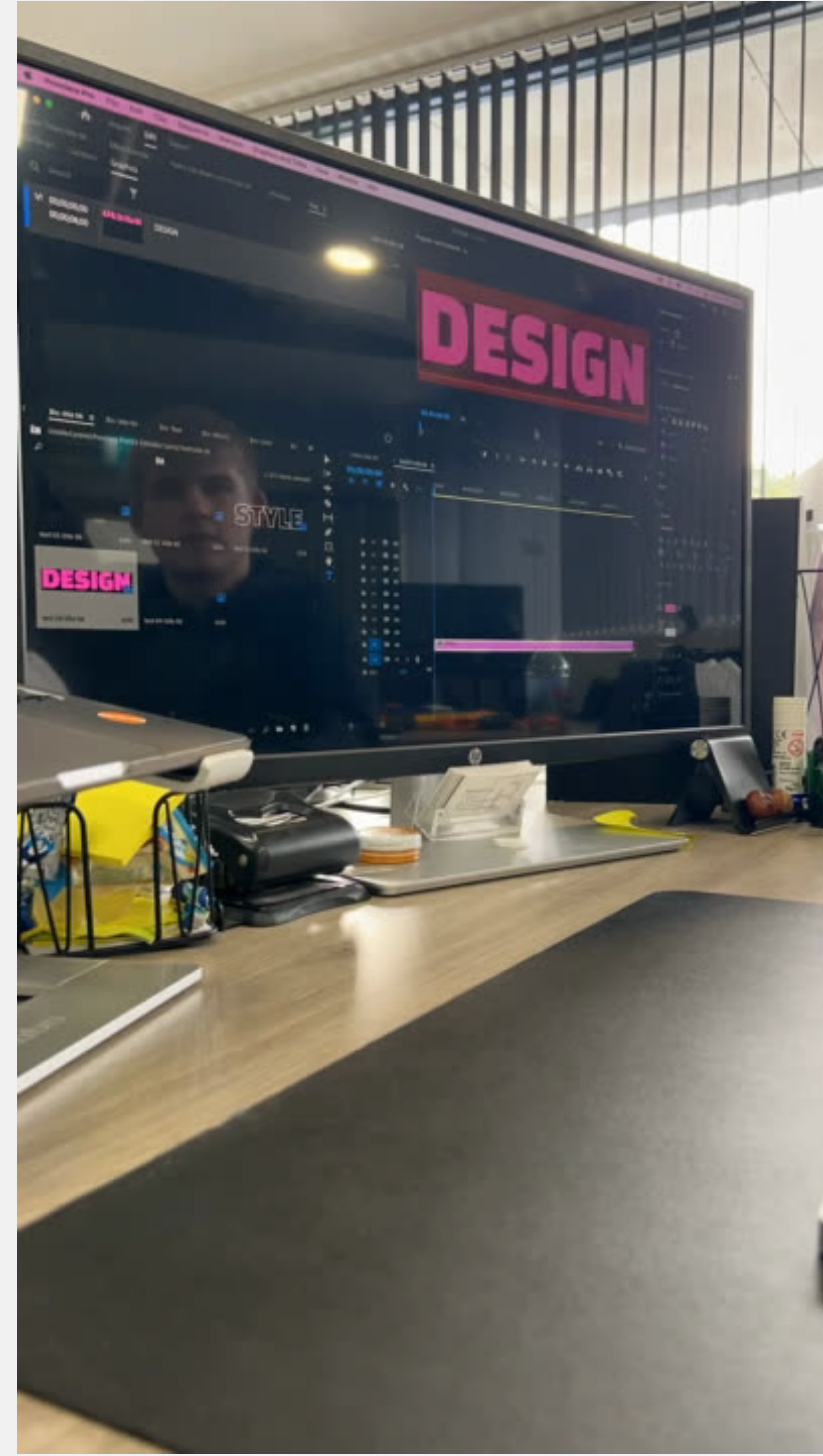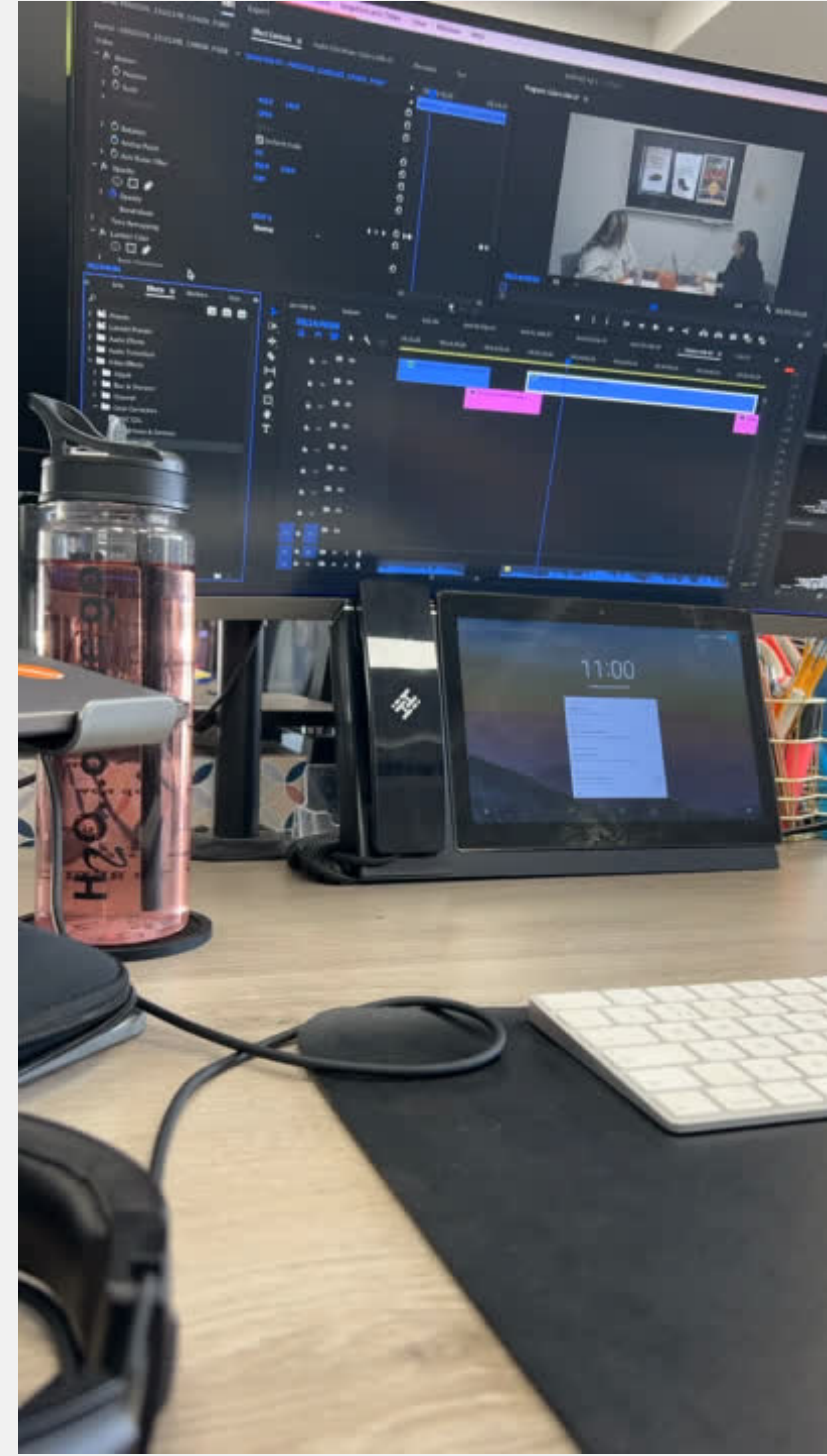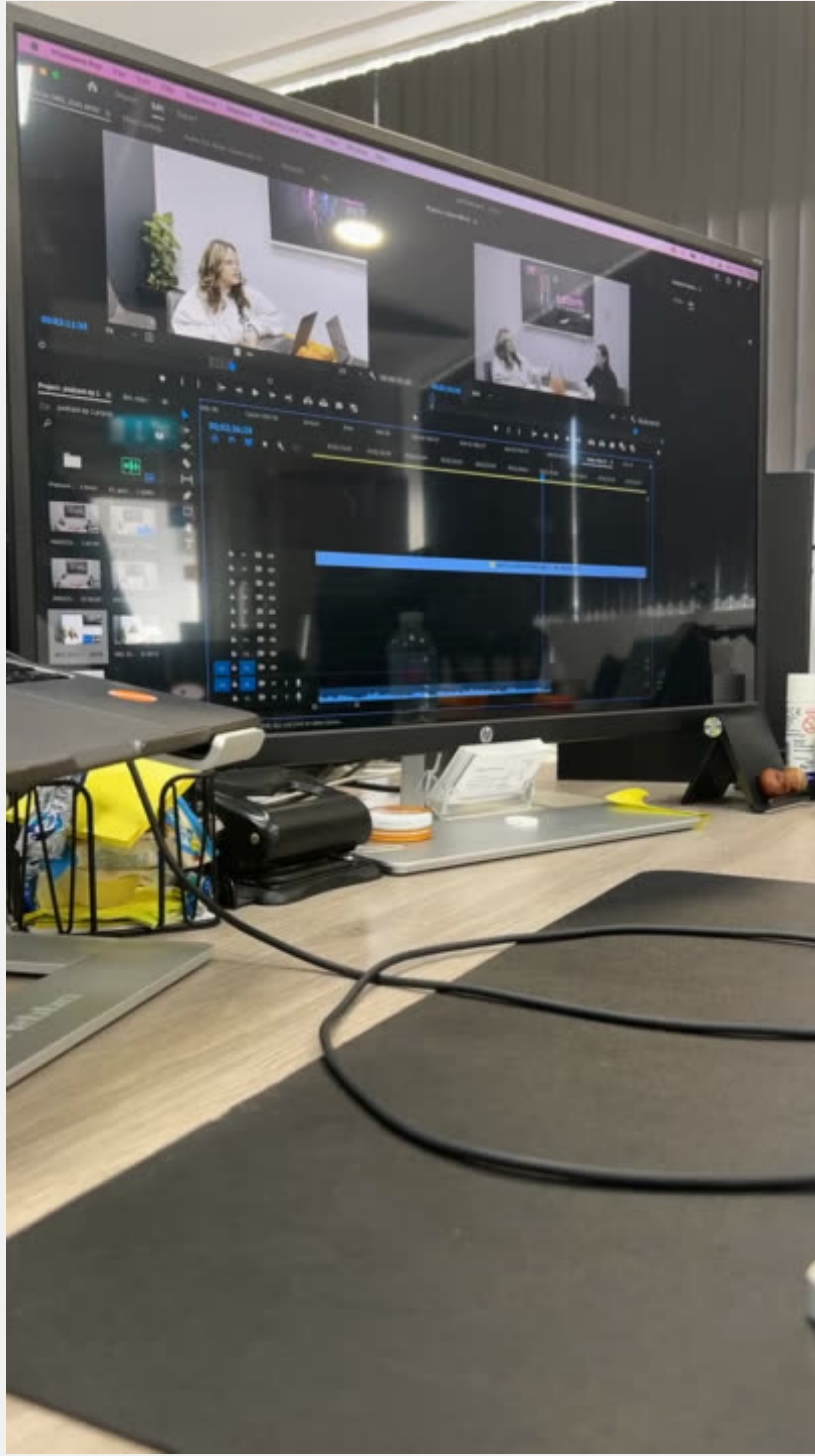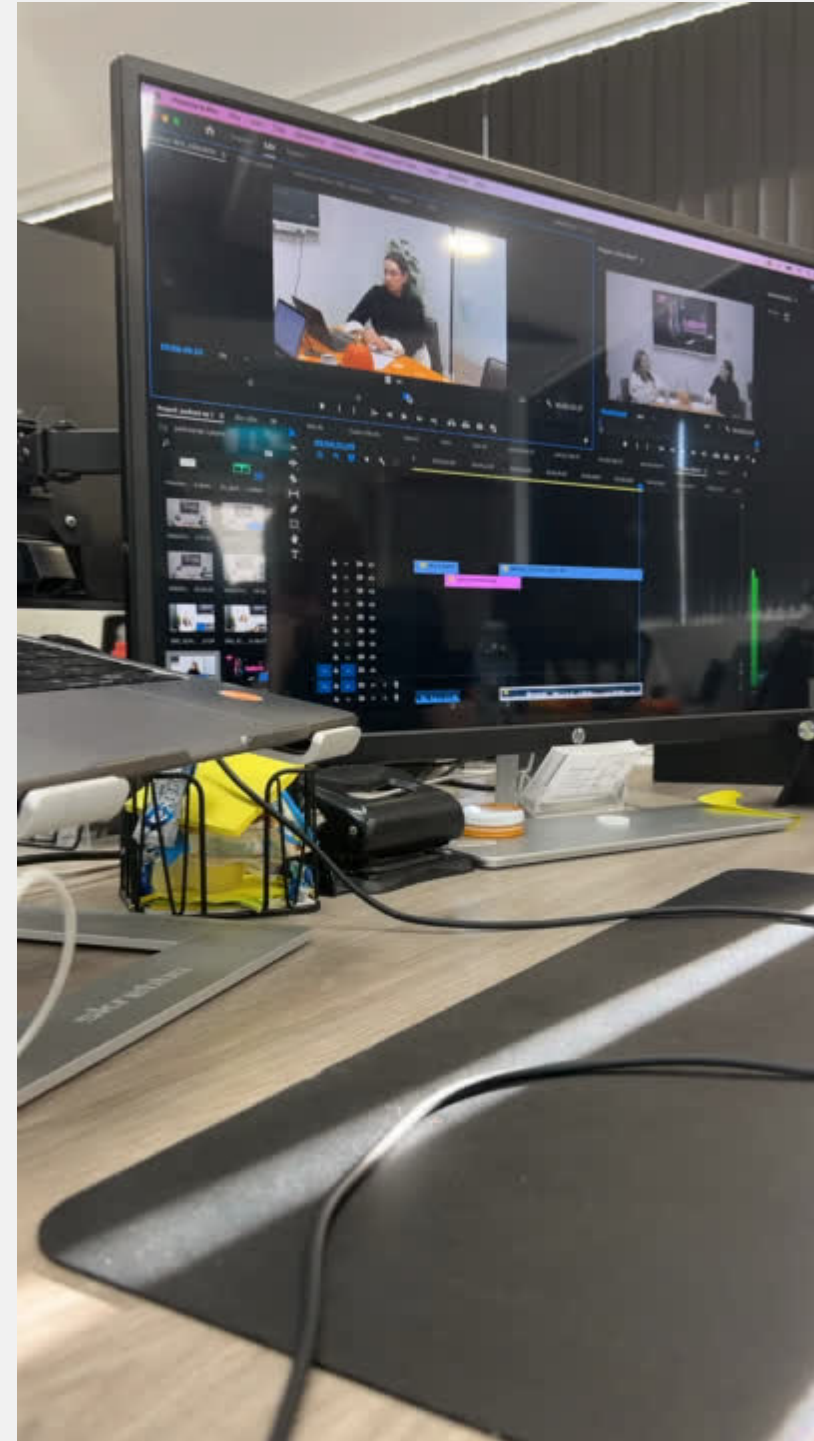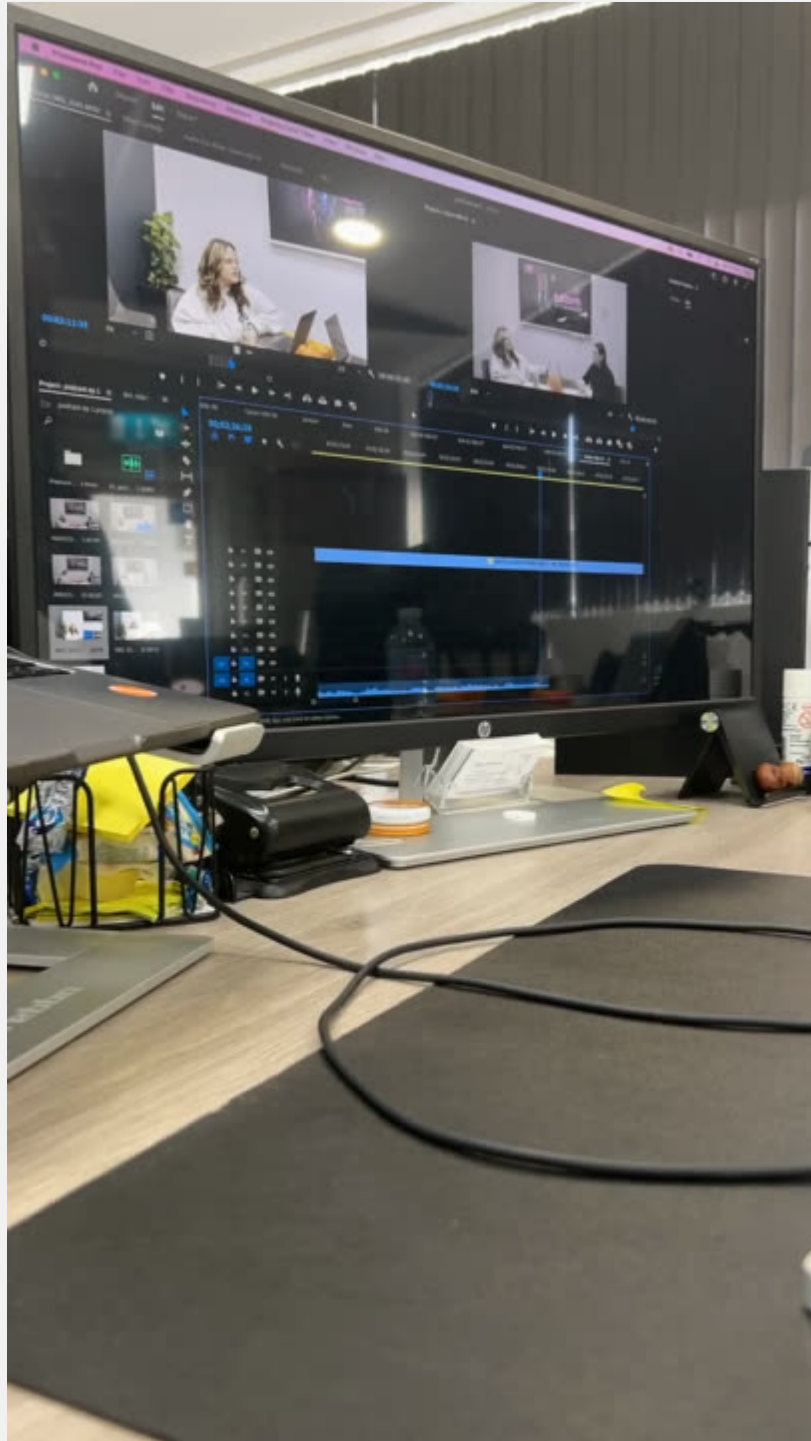
The editing journey started off by sourcing assets like the Premiere Pro intro video from Motion Array and music from a stock music library. Next, we integrated fonts from the Motion Array video template to sync up with the podcast's desired look and feel. Choosing a clip from the template served as our starting point for the intro graphic. We fine-tuned details, tweaking font sizes and colours through actions like right-clicking for text and utilising the 'edit properties' feature for other design elements.

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Podcast Write Up

Resizing a text box meant navigating into sequence settings. Even though we weren't initially happy with the design, we persevered, trying another clip until we found something that worked. With our final design in place, we brought in the music, making audio transitions. From there, we integrated filmed clips, resizing as needed and weaving together multiple camera angles while ensuring audio synchronisation with the main camera.

Handling exposure issues required tweaking frame size and adjusting opacity levels for consistent footage. This iterative process led us through the comprehensive workflow, resulting in the completion of the fully edited video.

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Podcast Write Up

For the distribution stage of this production the podcast will be showcased on my portfolio but it won't have much reach outside of this. The podcast is not something that my organisation would use on their website or social media platforms therefore rating the overall success of this project with the initial intended target audience would be hard to complete.

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Podcast Write Up

From this project i gathered feedback from the head of video production for areas of improvement in my next video project I complete.

Anthony 9:50 AM
Positive:
- Well-researched topic in which the hosts were able to present their thoughts naturally
- A nice mixture of live footage and motion graphics
- Professional attention to detail in both the framing and audio

Things to work on:
- The use of multiple cameras was ambitious and overall well crafted. However, there is still a distance between the colour tones when switching between shots. Further care in colour correction during the edit is something that can be focused on in the future.

Resources

Filming 101: Types of Camera Shots and Angles

PolarPro® designs and innovates camera solutions built for rugged conditions, engineered to inspire...

polarpro.com

Camera shots

Camera shots are the building blocks of film. Read all about them and how to use them with students in this article.

FutureLearn

Color Theory in Film: A Video Producer's Guide
Different colors elicit different emotions. The use of color to create an emotion or set the mood is color theory.
IPR / Aug 20, 2020

The Importance of Lighting in Film Production
There are hundreds of different elements that go into producing a successful film, from casting, to writing, to the direction. While these elements are what make up the content of the film, the way in which it ...
D&O Lighting / Mar 13, 2020

Importance of Video Editing | Sheffield AV
A good video, whether it be a music video, marketing campaign video, corporate video, or anything else, must follow 3 important stages
sheffieldav.com

What Is The Film Acquisitions Process Like And What To Expect?
A film distributor commences negotiations on an acquisition and distribution agreement with the production company during this process.
Rodrigues Law / May 3, 2017

Unpacking Wes Anderson's Cinematic Style
We delve into what makes Wes Anderson's style so distinctive, from his use of colour and symmetry to set design.
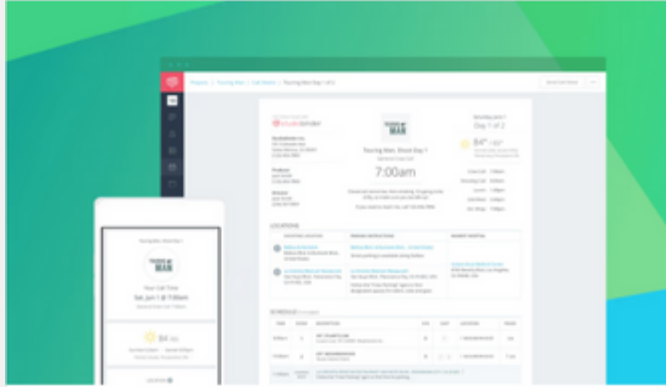curzon.com

What can we learn from the Wes Anderson style?
The cinematic style of Wes Anderson has made a massive impact on cinema and there's a lot videographers can learn from his genius.
Videomaker / Jan 10, 2023

What is a Call Sheet? The Essentials for a Smooth Production
Keep your crew on the same page, literally. Call sheets are absolutely necessary for any production and we'll show you why.
StudioBinder / Nov 14, 2019