Video Production

Scope and Sequence

Re-Created 4/2024 R.Weber

Full Content can be accessed at http://www.TechEd.rocks

	1 Week

## Introduction 	
 	
- **Classroom Expectations**
- **Regular Bell Schedule**
 	
- **Course description and requirements**
  - **SD Memory Card Requirements**
- **Proposed CourseText**
- **Beacon Program (SUNY Colege Credit)**
 	
- **Friday Morning Video Announcements**
  - **Video Release Form**
  - **Example announcements segments**
  - **Our Video Channel**
 	
- **Required Audio & Video Projects**
  - *Instructional Video*
  - *Commercial*
  - *2 Camera Interview*
  - *Audio Project*
  - *Foley Project*
  - *Documentary / PSA*	

## Video Production Process - **Pre Production** - **Production**	10 Weeks

- ***Post Production***

- *Pre-Production*
    - **Pre-production is the planning phase of the video production process. It is important to develop a clear and meaningful topic through research and writing.**
        -

    - **Pre-Production Writing**
        - ***Correlation between the Writing Process & The Video Production Process***

        - **Writing a News Story**
            - **What is News?**
                - **What is News - Hew Edwards**
                    - **What is News - Key Points**

            - **Finding News Stories**
                - **How do journalists find news?**

                - **Research Your Topic**
                    - **How do you research and check facts for news?**
                        - If interviews are planned, students will need to research each subject thoroughly before developing their questions.

- **Writing Concisely**

Look at this information about a new study into **children and their use of mobile phones.** Pick out what you think are the most important points and then write a short script (of no more than five sentences) explaining what the story is about

Remember to cover the 5 W's:

- **What's happening?**
- **Who is involved?**
- **Where is this happening?**
- **When is it happening?**
- **Why is it happening?**

- *How do you write a news script?*
  - **Clear - use simple language**
  - **Concise - keep sentences short**
  - **Correct - check your facts, grammar and punctuation**

- **Writing for TV, Radio and Online**
  - **MOST IMPORTANT: Check your facts**

  - **Think about how scripts might be different, depending on the platform they are using.**

    - **TV** - Students will need to think about the pictures - what shots would illustrate their reports? They don't

need to write about what they see as people can see it? Willl students include a piece-to-camera?

- **Radio** - Think about using many more describing words so students can paint a picture for the people who are listening. What sounds would help their audience understand what is going on - eg: a ringing phone.

- **Online** - Get most of the crucial information in the top four paragraphs. What pictures would they use to illustrate the report?

- **Scripting for Film and Video Productions (Screenplay)**

  - **A script is a text-based planning document that can be used as a stand-alone document or in conjunction with a storyboard as needed. If used as a stand-alone document, it should include descriptions of the specific shots and other visual elements, as well as the dialogue and other audio.**

  - **Structure of a Screenplay**
    - **Movie Script Format Explained**

- Screen Formatting Standards
- Example Screenplay Page
- Example Screenplay (Shawn of the Dead)

- **Library Commercial**
  - Library Commercial Script
  - Library Commercial Video

  - Story Starter
  - 150 Ideas for Stories

- **Suggestions for writing a Screenplay**
  - Convert Your Story Idea Into a Script
  - Narative Structure
  - Screen Writing Basics
  - The Three Act Structure
    - How to Write a Script For a Movie + Storytelling

- **Planning the Project**

  - **Storyboarding**
    - **Storyboarding is a great way to visualize how a story will be told. A basic storyboard resembles a comic strip with audio/dialogue descriptions and pictures representing the shots in each scene as they progress over time. The drawings don't have to be complicated—stick figures will do—just some sketches that indicate what students want their**

audience to see in their video as they tell their story.

- ▶ **Intro to Storyboarding**
- ▶ **Storyboard Comparison - Write it in the Sky Remix Music Video**
- **How to draw A-grade storyboards (even if you can't draw!)**
- **Blank Storyboard Page**

- **Timeline for the Project:**
  - **A timeline is a basic outline of the flow of the project and can be helpful in keeping the project moving forward. It's a simple and easy way to keep everyone on task and working together on schedule. The timeline will be based primarily on the needs of the project as outlined in the script or storyboard.**

- **Checklist:**
  - **This document lists all equipment and material needs of for a production and is especially important for on-location shoots. In creating a checklist, focus on items that you are most likely to forget to bring to the shoot such as <u>extra batteries, duct tape, microphones, costumes, props, scripts, lighting equipment, and release forms.</u>**

- **Schedule the Shoot:**

- **The last step before the cameras start rolling is scheduling the shoot. Sometimes the schedule can be broken down into a shot list. What footage is needed, and who is responsible for getting those shots?**

- **When scheduling, consider shooting out of sequence to save time; this means shooting all the footage needed at each respective location and then reassembling later in post-production, according to the script. Most movies are shot out of sequence.**

- **Considerations**
    - **On-Location Considerations**
    - **Production Requirements**
    - **Production Staff and Crew**
    -

- **Working with Talent**
    - **Tips for Working with Talent**
    - ***Release Forms***
        - **What is a Video Production Release Form?**
            - **What is a Video Production Release Form Worksheet**
        - **Example Talent Release Form**
        - **Example Property / Location Release Form**
    - ***General Production Forms***
        - **Model Release**
        - **On-Location Considerations**

- - **Production Requirements**
  - **Production Scheduling**
  - **Production Staff and Crew**
  - **Scene Take Log**
  - **Shot Log**
  - **Video Equipment Checklist**

- **Copyright**
  - **Copyright Worksheet**

  - **Intellectual Property** - The products of human intelligence and creation

  - **What is Copyright? -** The legal protection of ownership of a person's intellectual property.
    - **If you have "COPYRIGHT" on your original work, other people CAN'T**
      - **Make copies of your work with out telling you and paying for them.**
      - **Use parts, or modifications, of your work with out telling you and paying for it.**
      - **Perform your work publicly, with out telling you and paying for it.**
      - **Display your work publicly, with out telling you and paying for them.**

  - **Creative Commons** (CC) license is one of several public copyright licenses that enable the free distribution of an otherwise copyrighted work.

	▪ **Licenses**
	
	   ▪ **Public Domain** - Documents or media available to the public as a whole, and therefore not subject to copyright.
	      ▪ You can copy, modify, distribute, and use the images, even for commercial purposes, all without asking for permission or giving credits to the artist.
	
	   ▪ **Fair Use** - (in US copyright law) the doctrine that brief excerpts of copyright material may, under certain circumstances, be quoted verbatim for purposes such as criticism, news reporting, teaching, and research, without the need for permission from or payment to the copyright holder.
	      ▪ **Copyright & Fair Use**
	
	   ▪ **Youtube Copyright Resources**
	      ▪ **Need copyright-safe songs? YouTube Library**
	      ▪ **Search to see if you can use a specific piece of music on YouTube**	

	○ ***Production***
	      ▪ **Technical specifications for Digital Video**
	      ▪ **What is Video?**
	
	      ▪ **Digital Video Fundamentals**
	         ▪ **Screen Resolution Example**
		15 Weeks

- **5 Brilliant Camera Moves**

- **Shot Size**
  - **What is Shot Size**
  - **[Film Shot Examples](#)**
  - **[The Close-Up Shot in Videography and Cinematography](#)**

- **Lighting**

  - **Classic Lighting Techneques**
    - **3 Point lighting set-up**
    - **[Portrait Lighting Techniques](#)**
      - **[A Single Light Studio Techniques](#)** *(with Permission)*
    - **[Basic Video & Photographic Lighting Demonstration](#)**
    - **[How to Photograph a Headshot with Butterfly Lighting](#)**
    - **[Cinematic Lighting Techniques](#)**

    - **Lighting Suggestions**
      - **Directional and diffused light, light intensity and how to measure it, measuring incident and reflected light, and contrast**

- **Shadows**
  - **Attached and cast shadows and controlling falloff**
- **Color**
  - **Additive and subtractive mixing, the color television receiver and generated colors, and color temperature and white-balancing**
- **Lighting Instruments**
  - **Spotlights, floodlights, and instruments for specific tasks**
- **Lighting Techniques**
  - **Operation of lights, lighting**
- **Lighting Design**
  - [The Role of Lighting in Theatre](#)

▪ **Templates and Resources**
    ▪ **Template Resources**
    ▪ **Shattered Logo**
    ▪ **Light Rays Logo Reveal**
    ▪ **Elegant Logo**
    ▪ **Light Streak Logo**
    ▪ **Glitch Logo**
    ▪ **Logo 01**	

• **Audio**
  ○ **Bad audio can ruin an otherwise great video.**
 	
    ▪ **Sound vs Picture**
      ▪ **Sound Quality Comparisons**
 	
    ▪ **Audio Fundamentals Terminology**
      ▪ **Audio Fundamentals Worksheet**
 	
    ▪ **Sample Rate & Bit Depth**
      ▪ **Sample Rate**
      ▪ **Bit Depth**
    ▪ **History of Sound at the Movies**
 	
    ▪ **The Science of Sound**
      ▪ **Science of Sound Information Sheet**
        ▪ **Science of Sound Worksheet**
 	
    ▪ **The Basics of Recording**
      ▪ **The Basics of Recording Information Sheet**
        ▪ **The Basics of Recording Worksheet**
 	
    ▪ **Audio Recorders for Filmmaking 2019: Choosing a Sound Recorder for Your Video Projects**
	15 Weeks

- **How Microphones work & types**
  - **How Microphones work Information Sheet**
    - **How Microphones work Worksheet**

  - **Audio Connectors**

  - **Canon Microphone Connections (48v Phantom)**

Microphone Sound Patterns

- **Polar Sound Patterns**
- **Yeti Blue Directional Response Chart**
- **Explanation of Directional Response**

In Studio Recordings

- **How to use a Lavalier Microphone**
- **4 Ways to hide a Lavalier Microphone**
- **How to record Voice Overs**

- **Audio-Technica** *- Basic Audio Techniques:*
  - **Intro to Booming**
  - **How to Use a Boompole**
  - **Selecting the Right Handheld Microphone**
  - **Recording Voice Overs- Microphones**
  - **Recording an Acoustic Guitar**
  - **Recording Solo Vocals**

On Location Recordings

- **Field Tips for Audio Recording**

- **[Recording Sound on Location](#)**

  - **Sound Design**
  - ***Introduction to Foley and Sound Effects for Film***
  - ***Foley Artist* - Learning the Art of Sound Design**
    - **[Free Sound Effects for Adobe Audition](#)**

- **Audio Editing**
  - **. Every editing software has a different set of specifications, but the basics of editing are the same regardless of the software used or the purpose of the project:**

  - **Audacity**
    -
  - ***Adobe Audition CC 2018***
    - **[Adobe Audition CC Tutorial for Beginners - Getting Started](#)**
    - **[Podcasting with Adobe Audition](#)**
    - **[How to round trip between Premier to Audition](#)**
    - **[Noise Reduction and Restoration](#)**

      - **[Free Sound Effects for Adobe Audition](#)**

- ***Post-Production***
 	
  - **Video Editing**
    - **. Every editing software has a different set of specifications, but the basics of editing are the same regardless of the software used or the purpose of the project:**
 	
    - **[Video Editing Example](#)**
	20 Weeks

- **Video Editing Fundamentals**
- **10 Lessons from the Top Film Editors**
  - **Hollywood's History of Faking It | The Evolution of Green screen Compositing**

  - ***Adobe Premiere Pro CC 2018***
- **Premiere Pro Work Space**
  - **Detailed description of workspace**
  - **Time Line Tools**

- **Learning Activities**
  - ***Basic Editing Techniques***

    - **Activity #1 - Retrieving and Combining video segments**
      - **Activity #1 Files**
      - **Snowboarding**

    - **Activity #2 - Retrieving and Combining video segments**
      - **Activity#2 Files**
      - **Surfing**

      - **YSK Library Footage**

    - **Activity#3 - Trimming video clips, Adjusting audio track**
      - **Activity#3 Files**
      - **Car Racing**
      - **NEW Auto Ducking Premier Pro 2018**

    - **Activity#4 - Trimming video clips, Adjusting audio track**
      - **Activity#4 Files**
      - **Planet Earth**

- **Activity#5 - Video and Audio Fade**
  - **Activity#5 Files**
  - **Fade In / Fade Out**

- **Activity #6 - Adding Video Transitions**
  - **Activity#6 Files**
  - **Video Transitions**

- **Activity #7 - Adding Text to a Video Clip**
  - **Activity#7 Files**
  - **Seasons**

- **Activity #8 - Creating Text Effects using Video Transitions**
  - **Seasons (Text Effects)**

- **Activity #9 - Creating the opening for a Video Broadcast**
  - **Opening for a Video Broadcast**
    - **Video Broadcast Files**

- **Activity #10 - Creating a Slide Show Video**
  - **Activity#10 Files**
  - **Gettysburg Address**

- **Activity #11 Broadcast segment**
- **Activity#11 Files**
- **Broadcast segment**

- *Intermediate Editing Techniques*

- **Intermediate Activity #1 - Green Screen Integration**
    - **Santa Greenscreen files**
    - **Dancing Santa**
    - **Helecopter Greenscreen Files**
    - **Multiple Green screen integration and Scrolling Text**
        - **How to Chroma/Green Key Effectively in Premiere Pro**
    - **Intermediate Activity #2 - Video Overlays**
        - **Video Overlay Activity**
            - **Support files for Video overlay Activity**
        - **Video Overlay Library**
        - **Digital Video Overlays and How To Use Them In Premiere Pro**
    - **Intermediate Activity #3 - Creating a Composite Video Window**
        - **Creating a Composite Video Window**
        - **Support files for Creating a Composite Video Window**
    - **Intermediate Activity #4 - Color Correction**
        - **Color Correcting a Video Clip**

- **[Support Files for Color Correction Activity](#)**
- **[How to Color Correct in Adobe Premiere Pro CC](#)**

- **Intermediate Activity #5 - Masking**
  - **Masks allow you to define a specific area in a video clip that you want to blur, cover, highlight, apply effects or color correct. Effects can be applied inside or outside a masked area.**

  - **Covering a specific area Mask Activity**
    - **[Blurring out a Girls Face](#)**
      - **[Blurring demo](#)**
    - **[Blurring out a Car License Plate](#)**
    - **[Support files for Cover-up Mask Activities](#)**

  - **Color Correction Mask**
    - **Color Correction Mask**
      - **[Color Correction Mask Demo](#)**

	▪ **Support files for Color Correction Mask Activities**	

• *Careers in Video Production*
 	
   ○ **Production Roles**
       ▪ **What Production Roles are there?**
           ▪ **Film Crew - Five Minute Film School**
 	
   ○ **Scriptwriter**
       ▪ **The scriptwriter works with the producer and the pre-production team to produce a script or screenplay for a production.**
           ▪ **Pitching and Pre-Production: Crash Course Film Production**
           ▪ **Screenplays: Crash Course Film Production**
 	
   ○ **Producer**
       ▪ **A producer oversees the entire production from start to finish. Responsibilities include the research and development of ideas into project proposals, supporting the creative teams, and managing the finances and production schedule. As head supervisor, the producer has the ultimate control of a production.**
           ▪ **Producer: Crash Course Film Production**
 	
   ○ **Director**
       ▪ **The director oversees the vision of a production. He or she is the person responsible for harnessing the artistic and dramatic aspects of the script, set, talent,**
	5 Weeks

and technical crew to achieve the final look and feel of a production.
- The Director: Crash Course Film Production

- **Cinematographer**
  - Cinematography is the art and craft of making motion pictures by capturing a story visually. Though, *technically*, cinematography is the art and the science of recording light either electronically onto an image sensor or chemically onto film.
  - Taken from the Greek for "writing with movement," cinematography is the creation of images you see on screen. A series of shots that form a cohesive narrative. Cinematography composes each shot, considering, where everything in frame demands attention.
  - The Cinematographer: Crash Course Film Production
  - [Dissecting The Camera: Crash Course Film Production](#)

- **Audio Technician**
  - Audio technicians are responsible for all of the sound elements in a production. The audio technician performs mic checks on the set of a production to maintain an accurate audio balance. In audio post, he or she will harmoniously incorporate natural sound, music, sound effects, and voiceover treatments into the finished product.
  - [Sound Production: Crash Course Film Production](#)

- **Set Design**
  - Literally, 'mise-en-scene' means "placing on stage." But in film, mise-en-scene encompasses everything the camera is capturing. The artists and crafts-people who work in Production Design, Wardrobe, and

Hair and Makeup are responsible for setting the stage of a film and making sure the characters fit on that stage. In this episode of Crash Course Film Production, Lily talks us through the roles involved in designing the world of a film.

- [Designing the World of Film: Crash Course Film Production](#)

- **Lighting Design**
  - It's time to look at some of the most under-sung heroes of the film world, Grip and Electric. Doing everything from setting up dollies and tripods, to helping the cinematographer shape the light with flags and silks, the Grips are there to make it work properly. And when working with electricity (as pretty much ever film set does) you need experienced technicians to make sure you are doing it safely and that you'll have the power you'll need. Which is where the Electric department comes in.
  - [Grip and Electric: Crash Course Film Production](#)

- **Special Effects**
  - Chances are, when you hear the phrase "Special Effects," you may have images pop into your mind. The Hulk smashing a city, a lightsaber fight, or maybe an alien world. But effects can be much more subtle and have been around really since the beginning of filmmaking. In this episode of Crash Course Film Production, Lily Gladstone talks about the basics of special effects.
  - [Special Effects: Crash Course Film Production](#)

- **Editor**

- The editor works with the producer and director to assemble and polish the finished program, using video and audio captured during the production phase.
  - [The Editor: Crash Course Film Production](#)

- **Film School or Not**
  - Should you go to film school? Great question? But there aren't necessarily a lot of direct answers. Do you want to go to Hollywood? Do you want to make movies in your spare time? Do you want to learn about world cinema? Do you want to be a director? A cinematographer? An editor? Do you want to pay for tuition? All of these questions can help you figure it out, but today Lily Gladstone will talk us through a few important things to keep in mind when deciding if film school may be right for you!
    - [To Film School or Not To Film School: Crash Course Film Production](#)

- **Television Production**

▪ **In our final episode of Crash Course Film Production, it's time to take a look at television production and how it differs from feature film production. It's subtle but it has a lot to do with how television shows make money for their many different types of platforms. So, strap in and get ready for a trip into the world of TV!** ▪ *[Television Production: Crash Course Film Production](#)*	