

Slide 1

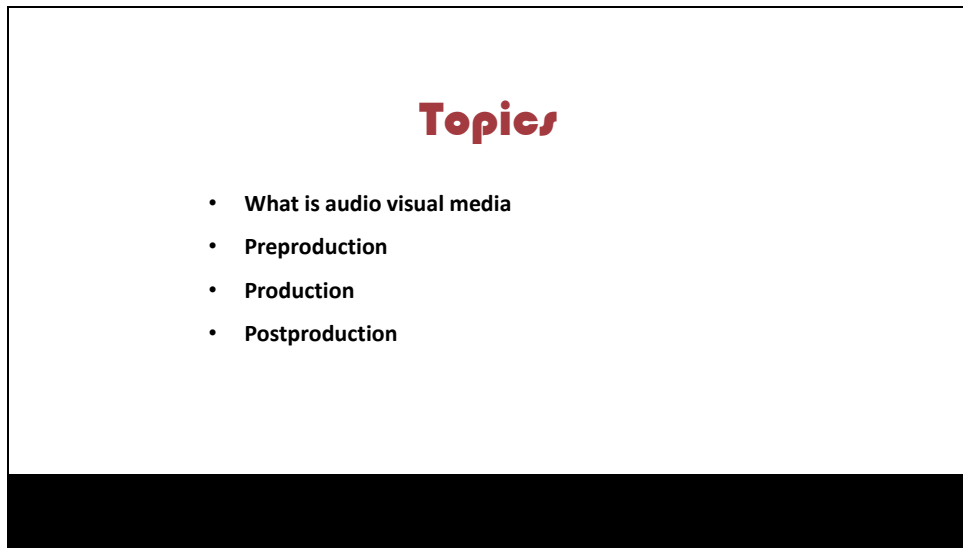


## Slide 2



**HELLO!**

## Slide 3

A presentation slide with a white background and a black border. The title "Topics" is centered at the top in a bold, dark red font. Below the title is a bulleted list of four topics. The bottom of the slide features a solid black horizontal bar.

### Topics

- What is audio visual media
- Preproduction
- Production
- Postproduction

The topics that are going to be covered during this 5-hour workshop are:

- What is audio visual media
- Preproduction
- Production
- Postproduction

## **film and edit 1-minute news report**

**using your  
mobile device**



**The final product of the workshop is 3-minute interview made with a mobile device.**

Nowadays people's lifestyles really sped up and yesterday's news are not relevant anymore. At this point quality is not as important as context. For this reason, producing Audio-Visual Media piece with smartphones became very popular.



The trainer asks to make a line of participants according to their names in alphabetical order from A to Z. Participants aren't allowed to speak but they can use gestures. They have 5 minutes. Upon completion of the task, participants should name themselves and put a name tag on.

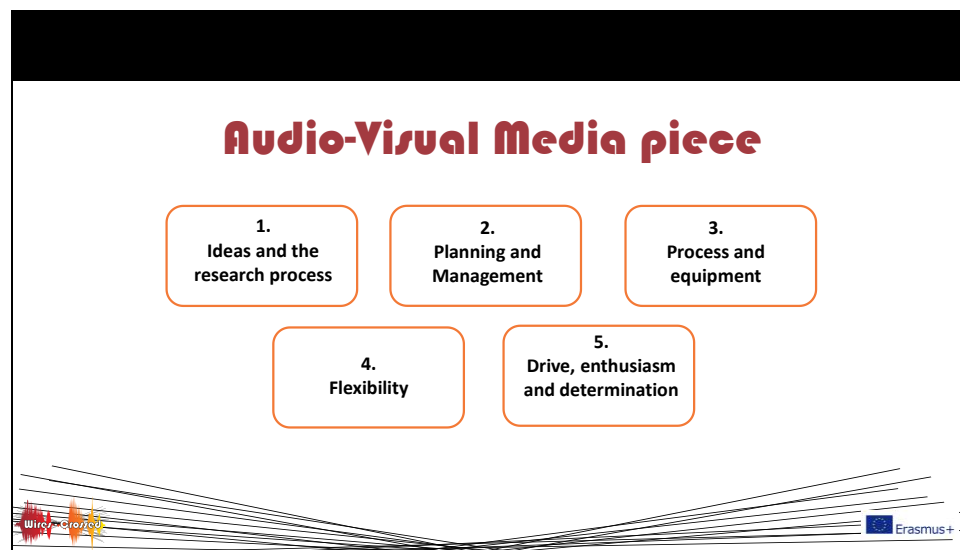
## **What is Audio-Visual Media?**

- Defining 'media' is a "medium of communication as being a conduit through which messages are channelled and pass between one person and another or from one to another".
- Audio-Visual Media is the use of a medium that combines audio and visual content to transmit a piece of certain information to the audience.

Defining 'media' is a "medium of communication as being a conduit through which messages are channelled and passed between one person and another or from one to another".

This is according to "Media Studies: Texts, Production and Context" book.

In a very simple definition, Audio-Visual Media is the use of a medium that combines audio and visual content to transmit a piece of certain information to the audience. All sorts of videos: movies, TV content, Social Media's videos.



**In order an Audio-visual Media Project to be implemented successfully the following 5-step process should be followed:**

### **1. Ideas and the research process**

Coming up with creative, theoretically informed, ideas and, through a thorough process of research, being able to realistically assess how achievable they may be and how successful the end products might be.

To come up with a creative idea make research, analyse similar videos or genres and only stop researching when you feel that you understand the topic completely. Ask yourself these questions:

Is your idea different to those that you're familiar with or does it merely copy them? What would you need to change to make the idea more creative? Could you turn an existing idea on its head: for example, instead of dog bites man, man bites dog?

Does your idea offer a new interesting way of representing something either technically, aesthetically or through its content? What is the genre? Who is your target group? Who does it represent and to what purpose? Could it be told through someone else's eyes?

### **2. Planning and Management**

Planning each step of production and making a schedule, looking for recourses such as humans, funds, location, and equipment. Organising a good communication between the team (if working in one).

### **3. Process and Equipment**

Having an in-depth knowledge of production processes and video production equipment. Make research and practice, the more you do it the better you will become.

### **4. Flexibility**

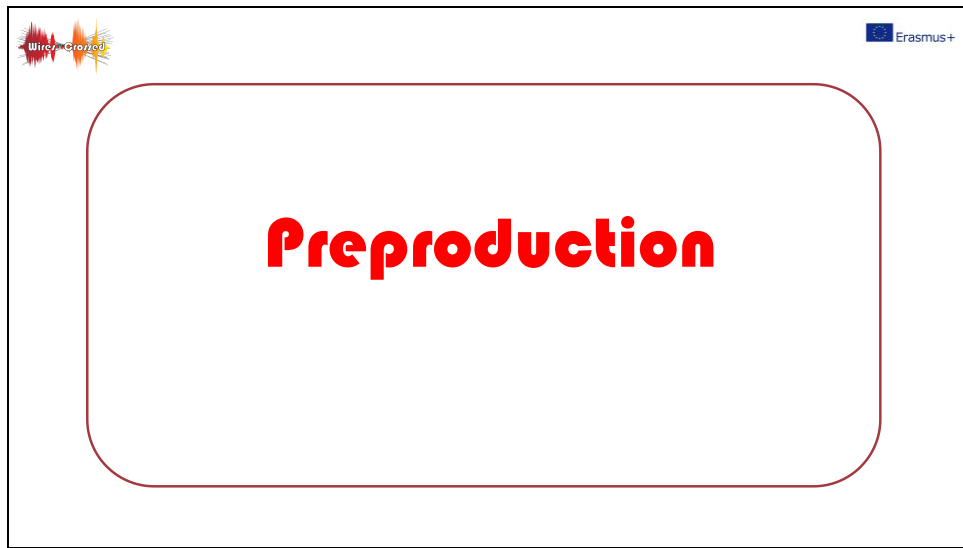
Reacting to changing circumstances in a calm, positive, and creative way.

**5. Drive, Enthusiasm and Determination.**

Pick a subject that attracts you. It will help you to remain focused and sustain a level of constant enthusiasm, motivation, and drive for the project.

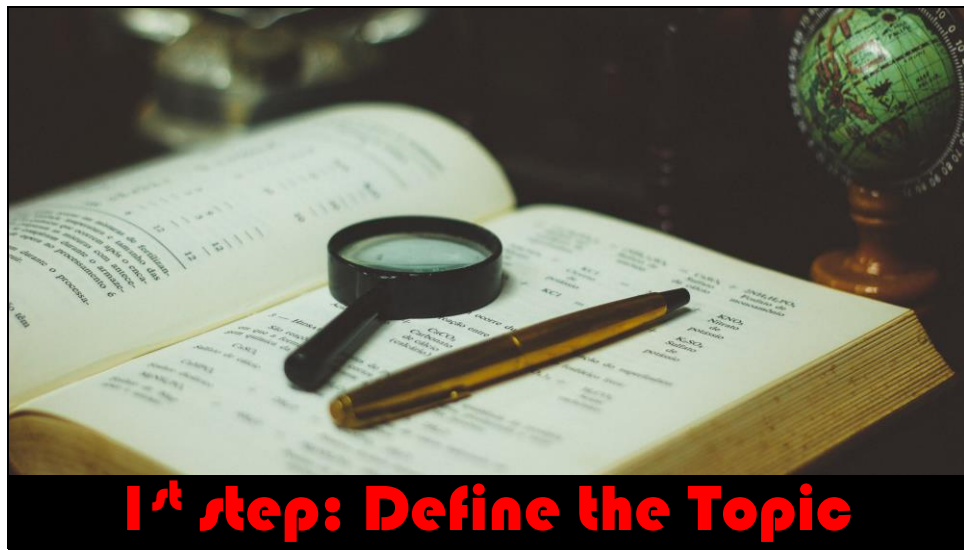


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Now let's look step by step at the Audio-Visual Production workflow. The key thing to understand is that the video production process is a linear process: you can't jump backwards and forwards between the stages or skip certain parts. You must complete each stage of the process before you can move on to the next. The first step is: Preproduction.

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And the first step of Preproduction is: Define your topic.

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This could be done by conducting:

- Primary research: a collection of new information on the topic from various sources.
- Secondary research: refers to information collected by other people, in books, newspapers, on the internet, etc.



Come up with the main idea regarding the content of the video.

The main idea is a result of the research

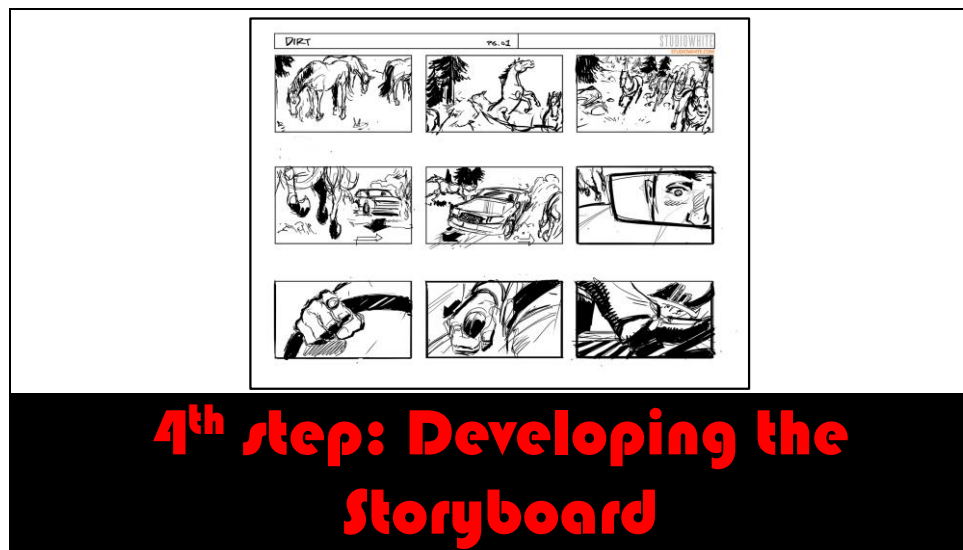
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Asha			
Shot	Picture	Audio	Time
1	Long Shot Corridor of the studio of Asha, One of the doors is a bit open.	Asha is singing	3
2	Long Shot The studio room with Asha and Sani rehearse a song	Asha is singing	7
3	Medium Close-Up/ MCU Asha singing	Asha singing	10
4	Close-Up/ MCU Asha is listening the recording of the song and then put down the headphones and start talking	Music from the headphones Asha: music is love. I sing since I was child. Different styles: opera, jazz, chansons... I love also to improvise, sometimes I sing about the situation around me. I play in 3 different bands and different theatre performances	40

**3<sup>rd</sup> step: Developing the Script**

The 3<sup>rd</sup> step is: Develop the Script

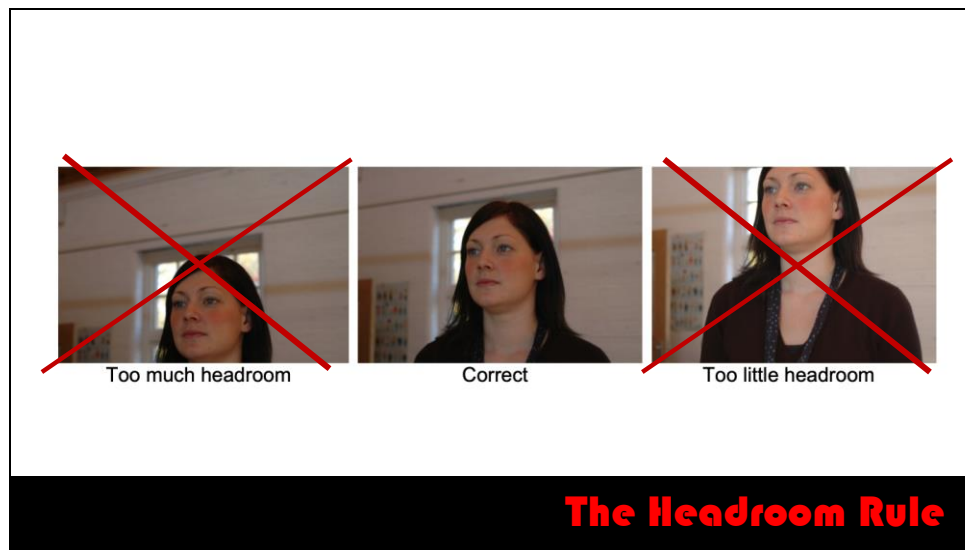
After having the main idea, the next step will be bringing it into the script. The script is one of the key documents. It contains information about each individual scene, the shots, description of the characters, places, and dialogues.



The 4<sup>th</sup> step is: Develop the Storyboard

The storyboard contains much of the same information as the script, but the big difference is that it includes a visual representation of each shot in the production. It should tell the type of framing, the point of view, and the movement of each shot.

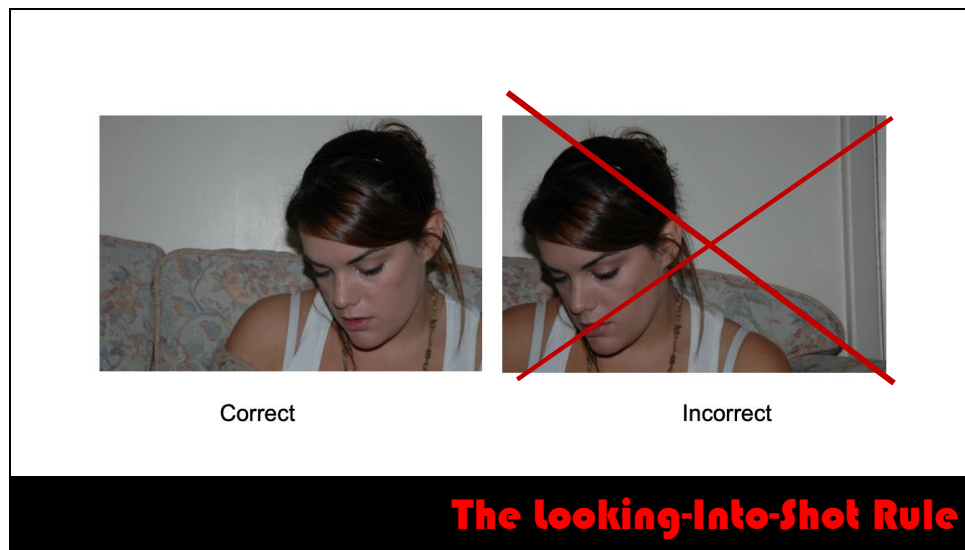
The storyboard will help the development and planning of each shot.



Important rules to be taken into consideration when developing the storyboard are:

1. The Headroom Rule

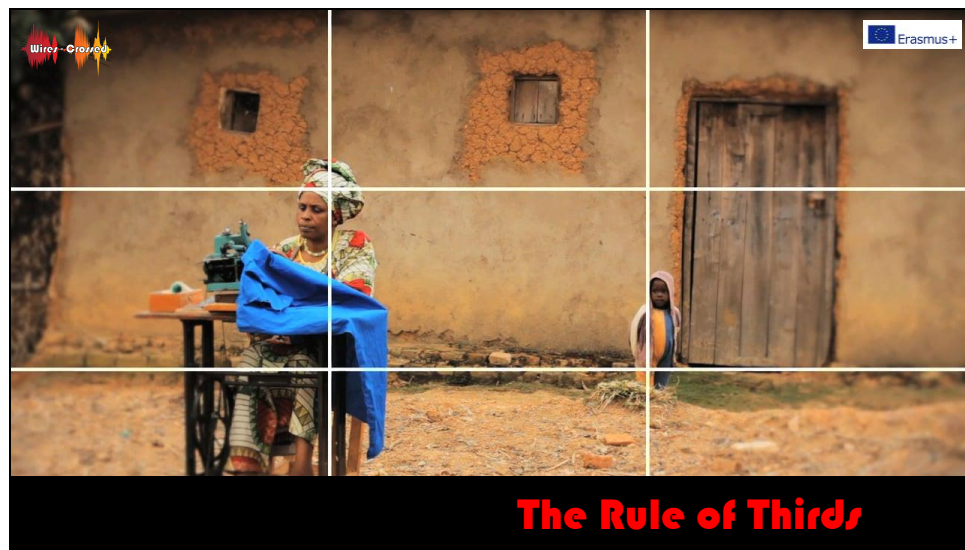
When framing people, there must be enough space in the frame above their heads.



## 2.The Looking-Into-Shot Rule

The subject must have enough of the frame to 'look into' and that their face isn't squashed into the edge of the frame.





### 3.The Rule of Thirds

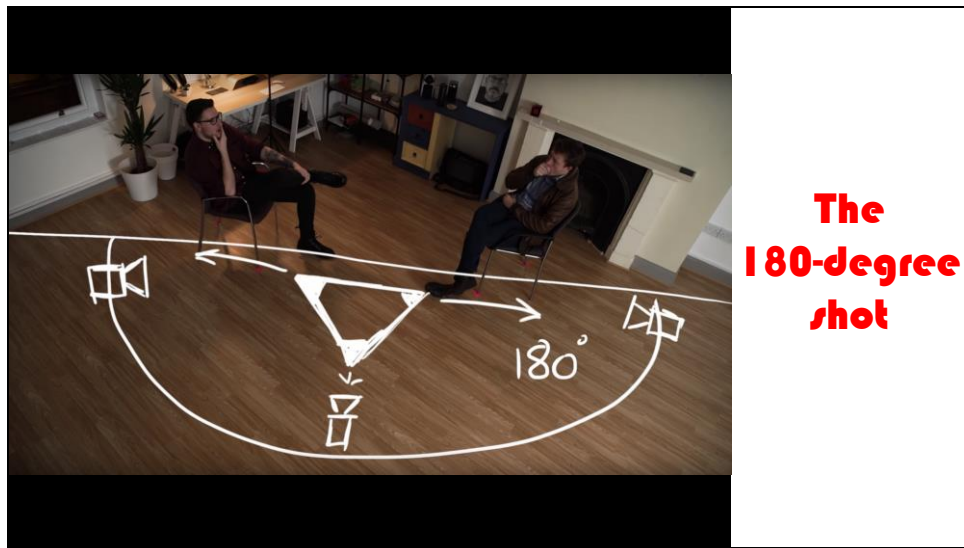
The 'Rule of Thirds' is a concept in video and film production in which the frame is divided into nine imaginary sections, as illustrated on the right. This creates reference points which act as guides for framing the image.

The main subject of interest within a shot is placed not in the centre of the frame but on the lines of imaginary grid.

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An example of the Rule of Thirds in an interview.



#### 4. The 180-degree shot

In filmmaking, the 180-degree rule is a basic guideline regarding the on-screen spatial relationship between one character and another character or object within a scene. By keeping the camera on one side of an imaginary axis between two characters, the first character is always frame right of the second character.



The 5<sup>th</sup> step is: Production Management Plan

Here comes the research regarding the technical aspects of the shooting itself.

Topics to be researched include:

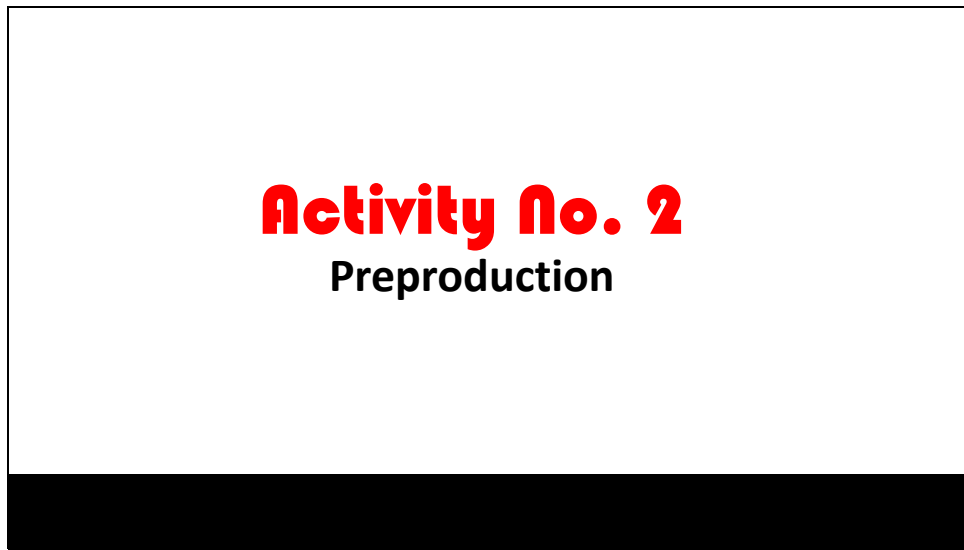
- budget, crew, location, equipment, catering. Some of the costs that should be considered from the beginning of the video production project should include the time allocated to implement the pre-production phase. These costs could be: some members of the crew such as DoP-Director of Photography the working hours for developing the script and the storyboard.
- schedule time and logistics.

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SCENE #	INT / EXT	SCENE HEADING	DAY / NIGHT	CAST	SHOOTING LOCATION	PAGE COUNT	EST. SHOOT TIME (hrs)
<b>STRIPBOARD - Touring Man (sample)</b>							
1	INT	STUART'S CAR Stuart starts his guitar, waiting for Clara.	DAY	1	CHICAGO NEIGHBORHOOD	2:38	3:30
2	EXT	NEIGHBORHOOD Stuart meets Clara.	DAY	1,2	CHICAGO NEIGHBORHOOD	4:08	5:30
--- END OF DAY 1 --- Monday, October 2, 2017							
3	INT	SUPPLY BAR - STAGE AREA Stuart meets Tony and Bob.	NIGHT	1,3,5	BERKHAMPTON TOWN	2:48	3:00
4	EXT	STREET LIGHT Stuart walks Clara to the car.	NIGHT	1,2	BERKHAMPTON TOWN	1:08	1:00
--- END OF DAY 2 --- Tuesday, October 3, 2017							
5	INT	STUART'S CAR Stuart drives outside Clara's house.	DAY	1,2	CHICAGO NEIGHBORHOOD	1:08	3:00
6	INT	STUART'S HOUSE Stuart plays on his guitar.	DAY	1	APARTMENT	2:05	2:00
7	INT	STUART'S STUDIO Stuart looks at Clara.	DAY	1	APARTMENT	1:48	1:30
8	INT	STUART'S HOUSE Stuart looks at Clara.	NIGHT	1,2	APARTMENT	4:08	5:30

# Shooting Schedule

The Shooting Schedule contains much of the same information as the script, but the big difference is that it includes a visual representation of each shot in the production. It should tell the type of framing, the point of view, the movement of each shot.



Now it's time to implement what you have learned regarding preproduction by following the guidelines provided in the Activity Sheet -AH 2.1


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Research Findings			
Ideas	Final Idea	Props	Locations
Mixing footage that subjects filmed as if they made the documentary about themselves.  Show this footage on the screen at the same time.  Make a quick quiz interview.	Paul will film some material himself while telling a story about what he sees on the camera.	Video camera for Paul.	Paul's office.
Questions for interview	Roles in the team	Time Schedule	
<ul style="list-style-type: none"><li>• How you became a designer?</li><li>• What defines your style?</li><li>• What awaits design industry in the future?</li></ul>	Director – Anna  Interview Subject – Paul  Camera – Lola  Video Editor – Tom	09:00 Arriving to the Paul's office  09:00 – 10:00 setting up the scene  10:00 – 11:00 soothing the interview with Paul in his office  11:00 – 11:30 – lunch break  11:30 – 12:30 – Paul shows his office and store 12:30 – 13:00 – shooting b-roll 13:00 – 14:00 – wrap up and leave	

## Activity sheet 1: Research Example


Storyboard

Scene No.1Shot No.1




Middle shot of Paul sitting at the desk in the office.

Scene No.2Shot No.1




Title on top of b-roll.

Scene No.2Shot No.1



Middle shot of Paul sitting at the desk in the office.

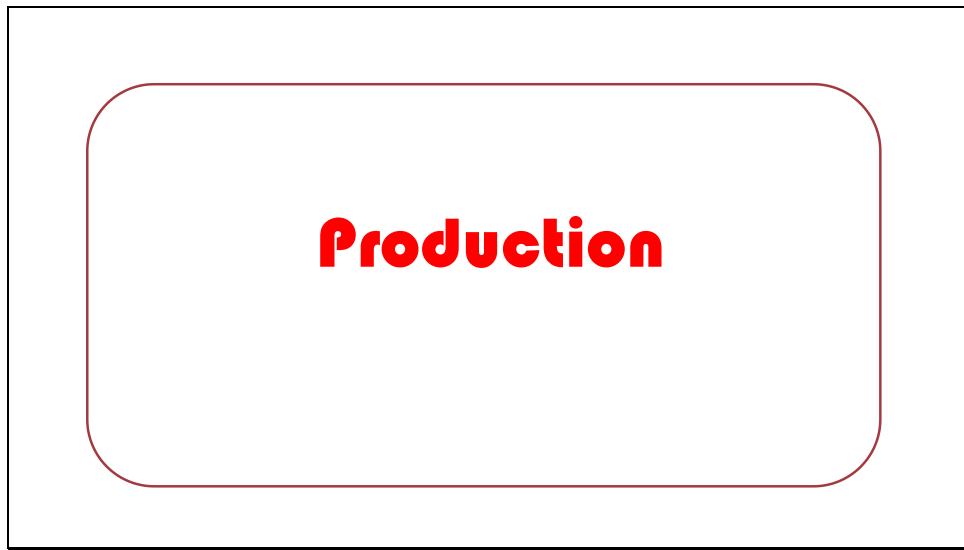
Scene No.3Shot No.1



Middle shot of Paul filming his office.



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Next step of the workflow is the Production.

# Roles



The main roles in an AO production set are Director, DoP (Director of photography/camera operator), Sound Director and Cast.



## Equipment

The equipment needs it for every different video production it depends on the shots that are planned.

For the following activities, each of the groups should have a smartphone, microphone for a smartphone and laptop with editing software.

The participants need to make sure that the smartphone they will use for the shooting has enough battery and memory.

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The surrounding should be good for filming. That means it is well-lit and quiet.



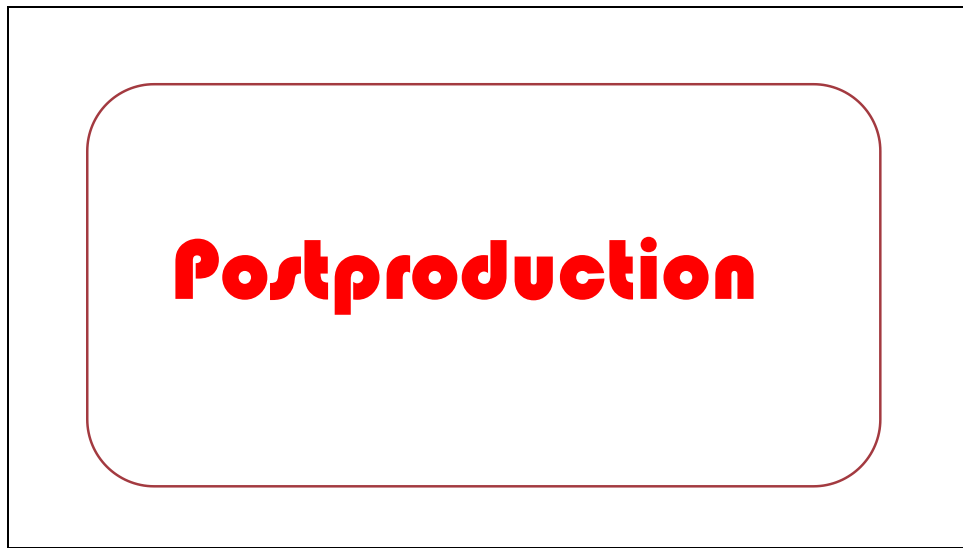
Important calls during shooting are the following:

1. Director: "Quiet please, we are rolling!" (Everyone is at their place and ready to start the recording.)
2. DoP confirms: "Roll camera!" (This means the camera recording)
3. Sound Director confirms: "Roll sound!" (This means the audio is recording)
4. Director assistant with a film flap gives information as the scene number and the number of the take!
5. Director: "Action!" (the Cast start acting)
6. Director: Cut! (end of the recording) It is very important to wait few second after the end of the scene before announcing "Cut". This will be useful in the postproduction!

## **Activity No. 3**

### **Production**

Participants are invited to work in their groups of three and practice learned material. They should use their mobile phones and the materials developed in the activity number 2 (the storyboard and the questions) to film intro, interview, and outro. After completion, participants should back up the footage on the laptop or a cloud. Facilitator is helping groups if needed.



# Postproduction

And now it's time to deal with the 3<sup>rd</sup> phase which is Postproduction. During postproduction phase video producer has to deal with certain processes in order to have the final product and these processes are the following:

## **The Rough cut**



The rough cut is where the basic structure by trimming each clip on the timeline and where continuity, pace, effects, and dialogue are more fully developed.





### Colour Grading

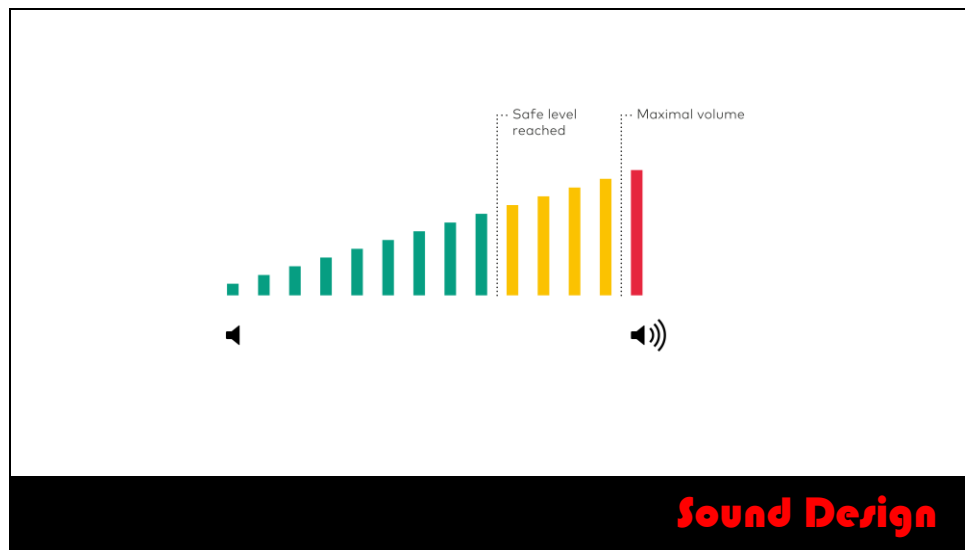
Is the process of colour-correcting each shot in a video to ensure colour continuity between shots and aesthetic look of the video.



## Graphics

Once the rough cut and the colour grading are completed, is time for titles, text, graphics, and credits.

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### Sound Design

Good sound design should support and enhance the visuals. It involves synchronising the audio from the shooting day with the video, leveling it up, recording or finding online additional sounds, and finally adding music. Music rights should be respected!

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The final cut

Is where all the elements of the video put together, colour-correction, sound design and credits are completed. The video is ready!

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### Distribution

The distribution of the ready audio-visual product is the last step of the workflow. The choice of platform and format are playing an important role in order to reach the target audience.


## **Activity No. 4**

### **Postproduction**

During this activity you have to finalise your video products by following the presented processes regarding postproduction.




The trainer wraps up the topics of the 5-hour workshop of Module 2 . To get feedback from participants he/she asks to imagine a scale from 0 to 100 where 0 (very bad) is one side of the room and 100 (very good) is the opposite side of the room. Then the facilitator would ask questions such as: How would you rate the workshop? Was it useful? Would you like to continue working with Audio-Visual Media? And in response participants stand on the imaginary scale according to their grade. Participants are free to explain the choice of rating and give verbal feedback.

<p><b>Thank you!</b></p>	 <p><b>"Film provides an opportunity to marry the power of ideas with the power of images"</b></p> <p><b>-Steven Bochco</b></p>
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Thank you!



## Slide 40



**Wires - Crossed**



**dante**  
ISTANBUL / ADULT EDUCATION  
DOKUMENTATION

**ALK**


**Speha Fresia**  
SOCIETÀ COOPERATIVA

**JUGEND- & KULTURPROJEKT EV.**

**The Rural Hub**

**CARDET**  
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Thank you!