

Video For The Web

Class 2: Script, Storyboard, & Production

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REVIEW

“I agree that a film should have a beginning, a middle and an end but not necessarily in that order”

Jean-Luc Godard
French New Wave Filmmaker

<http://www.youtube.com/watch?v=tTGfXZluE0c>

<http://www.guardian.co.uk/film/2000/nov/26/features>

“stories are written three times”

- 1) Pre-Production - Writing
- 2) Production - Shooting
- 3) Post-Production - Editing

USE CASE - ADVERTISING

STATE FARM - THE POWER OF AN ASSIST

THE BRIEF

ADVERTISING

Objective

Target Audience

Strategies

Timeframe

Budget

THE BRIEF

ADVERTISING

Objective
Target Audience
Strategies
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STATE FARM

Sell Insurance
Sports Fans
Superstar
NBA Playoffs
\$\$\$\$

BRAIN DUMP

CHRIS PAUL
point guard
assists

BRAIN DUMP

CHRIS PAUL
point guard
assists

STATE FARM
agents
help

BRAIN DUMP

CHRIS PAUL
point guard
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MAKE CHRIS AN AGENT???

THE PITCH

Twins, both played by Chris, are separated at birth
Follow their lives in parallel
One, “Chris”, is all about basketball
The other, “Cliff”, is all about helping other people
Both are natural at “assisting/helping”
It’s what they/we are meant to do

THE COPY

State Farm - The Power of an Assist
:30 TV Spot

ON MAY 6, 1985
IDENTICAL TWINS WERE SEPARATED AT BIRTH

DESPITE THEIR DIFFERENT UPBRINGINGS,
THEY WERE BOTH BORN TO ASSIST

CHRIS PAUL WAS DESTINED FOR A LIFE OF BASKETBALL

CLIFF PAUL WAS DESTINED FOR A LIFE OF HELPING OTHERS
THAT LED HIM TO BECOMING A STATE FARM AGENT

WHEN ASSISTING IS IN YOUR BLOOD,
YOU KNOW IT

FIND AN AGENT BORN TO GET YOU TO A BETTER STATE

EXAMPLE SCRIPT

State Farm - The Power of an Assist
:30 TV Spot

VIDEO

AUDIO

:05	WS - Push In On Nursery CU - Twins pulled apart	ON MAY 6, 1985 IDENTICAL TWINS WERE SEPARATED AT BIRTH (baby noise)
:05	Chris - Inside playing bball Cliff - Outside helping a girl	DESPITE THEIR DIFFERENT UPBRINGINGS, THEY WERE BOTH BORN TO ASSIST
:04	Chris - Outside playing bball Cut to Bball Montage, end on pass	CHRIS PAUL WAS DESTINED FOR A LIFE OF BASKETBALL (game sounds)
:08	Cut to Inside school, Cliff catching item Cliff mimics Chris's actions Cut to Cliff Becoming Agent Outside - Cliff outside, inspecting car	CLIFF PAUL WAS DESTINED FOR A LIFE OF HELPING OTHERS THAT LED HIM TO BECOMING A STATE FARM AGENT
:04	Cliff - MS, high-fiving co-worker Chris - MS, from behind, high-fiving fan	
:03	Elevator Scene - Paths Cross Cut to State Farm Card	WHEN ASSISTING IS IN YOUR BLOOD, YOU KNOW IT FIND AN AGENT BORN TO GET YOU TO A BETTER STATE

STORYBOARD

A PAPER PROTOTYPE

A BLUEPRINT

A VISUAL SHOT LIST

STORYBOARD

A PAPER PROTOTYPE
A BLUEPRINT
A VISUAL SHOT LIST



visually tell the story

EXAMPLE STORYBOARD

"CS2C: Fun with Storyboards" by Kenneth Chan



Establishing shot of classroom. One student snoring. One sits up in alarm over assignment.



Student feels overwhelmed. Voiceover: "I've never done this!" Camera pans slowly to make space.



Ideas surrounded by blurry thought bubble. Brainstorm may also be video montage surrounded by blurry frame.



Moment of clarity. "Aha!" Ding or chimes; lightbulb moment.



Working in a dark dorm room. Sounds of clock ticking and pencil scratching on paper.



Proudly shows off finished storyboard. Wipes sweat off brow. Victory music. Zoom in on storyboard.



Submitting via Coursework. Fade out as if ending.

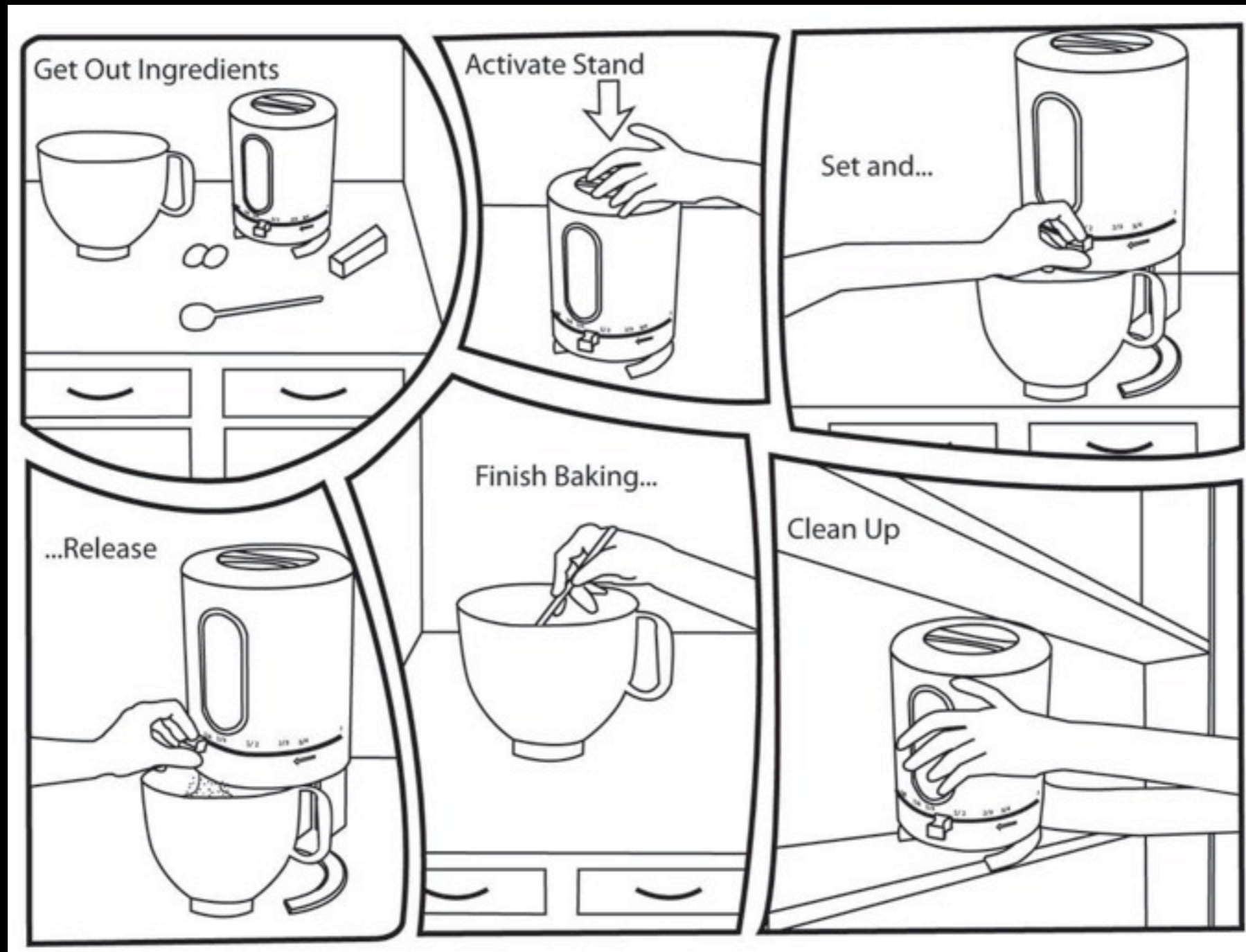


Back to the classroom. Keep as similar as possible to original. "Elaborate on your storyboards!"

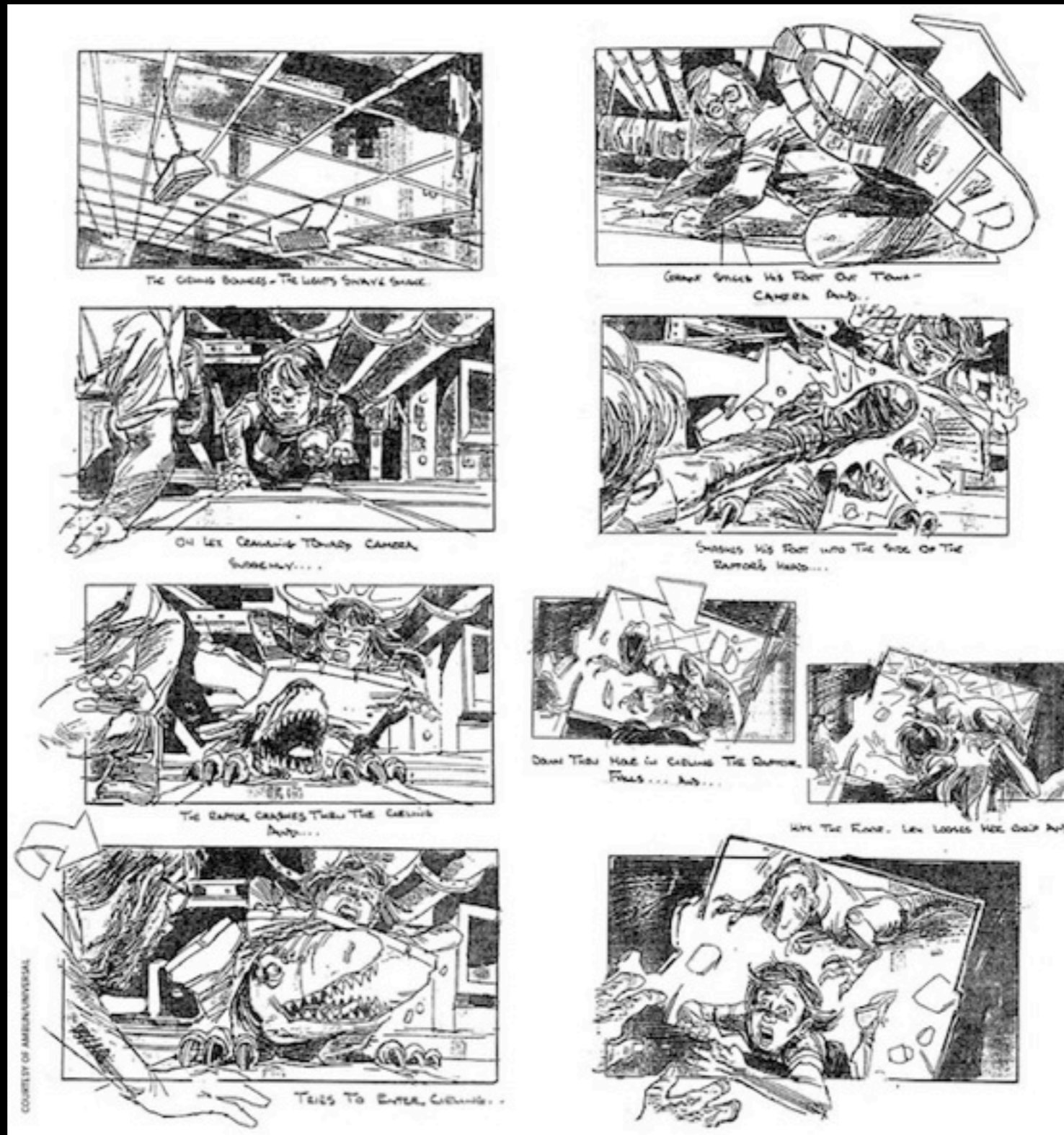


Back to the drawing board. Looking haggard but determined. Fade out.

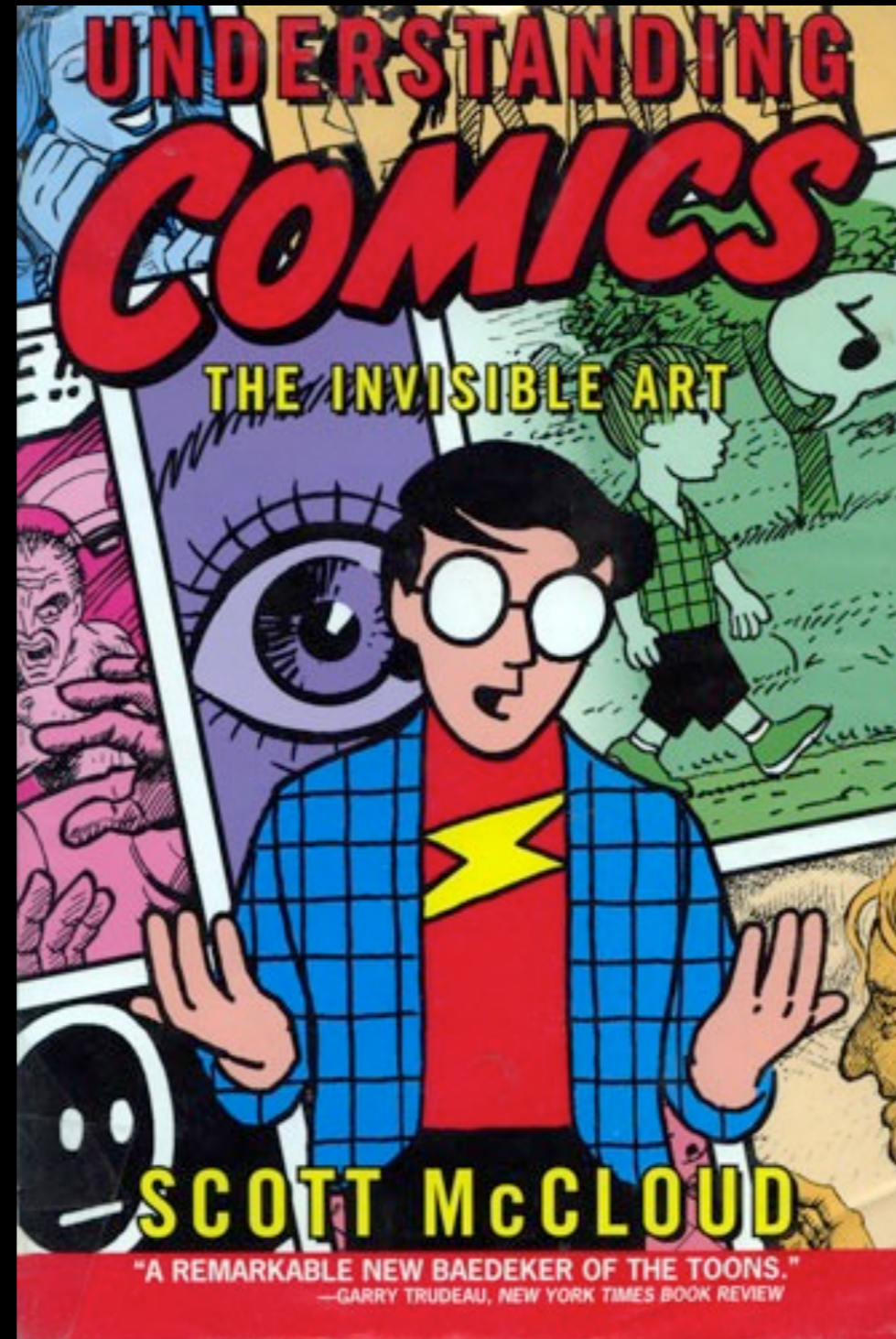
EXAMPLE STORYBOARD



EXAMPLE STORYBOARD



ADDITIONAL REFERENCE



SOUTH PARK

“and then...”

<http://www.mtvu.com/shows/stand-in/trey-parker-matt-stone-surprise-nyu-class/>

SOUTH PARK

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SOUTH PARK

~~“and then...”~~

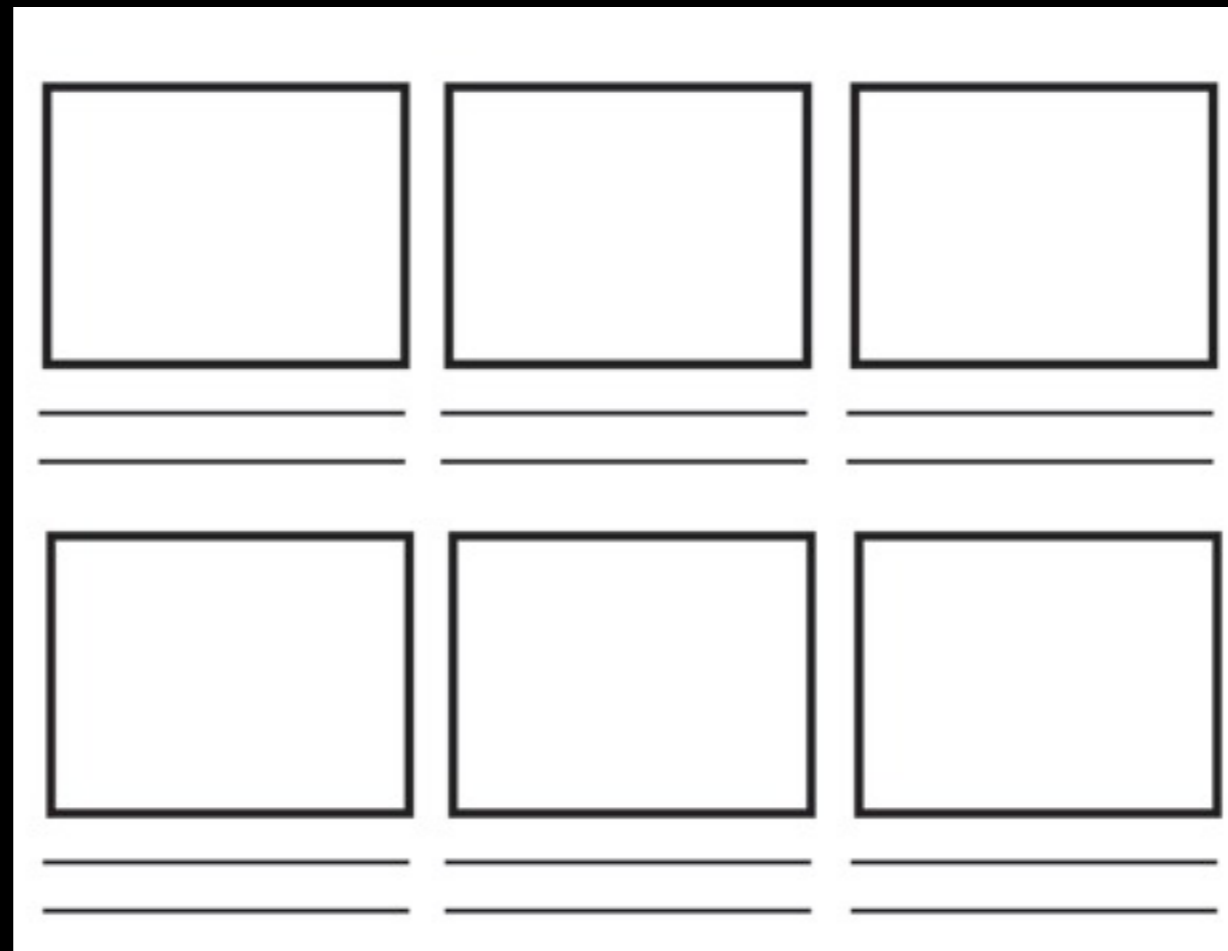
“but...”
“therefore...”

<http://www.mtvu.com/shows/stand-in/trey-parker-matt-stone-surprise-nyu-class/>

EXERCISE

Spike Jonze's "Ikea Lamp"

Reverse engineer the script + storyboard



PRODUCTION - TRADITIONAL

WIDE SHOT
MEDIUM
CLOSE-UP
INSERTS
B-ROLL

BBC RULE OF 5

HANDS (tight)

FACE (tight)

MEDIUM (hands and face)

OVER THE SHOULDER

SOMETHING ELSE

BBC RULE OF 5 + 1

HANDS (tight)

FACE (tight)

MEDIUM (hands and face)

OVER THE SHOULDER

SOMETHING ELSE

ESTABLISHING SHOT

<http://www.youtube.com/watch?v=EMMT4bbW08k>

SHOOTING

HOLD A SHOT FOR AT LEAST 10 SECONDS
RECORD “HANDLES” BEFORE AND AFTER

http://www.jou.ufl.edu/faculty/mmcadams/video/five_shot.html

CHECKLIST

- 1) CAMERA
- 2) LENS
- 3) LIGHTS
- 4) AUDIO
- 5) ADDITIONAL

WHAT MAKES SENSE?

SmartPhone

Xacti

Luminix

Panasonic HVX

Canon 5D

WHAT LENS TO USE?

Adjustable
Wide Angle
Macro
Prime

WHAT LENS TO USE?

Adjustable
Wide Angle
Macro
Prime

WHICH LIGHTS TO USE?

Inside
Outside
Natural
3-Point

WHAT ABOUT SOUND?

OnBoard
Shotgun
Handheld
Lavalier (Lav)
Zoom

WHAT ABOUT SOUND?

OnBoard

Shotgun

Handheld

Lavalier (Lav)

Zoom

WHAT ELSE?

Batteries or Adapter
Cards - SD, CF
Card Reader
Tripod
Headphones
Carrying Case
Snack

CANON 5D DSLR (Digital Single Lens Reflex)

Getting Started With the 5D

<http://itp.nyu.edu/help/Video/Video>

FRAME RATE vs SHUTTER SPEED

Frame Rate - Number of frames per second

Shutter Speed - Exposure time per frame

24p or 25p >> 50 (1/50 sec)

30p >> 60 (1/60 sec)

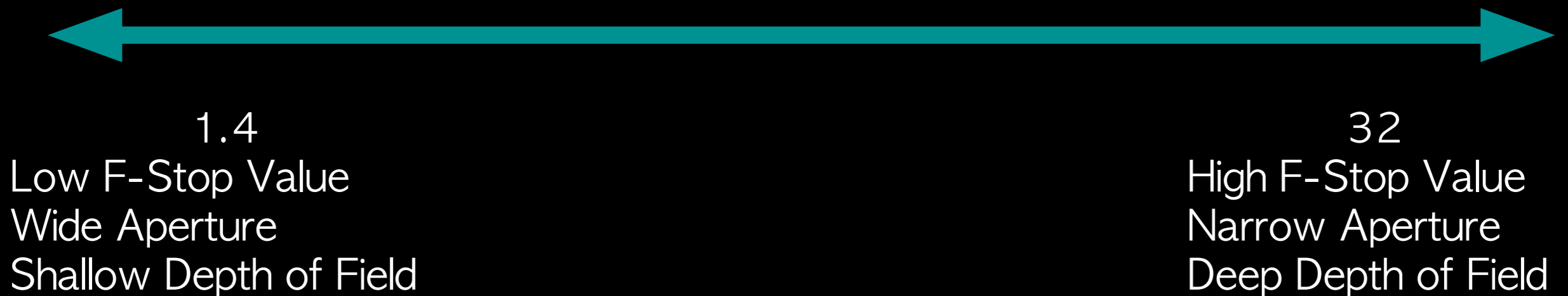
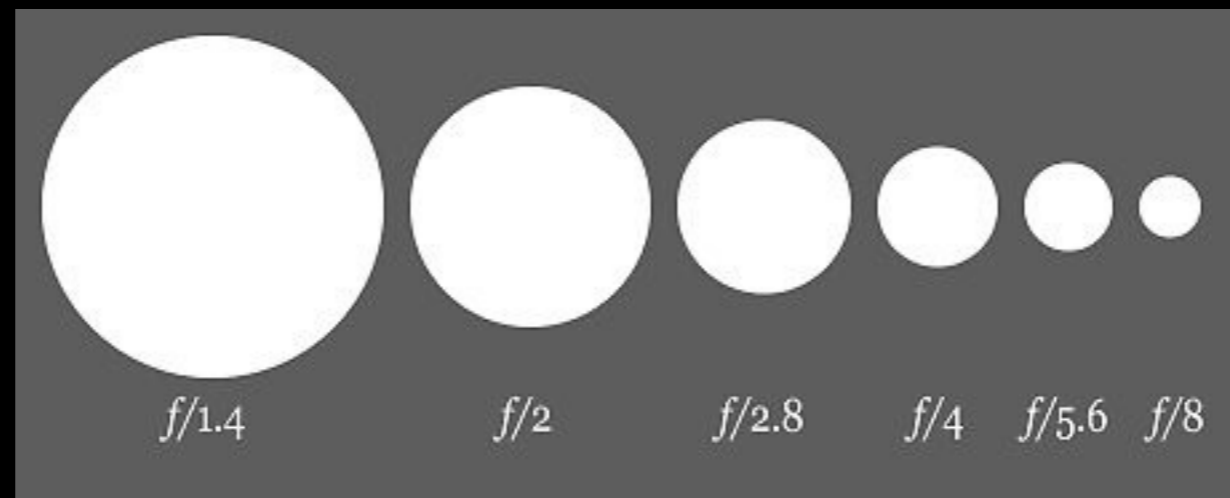
50p >> 100

60p >> 120

Rule of Thumb: Shutter speed should be set to twice the frame rate

APERTURE

Controls the amount of light let in through the lens and onto the sensor



Easy Guide To Understanding Aperture

APERTURE



f-Stop 5



f-Stop 32



1.4

Low F-Stop Value
Wide Aperture
Shallow Depth of Field

32

High F-Stop Value
Narrow Aperture
Deep Depth of Field

Easy Guide To Understanding Aperture

Sensor Sensitivity - higher ISO means more noise

GOOD ISOS: 160, 320, 640, 1250, 2500

AVOID USING: 125, 250, 500, 1000

Rule of Thumb: Use as low an ISO as possible, increase only when there is a need to compensate for poor light and you don't want to stop down your aperture any more or your shutter speed

ASSIGNMENT

“The Next Big Thing”

Create a 1-2 min “Kickstarter-esque” video focused on an “NYC CitiBike-Inspired Venture”.

You must come up with an idea that will “improve” the [Citibike](#) experience by solving a “problem” the new program poses. This could be a physical product, a service, a store, an app, anything - it just has to relate to the new program. Your video is meant to live on a Kickstarter page where you are raising money for this venture.

You must include AT LEAST one interview shot, one shot of a CitiBike, and one shot of your “idea”. The “idea” shot could be a drawing, a fake-prototype, a photo, a re-enactment - just need some visual representation of what you are trying to fund. The piece you must also include “backer-rewards.”

Here is a link to the actual [Kickstarter Video instruction page](#) for some helpful tips. Be creative and have fun with this.

Due Tuesday, July 16: Completed Script, Storyboard, & Production. Bring your source video to class

Due Thursday, July 18: Completed Video uploaded to the web. Be prepared to present and discuss in class