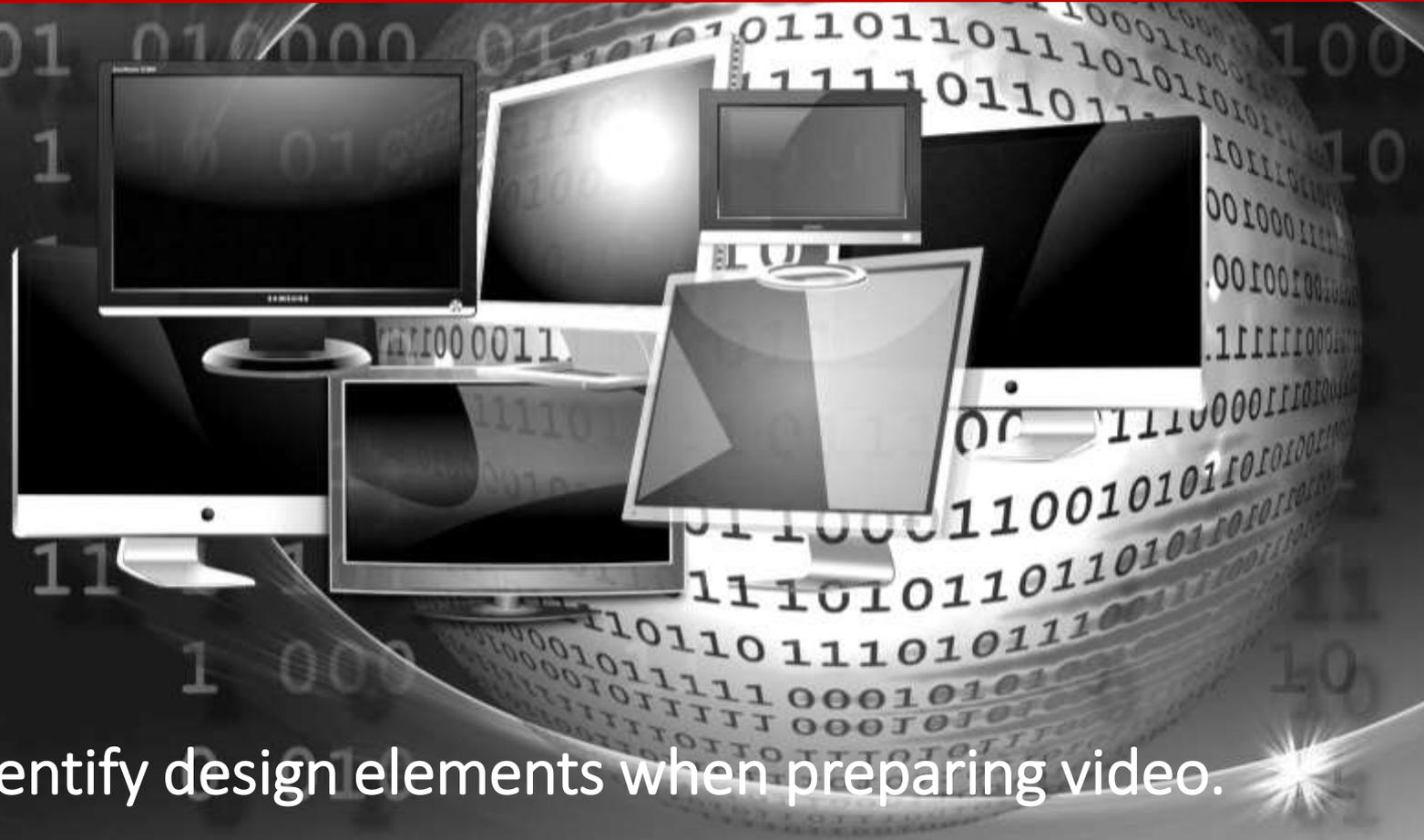




# *ExplorNet's* Adobe Academy Digital Video



2.00 Identify design elements when preparing video.  
(26%)

# Digital Video Hardware

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- Computer
- Video Camera(s)
- Microphone
- Tripod to Steady Camera Shots
- Lights (if necessary)



# Video Cables

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- Composite (RCA) Cable
  - Very common video (and audio) cable used in professional and consumer settings alike.
  - Color coded system makes it easy to distinguish between audio and video plugs.
  - Used for VCRs, DVD players, and other basic video connections.



# Video Cables

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- Firewire Cable
  - High transfer speed digital cable used with computers.
  - Commonly used to capture audio or video from the recording device into the computer.
  - Depending on age of equipment, can be Firewire 400, 800, or 4-pin.

Firewire 4-pin



Firewire 800  
(9-pin)



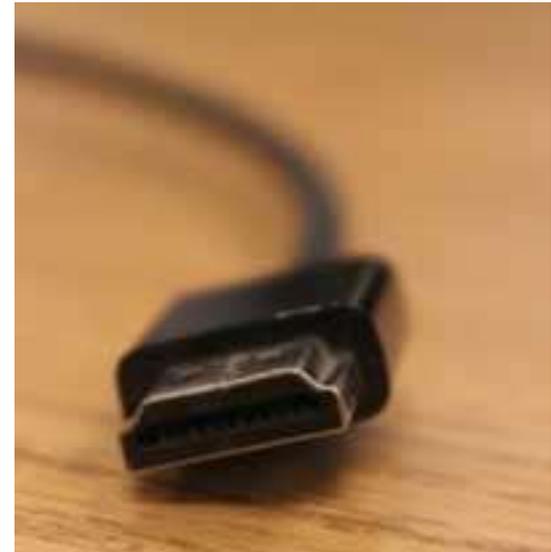
Firewire 400  
(6-pin)



# Video Cables

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- HDMI Cable
  - High-definition video cable.
  - Carries digital audio and video.
  - Combines audio and video signals into one cable to simplify connection.



# Video Editing Software

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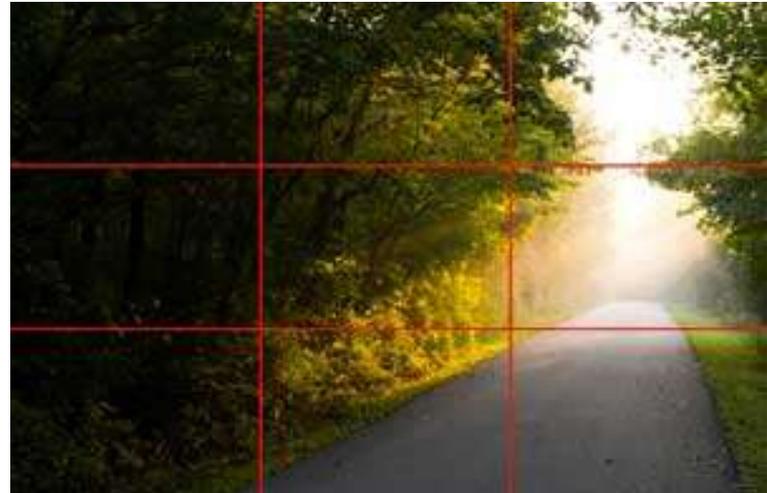
- ❑ Captures video from the camera media and imports into the editing software.
- ❑ Manipulates video footage and adds the desired effects to convey the intended message. (Example: Adobe Premiere, Final Cut Pro, MovieMaker)



# Frame Composition Terms

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- Rule of Thirds
  - Mentally dividing the frame into thirds, both horizontally and vertically (similar to a tic-tac-toe board).
  - <https://www.youtube.com/watch?v=fSSOZxLnNyC>



# Frame Composition Terms

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- Rule of Thirds
  - The points of interest happen where the  $1/3$  lines intersect. So there are 4 places where your subject should be placed. Sometimes that means that the subject occupies  $2/3$  of the image, but often not.
  - Horizon lines should follow either the lower  $1/3$  line or the upper  $1/3$  line, and eyes should always be on (or near) the upper  $1/3$  line.

# Advanced Composition Terms

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- Take
  - A sequence of a video production that is recorded continuously, at one time.
  - Some scenes may require several takes to complete correctly.
  
- B-Roll
  - Supplemental or alternate footage that is mixed intermittently with the main shot during a video production.

# Advanced Composition Terms

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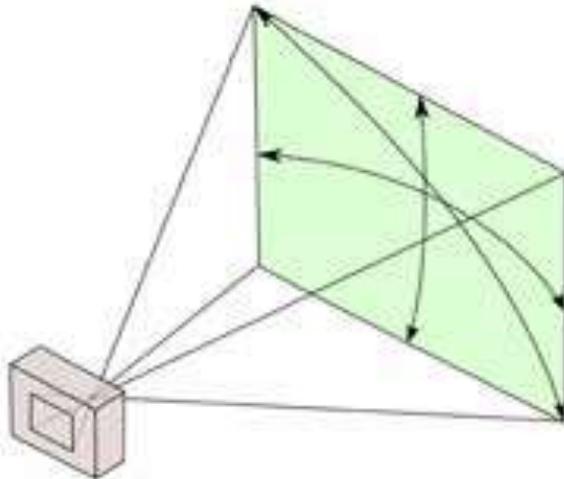
- Depth of Field
  - The distance between the nearest and furthest objects in a scene that remain in focus.



# Advanced Composition Terms

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- ❑ Field of View
  - ❑ The area that is visible through the camera lens.



# Frame Composition Terms

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- Establishing Shot
  - Sets up a context for the scene by showing the relationship between the subject(s) and their environment.

# Frame Composition Terms

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- Wide Shot
  - Shows subject and location or environment in its entirety.
  - Example: showing the entire building.



# Frame Composition Terms

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- Extreme Wide Shot
  - Used to show the subject and its environment from further back than a typical wide shot.



# Frame Composition Terms

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- Medium Shot
  - Shows a part of the subject with more detail while still giving an impression of the location or environment.
  - Example: framing a subject from waist up.



# Frame Composition Terms

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- Close-Up Shot
  - Shows a particular part of a subject with more detail.
  - Example: framing a subject from shoulders up.



# Frame Composition Terms

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- Extreme Close-Up Shot
  - Shows a particular part of a subject with extreme detail.



# Frame Composition Terms

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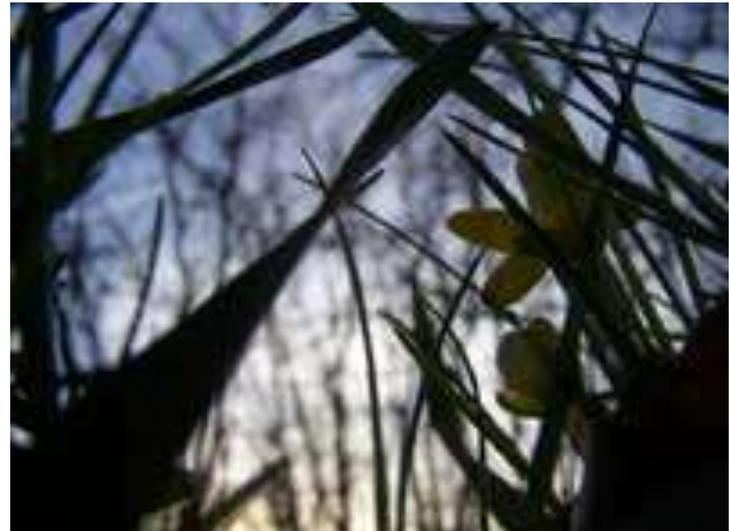
- High Angle Shot
  - When camera location is above normal eye-level compared to the subject.
  - Makes the subject appear small, weak, inferior, or scared.



# Frame Composition Terms

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- Low Angle Shot
  - When camera location is below normal eye-level compared to the subject.
  - Makes the subject appear tall, powerful, dominating, or scary.



# Camera Movements

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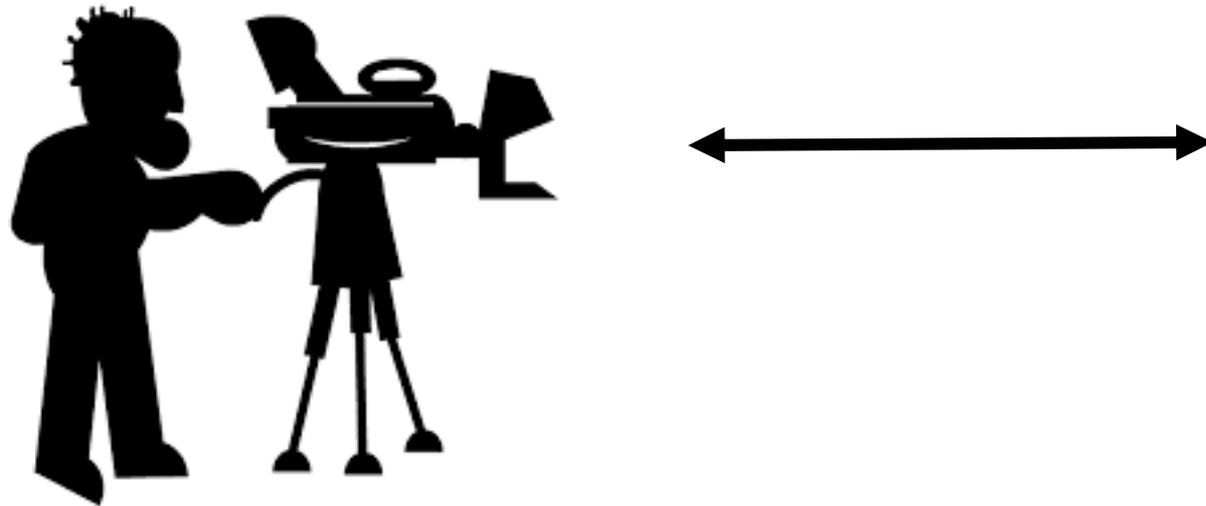
- Zoom
  - Uses the mechanics of the camera's lens to make the subject appear closer or further away.
  - Physical location of the camera does not change.



# Camera Movements

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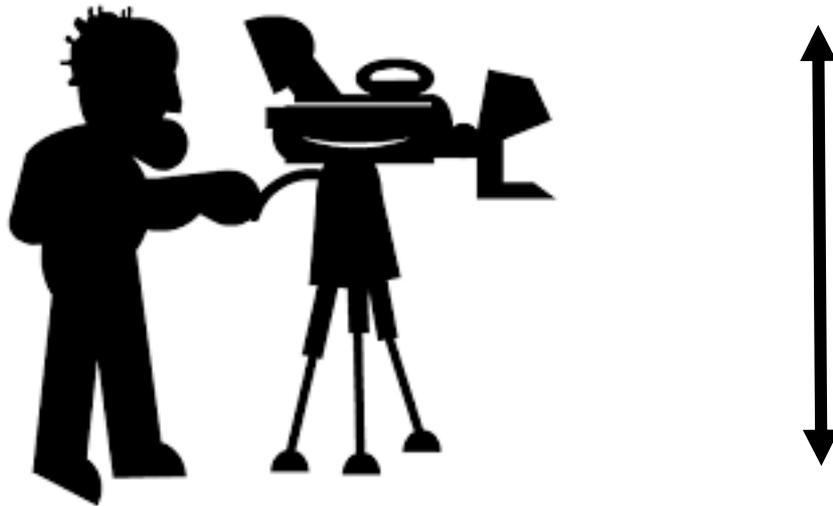
- Pan
  - Horizontally pivoting the camera left or right.
  - Physical location of the camera does not change.



# Camera Movements

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- Tilt
  - Vertically pivoting the camera up or down.
  - Physical location of the camera does not change.



# Camera Movements

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- Dolly
  - The camera physically moves toward or away from the subject to make it appear closer or further away.
- Truck
  - The camera physically moves horizontally (left or right).
- Crane
  - The camera physically moves vertically (up or down).

# Camera Operation Terms

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- Focus
  - Adjusting the camera's lens settings to make the footage of the subject clear and not blurry.
- White Balance
  - Adjusting the camera's color settings to match true white; results in all colors becoming balanced.
- Iris
  - Adjust the camera's lens settings to allow the appropriate amount of light into the camera.

\*Some cameras adjust these three properties automatically while shooting.

# Advanced Camera Lens Terms

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- Telephoto Lens
  - Has a longer focal length than a standard lens; provides a more magnified image and narrower field of view; used for far away subject(s).



# Advanced Camera Lens Terms

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- Macro Lens
  - A lens suitable for unusually up-close filming of the subject(s); shows a particular part of the subject in extreme detail.



# Advanced Camera Lens Terms

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## Fisheye Lens

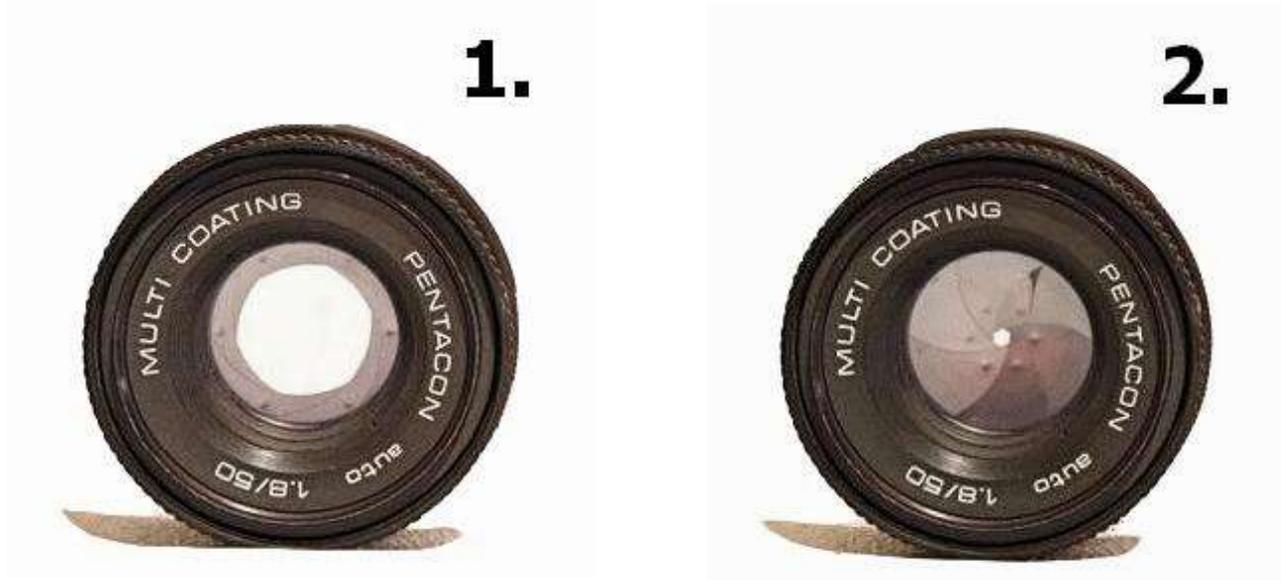
- A wide-angle lens that has a field of vision covering 180°; creates a circular image with visual distortion around the edges for visual effect.



# Advanced Camera Lens Terms

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- ❑ Aperture
  - ❑ The hole in the lens by which light travels through to re-create the image being filmed; size of the hole is controlled by the iris.



# Advanced Lighting Terms

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- Key Light
  - The main source of light for the video production; pointed at the set to illuminate the subject(s).
- Fill Light
  - A less intense light used to eliminate or soften the shadows of the subject(s) in a video production.
- Back Light
  - Used to illuminate the subject(s) of a video production from behind; separates the subject(s) from the background itself.

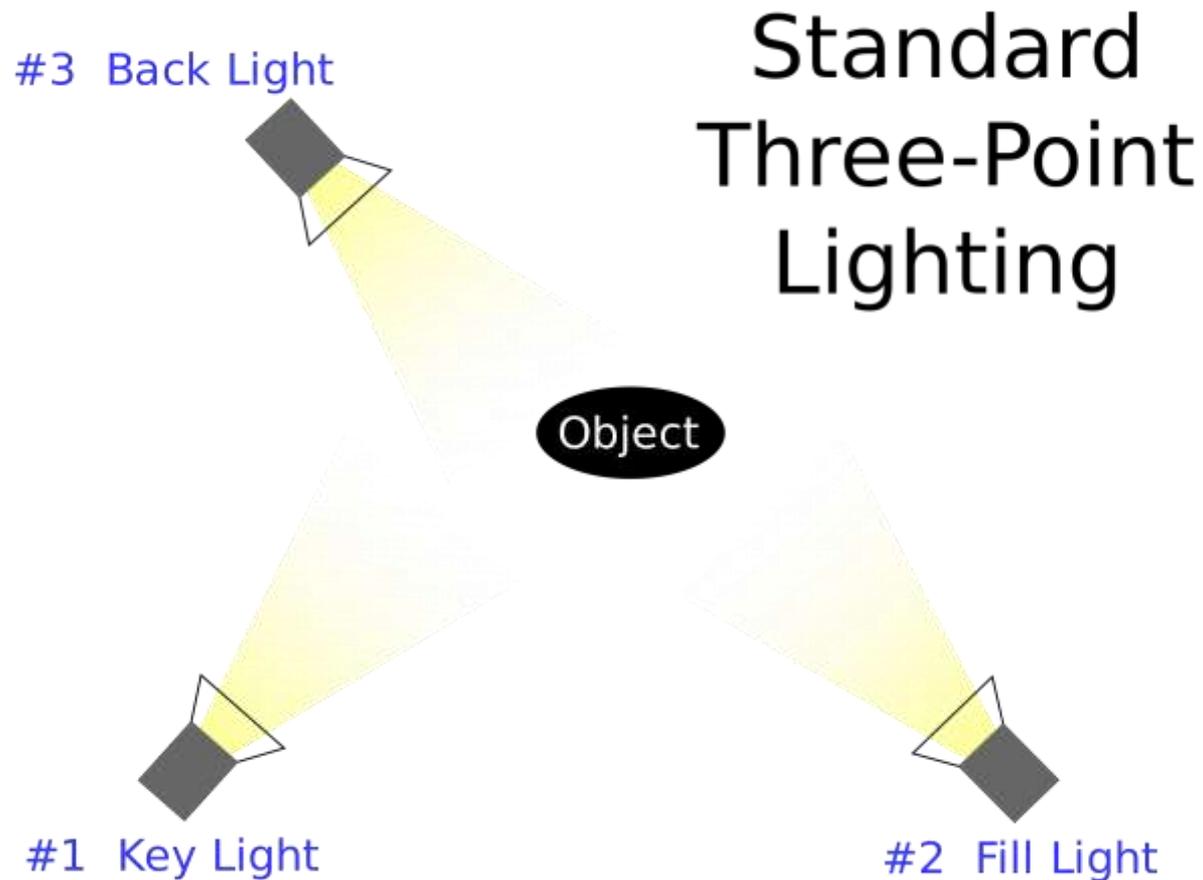
# Video Production Lighting

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# Advanced Lighting Terms

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# Audio to Enhance Video

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- Natural Sound (Room Tone)
  - Using the actual sounds of the environment in which the video takes place.
  - Typically used to make the video seem more realistic.
- Recorded Narration (Voiceover)
  - Dialogue added to a video production to explain the visual scenario and give the audience more information about what is happening in the video.

# Audio to Enhance Video

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- Audio Effects
  - Adjustments to clips used to change the original sound in order to reach the desired outcome.
- Background Audio
  - Music and/or sounds used to add interest and depth to an audio production.

# Audio Editing Terms

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- Loop
  - Used to make a section of audio repeat.
- Trim/Splice
  - Starting and stopping audio clips at a defined point in the recording.
- Adjusting Track Levels
  - Increasing or decreasing the volume of individual tracks to ensure all tracks are audible and blend well together.

# Audio Editing Terms

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- Fade
  - Gradual change of volume used to change between clips of audio.
- Crossfade
  - A gradual volume transition from one audio clip to another.

# ExplorNet's Adobe Academy Digital Video Communication in a Digital Media Environment

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- ❑ Establishing an effective line of communication and using active listening techniques will help ensure the project best meets the needs of the client.



What message does this person's body language convey to the client?



What specific details led you to this conclusion?



# Active Listening

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- A communication technique that takes place when the listener restates or paraphrases what they have heard in their own words. The listener confirms to the speaker that what has been said was acknowledged and understood.
  - “Let’s see if I am clear on this...”
  - “So, it sounds to me as if...”
  - “This seems really important to you.”
  - “I’m sensing that you are feeling that...”



**ExplorNet's Adobe Academy Digital Video**  
**Collaboration in a Digital Media**  
**Environment**

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- Collaboration is the action of working with someone to produce or create something.
- Using technology to assist the collaboration between the designer and client will result in a more efficient and effective workflow.
- Cloud storage allows a working document or project to be stored electronically and accessed by different parties simultaneously.
  - Dropbox, GoogleDocs, iCloud, Box.net, etc.

# Feedback

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- Verbal or written responses containing information about a client's reaction to a designer's performance of a task.
- Feedback should be specific and offered during the construction of the project, as well as at the end.
- Performance feedback is used to shape the redesign process and improve the overall project.
  - "It was effective when you decided to..."
  - "The color scheme is a bit off from what we had discussed."

# Redesign

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- ❑ The designer uses the provided feedback to make changes to the original project with the ultimate goal of meeting the client's needs. This process could occur several times throughout the time span of a particular project.

