

COMD 2320
HE87 16050
Hybrid Class



Introduction to Video
Wednesday August 25, 2021
Class 1

Welcome

- ❖ In this course we are going to be learning the basics and maybe things a little more advanced in the realm of Video Production.
- ❖ I am your instructor, Michael Cannetti.
- ❖ I am an Adjunct Lecturer and I am the Senior College Laboratory Technician for Communication Design.

















About Me.

- ❖ I have been working in the world of Video and Production for the better part of the last 20 years.
- ❖ I have a Bachelor of Arts in Filmmaking.
- ❖ I have a Masters in Business Administration in Management and Leadership.
- ❖ I have a Masters of Fine Arts in Screenwriting.
- ❖ I love movies, visual storytelling, creative writing, editing, and cinematography.

Currently

- ❖ Right now I am the Senior College Laboratory Technician for Communication Design.
- ❖ I am also the Producer and Assistant Director on a Feature Film which is currently in Post Production.
- ❖ I am also writing a feature film and two graphic novels.

What is this course about?

- ❖ This course focuses on Visual Storytelling, Content Creation, Pre-Production, Production, and Post Production.
- ❖ We will learn the skills and tools to write a story, pitch the story, and create the story.
- ❖ We will be meeting in person 9/29/2021
- ❖ Maybe 1 additional time if all goes well the first time.

What do I need for this class?

- ❖ A computer, Windows or Mac.
- ❖ Microsoft Word or Apple Pages.
- ❖ Adobe Premiere Pro, Adobe Spark, Adobe Fonts.
- ❖ Microsoft One Drive.
- ❖ A device to record video, phone, tablet, DSLR Camera, or Camcorder.
- ❖ A storage device for Video Footage. (Optional but recommended.)
- ❖ A vimeo.com or youtube.com account.
- ❖ An Instagram Account.

How will the class be structured?

- ❖ Weeks 1 through 4: Pre Production.
- ❖ Weeks 5 through 10: Production.
- ❖ Weeks 11 through 15: Post Production.
- ❖ What does that all mean?

Pre-Production

- ❖ The planning and writing stage.
- ❖ The Pre-Production phase of a project is where all of the planning takes place before the camera rolls.

Pre-Production

- ❖ Who is involved?
- ❖ What do you do?
- ❖ How do you do it?
- ❖ When do you do it?

The Who

- ❖ The Director
- ❖ The Writer
- ❖ The Producer or Producers
- ❖ The Cinematographer or Director of Photography

The What

- ❖ Review the script.
- ❖ Plan and lock down locations.
- ❖ Hold auditions.
- ❖ Casting.
- ❖ Budget and secure funding if needed.
- ❖ Schedule the shoot.
- ❖ Costume Design.
- ❖ Build Production Team.
- ❖ Storyboarding.

The How

- ❖ Lots and lots of meetings.
- ❖ Lots of notebooks and spreadsheets.
- ❖ Lots of phone calls and emails and driving to desired locations.
- ❖ Patience.
- ❖ Teamwork and collaboration.

The When

- ❖ As soon as the writer has a solid script until the day you set up for the first day of filming.
- ❖ This could take 1 week, 1 months, many months, a year, several years.

Production

- ❖ Filming the movie, commercial, video, etc.
- ❖ Production begins once the footage is started being recorded. The process will capture all of the scenes and information captured in the pre-production process.
- ❖ During the production process you will work out the the lighting requirements, framing and composition.

Post Production

- ❖ The Post Production process begins after all the principle footage has been captured.
- ❖ Graphics can be added along with images, music, color correction, and special effects.
- ❖ If you are producing your own video content there will be a bit of a learning curve at first, but it will be really rewarding.
- ❖ Post Production is like putting the last coat of paint on in a room and it will be well worth the time to learn the basics.
- ❖ This is where your project will really come to life.

What is Visual Storytelling?

- ❖ Visual Storytelling focuses on the visual and emotional aspects of the scene.
- ❖ The focus is on the action-the drama-because movies are primarily visual.
- ❖ Showing through action usually works better than telling through dialogue.
- ❖ <https://www.youtube.com/watch?v=s221NU5jXM4>

Logline and Outline

- ❖ First you start off with a creative jolt, an idea that you are really excited about.
- ❖ Then you do a lot of thinking-hammering out a good dramatic premise, the beginning, middle, and end.
- ❖ You write a longline in terms of character, action, opposition, and resolution.
- ❖ What is the concept?

Examples

- ❖ John wants to buy the last Diet Coke, but sees someone else wants to buy it as well so he has to get it first.
- ❖ Susan needs to go visit her grandmother but needs to get money for a train ticket.
- ❖ Kate is having trouble with a bully at school and needs to figure out a way to deal with it.

Discussion

- ❖ Assignment 1
 - ❖ Write three loglines and three outlines.
 - ❖ Provide constructive feedback to your peers.
 - ❖ Pitching an idea.

See you next week.