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Digital Media Foundations / COMD 1112

What We Learned in Class 4/20/20

This week, I personally felt we had one of the most fun and informative classes yet! We started class by watching two white people be extremely, embarrassingly white and talk about the tech industry before COVID-19. We talked about our next project which I'm extremely excited about- FILM PROJECT! We looked at some storyboards for films and discussed the importance of narrative and knowing how you want the camera to flow and the different shots used in film. We then watched a few opening titles and I got way too excited over *The Graduate*.

First, we watched the head of Adage talk to someone from Verizon Media about advertising and the use of Technology during the age of Coronavirus. She explained some of the challenges to him, such as the debate of whether or not companies should even address the pandemic in their advertisements. She also talked about how things, such as streaming services like Netflix, have gotten more popular now that traditional movie theaters and other sources of entertainment have shut down. Then we learned that the man owned *Gilmour Girls* socks, and for that I personally believe he does not deserve human rights. While cringy and hard to watch, the discussion they had was very informative and gave an interesting update about the tech world during the Apocalypse.

The film project we will be doing was introduced, and I'm really excited for it! The film we make can be about anything we want (as long as it's "PC" or whatever), and my mind went FLYING. I personally want to take this project a little further and to create my first official short film. I do have ideas, concepts, and characters thought out, but I don't want to give anything away. I wrote a script for it already and I'm really excited to work on my first short film, even with what little resources I have.

We looked at storyboards for different films, including Star Wars and Spiderman 2. We discussed how important storyboards can be for establishing camera angles and moods, as well as mapping out how a shot will work. Our homework is to create a "storyboard" out of photos for our film project, and I think this will be really helpful for me in terms of finalizing a script. Storyboards can also help to shape and tell the story before the process of actually recording, so I need to take this part really seriously! Also, we watched the storyboards for UP, and I would like to say that UP is a severely overrated film that plays with your emotions.

Finally, we watched a bunch of opening titles to different films, and I screamed every five minutes because I was so excited for all of them. James Bond! Do The Right Thing! The Graduate! Saturday Night Fever! My inner cinephile came out and I was able to appreciate the art form I love so much. We passed by the opening credits for Dr. Strangelove, as well as the short film Too Many Cooks, but those are also some opening credits I love! I am very salty that Antichrist and A Clockwork Orange weren't even MENTIONED.