

R093: Camera techniques

Whether planning a feature film, music video or magazine front cover image, camera angles and shots are carefully chosen to help create meaning for an audience or create impact in a scene.

Extreme long shot

An extreme long shot or extreme wide gives impressive views of a location. Aerial shots may sweep across mountains or to show entire cities.



Low angle

A low angle shot is achieved by point the camera up from a low height at the subject or object. This has the effect of making the subject look larger and more important. It can be combined with a high angle shot to show a difference in power between characters



High angle

A high angle shot positions the camera higher than the subject, pointing down at them. This can make the character seem weak or vulnerable. It can also give a sense of isolation and make the viewer fearful for their fate.



Over shoulder

An over the shoulder shot is used during a conversation and puts the viewer in the characters shoes. It also allows the viewer to see how a character responds to the conversation and helps create intimacy between two characters.



Keywords

- Camera shot
- Camera angle
- Close-up
- Extreme close-up
- Mid shot
- Long shot
- Establishing shot
- Extreme shot
- Extreme wide
- Low angle
- High angle
- Aerial shot
- Over the shoulder

QR codes

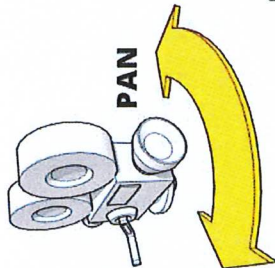


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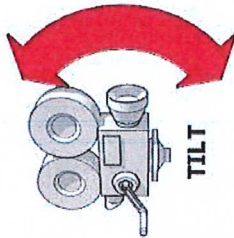
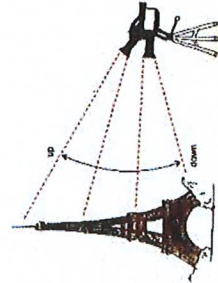
Pan

Panning moves the camera left and right horizontally. This may be used to follow characters as they walk or to follow a car as it drives past.



Tilt

Tilting pivots the camera up and down vertically. This might be used to take in a scene for example conveying the height of skyscrapers in a city.



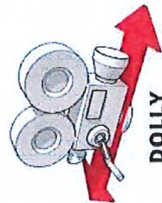
Zoom

The lens of a camera can be zoomed in or out to make the subject appear closer or further away. The camera itself does not move, but the focal point changes. Zooming into a subject may help to draw the viewer towards a specific detail, whilst zooming out will help to reveal the wider context of a scene.

Track and dolly

A tracking shot is used when camera follows one of more subjects, immersing the viewer in the scene. The camera might be mounted on a dolly (a platform on wheels) on which the camera is mounted) and placed on a track in order to achieve smooth movement.

Tracking shots can also be made with a handheld camera, for example following the subject when they are running which results in an unsteady and jerky shot. Handheld shots can increase the intensity of a scene, creating a sense of panic or to highlight intimacy and emotion.



Keywords

- Pan
- Zoom
- Tilt
- Track and dolly
- Tracking shot

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Close up

A close up shot is taken at close range to the subject. A close up allows the viewer to see detail such as expressions or emotions. It can also highlight a pattern or detail on an object.



Extreme close up

An extreme close up shot focuses on a small part of the subject such as the eyes or mouth. This shot tells the viewer exactly where to look and can effectively communicate with the emotional state of the subject.



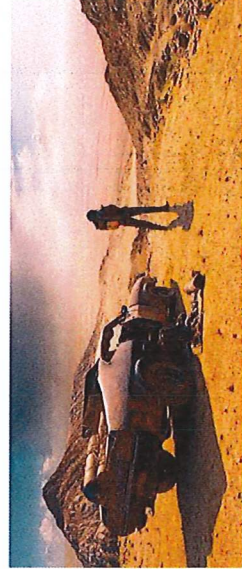
Medium shot

A medium shot or mid shot shows an actor or group of actors from the waist up. It is used to capture conversations whilst giving some information about the setting and the body language of the subjects.



Long shot

A long shot, also known as a wide shot shows the characters and objects in their surroundings. It helps immerse the audience into the film and is often used in establishing shots. It is also used for action scenes to give a broad view of action.



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R093: File compression

Some files such as video, music or images are very large. This requires lots of storage space to save. Compression is used to reduce the size of a file. There are two types of compression lossy and lossless.

Lossy compression

Lossy compression can be applied to graphics, photos, videos and music. It can result in a significant reduction in the file size, but it will lose some of the original information. If an image is over compressed, too much information is lost and errors will be noticeable. The lossy compression can result in digital artefacts such as pixelation and incorrect colours.

Image file formats include JPG

Audio files formats include MP3 and AAC

Video file formats include MPEG

Lossless compression

Lossless compression can be used on text files, zip files, photos, music and video. No information is lost when the file is compressed. This is the only way to compress files such as text documents or computer game code. Lossy compression usually compresses more than lossless compression.

Image file formats include PNG and Svg

Audio file formats include ALAC, FLAC, and WAV

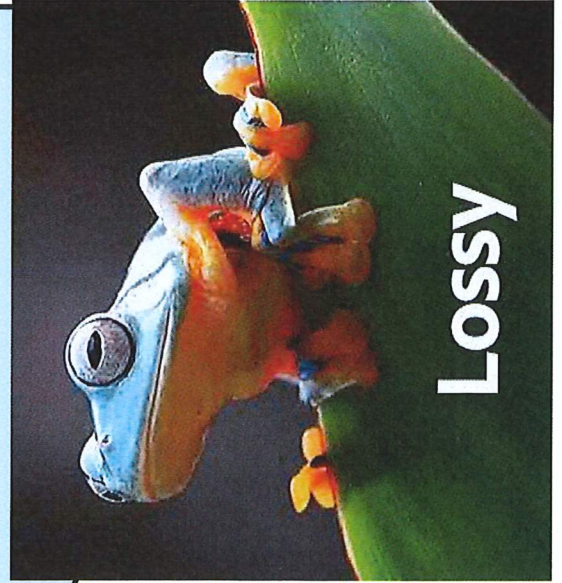
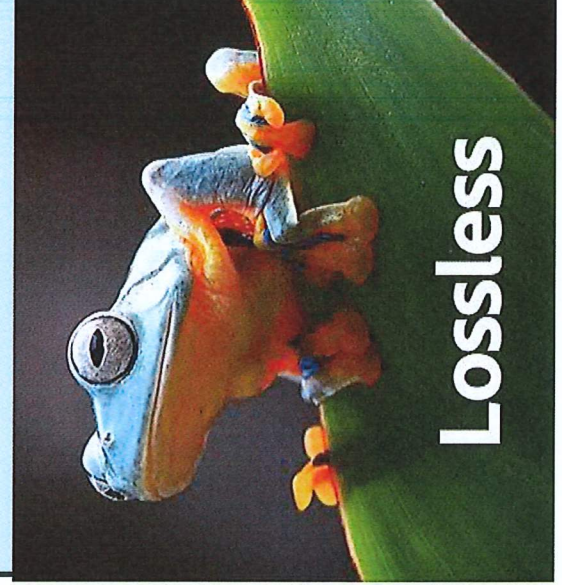
Video file formats include H.264 lossless and Motion JPEG Lossless

Other file formats include ZIP for compressing files and folders.

Keywords

- Lossy
- Lossless
- Pixelation
- JPG
- MP3
- MPEG
- PNG
- SVG
- WAV
- ZIP

QR codes



R093: Properties of image files

When using image files, you must consider where it will be used as this will alter the technical requirement of the image. For instance, and image used in a printed magazine will need a very high resolution.

Resolution

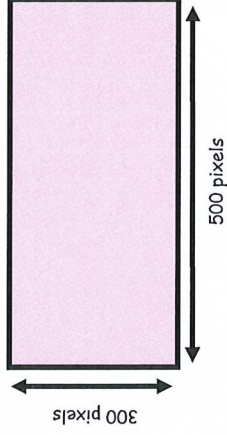
Resolution is the number of pixels in a given area. It is measured as dots per inch (DPI) for print images and photographs and pixels per inch (PPI) for screen images.

The higher the PPI/DPI the higher the quality image

Printed documents such as books and posters typically use a resolution of 300 DPI. This means that there will be 300 printed dots in 1 inch of the printed document.

Web pages typically use images with a resolution of 72 DPI.

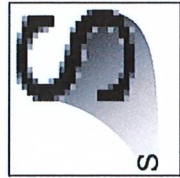
This is the measurement of an image in pixels. It is calculated by multiplying the pixel width by the pixel height. In this example, the image measures 500 wide and 300 pixels high so it has 15,000 pixels in total. A 10 megapixel camera will have 10 million pixels in one photo.



Pixel dimensions

Vector images

Vector images are made up of shapes such as lines, curves and fills. Files are small in size and can be made bigger of smaller without affecting the quality of the image. They are commonly used for icons, logos, diagrams, animations and illustrations. SVG images are vector images.



Bitmap images, also known as raster images are made of small squares called pixels. File sizes tend to be larger. Images can be made smaller on the screen but if they are enlarged, they will become pixelated or blurry. Bitmap images are widely used in photographs. JPG and TIFF all use bitmap images.

Bitmap images

Keywords

- Resolution
- Dots per inch (DPI)
- Pixels per inch (PPI)
- Pixel dimensions
- Static file format
- JPG
- PNG
- SVG
- TIFF
- Vector
- Bitmap

QR codes



R093: Work planning and documents used to support ideas generation

A script is a written document used for media products such as TV, documentaries, TV, radio, news, film, games (cut scenes)

Conventions of a

script

- Dialogue is indented under the characters name
- Capitals are used for names and headings
- Bold is used for actions, emotions or emphasis
- Speech direction may be given in brackets
- Scripts usually use Courier font
- Scene headings use abbreviations such as EXT (exterior) or INT (interior)

Locations

Shot types

Characters

INT. A SUBURBAN HOUSE - DAY
The sun has just risen and is beaming through a lounge window onto a couple still dressed in pyjamas. The man's name is ADRIAN. The woman, CAROL. The radio is playing in the background and the weather report has just started.

RADIO (V.O)

It looks like it's going to be another perfect day out there. No rain and perfect temperatures.

CLOSE UP

ADRIAN

Are you thinking what I'm thinking?

ADRIAN looks at CAROL and the subtle raising of the eyebrows suggests that they are both thinking the same thing.

MID SHOT PANS TO

CAROL

(starting to smile)

Okay, today's the day. Let's climb it.

Suddenly they leap from the sofa and run to bedroom door to get ready for the biggest mountain climb of their lives. The radio starts playing 'Mountain Climbing' by Joe Bonamassa.

EXT. FRONT DRIVE

LONG SHOT

ADRIAN and CAROL are now changed and ready for mountain climbing. They run towards their car, an old red pickup truck.

Keywords

- Script
- Dialogue
- Stage directions
- Scene directions
- Camera angles
- Sound effects

Scripts are used by:

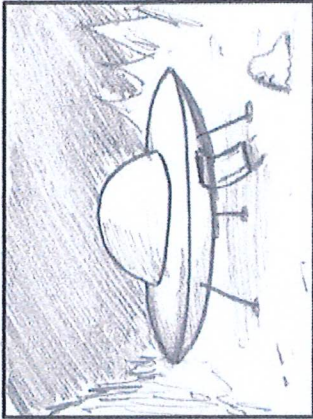
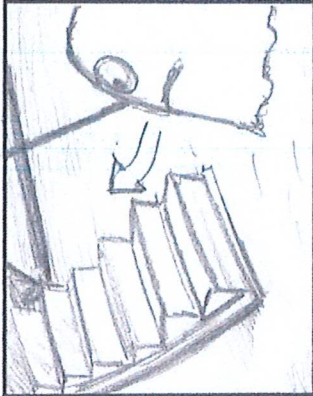
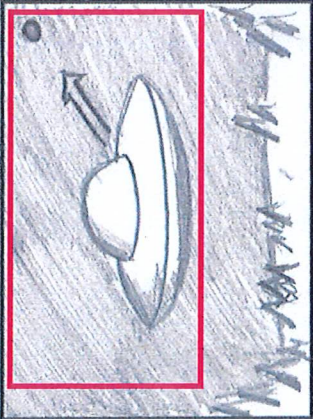
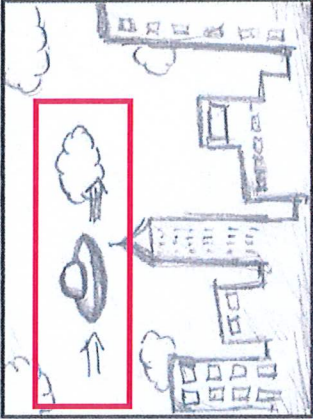

- Actors
- Film Crew
- Narrators
- Sound editors
- Directors
- Continuity

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R093: Work planning and documents used to support ideas generation

A storyboard is a series of drawings, usually with brief directions, showing the sequence of shots needed in film or TV. Some computer games may also make use of storyboards.

<p>ATTACK FROM MARS</p>	 <p>SPACE SHIP ON SURFACE OF MARS</p>	 <p>ALIEN ENTERS INTO SPACE SHIP</p>
<p>6 seconds TITLE SCREEN FADE IN FROM BLACK</p>	<p>4 seconds</p>	<p>4 seconds</p>
	 <p>SPACE SHIP FLIES OVER CITYSCAPE</p>	 <p>PERSON ON GROUND SPOTS SPACE SHIP</p>
<p>5 seconds SPACE SHIP HOVERS FOR A MOMENT AND THEN FLIES TOWARDS A DISTANT EARTH</p>	<p>5 seconds</p>	<p>6 seconds</p>

<p>Timings</p>	<p>Direction of movement</p>	<p>Content of conventions of a storyboard</p> <ul style="list-style-type: none"> • Timings and number of scenes • Camera shots and movement • Location • Sound
<p>Drawing of scene</p>	<p>Description of scene</p>	

Keywords

- Storyboard
- Director
- Timings
- Location
- Camera shots
- Camera movements
- Sound

Who uses a storyboard?






- Director
- Director of photography
- Camera operators
- Members of production team

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R093: Work planning and documents used to support ideas generation

A flowchart is a diagram that represents a workflow or series of processes. It offers a clear step-by-step approach including decisions that may be made along the way and their outcomes.

	Terminator (Used for START and END)
	Process
	Direction of flow
	Decision
	Input / output

Users of flowcharts

Organisational processes
Production manager, director, editor, camera operator
Web designer, web developer
Programmer
Animator

Keywords

- Flowchart
- Terminator
- Process
- Decision
- Input/output
- Arrows

Uses of flowcharts include:

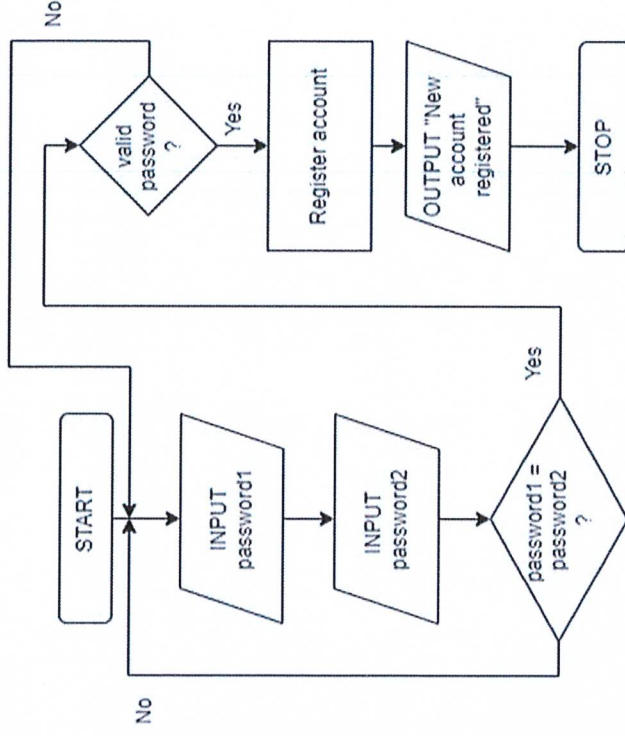
- Organisational processes - such as what do in an emergency in a TV studio
- Instructions on a process for using equipment safely
- Algorithms or processes that will be needed on a website
- Algorithms or processes for characters in a computer game

QR codes



Flow charts are usually made on computers, however, they may be made by hand

- Basic software to make flow charts includes: Word-processors, presentation software, desktop publishing software
- Specialist software is also used to make flow charts, such as: Microsoft Visio, Lucid charts, Smart Draw and many others



R093: Work planning and documents used to support ideas generation

A mind map or spider diagram is a way to plan out thoughts and ideas in an organised way. A mind map can be created digitally or be hand drawn.

Purpose of a mind map

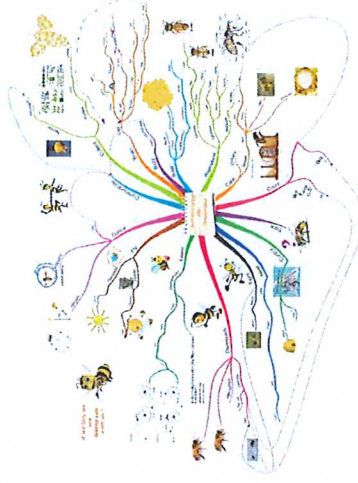
- The purpose of a mind map is to outline ideas quickly
- A mind map also shows the connections between different ideas
- Mind maps can be made digitally or hand drawn.
- Digital mind maps can be made on dedicated software (these can also be shared within a design team)

Content of a mind map

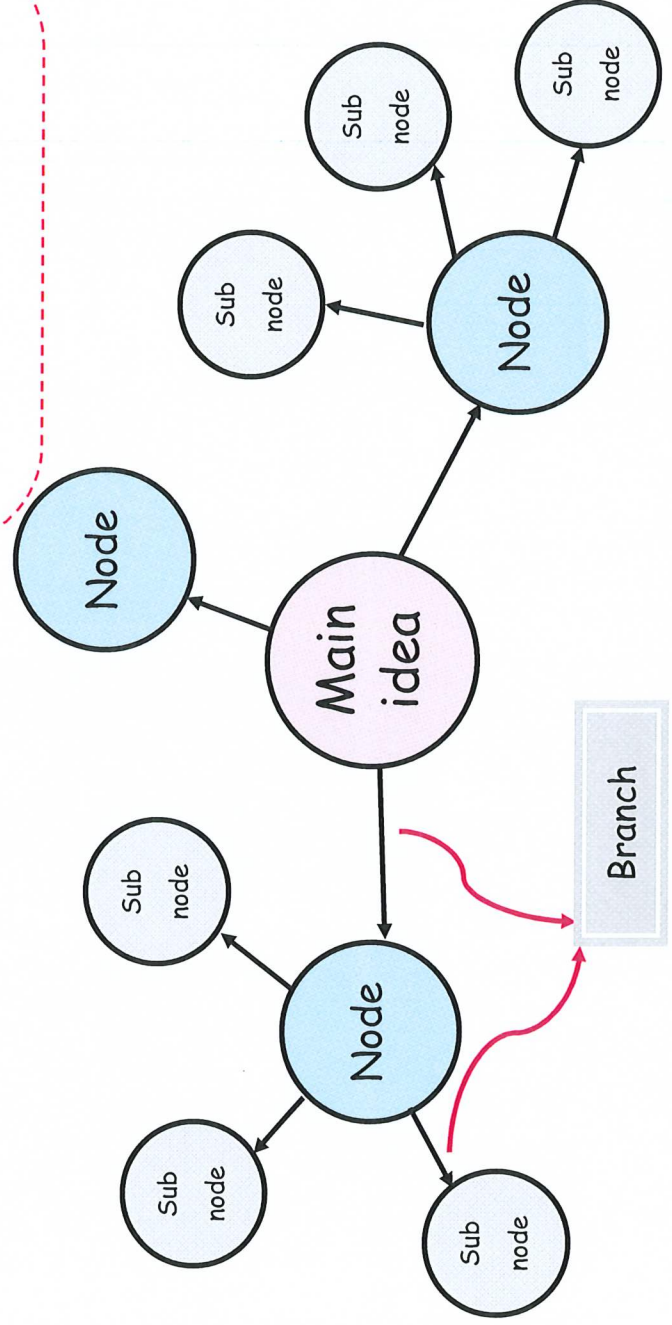
- A mind map consists of the main or central idea in the middle
- Nodes are connected to the main idea using lines called branches
- Sub-nodes are connected to the nodes to help organise ideas
- Each node or sub-node includes text and/or images

Keywords

- Mind map
- Digitally
- Hand drawn
- Central idea
- Node
- Branches
- Sub-nodes



QR codes



R093: Work planning and documents used to support ideas generation

A mood board is a planning document that assembles a range of materials in order to reflect the potential style of a media product.

Purpose of a mood board

- Develop feeling and style of a product before it is made.
- Giving ideas for the later planning stages
- Refer to when producing the final media product
- Gain feedback from a client or design team

Content of a mood board

Physical mood board

Produced on a large piece of paper or card and contain materials such as photographs, pages cut out from a magazine, fabrics, examples of typography and colour swatches/

Digital mood board

A digital mood board may include digital images, graphics, text, videos and audio files.

Digital mood boards are made in a wide range of software.



Keywords

- Mind map
- Digitally
- Hand drawn
- Central idea
- Node
- Branches
- Sub-nodes

Physical mood board

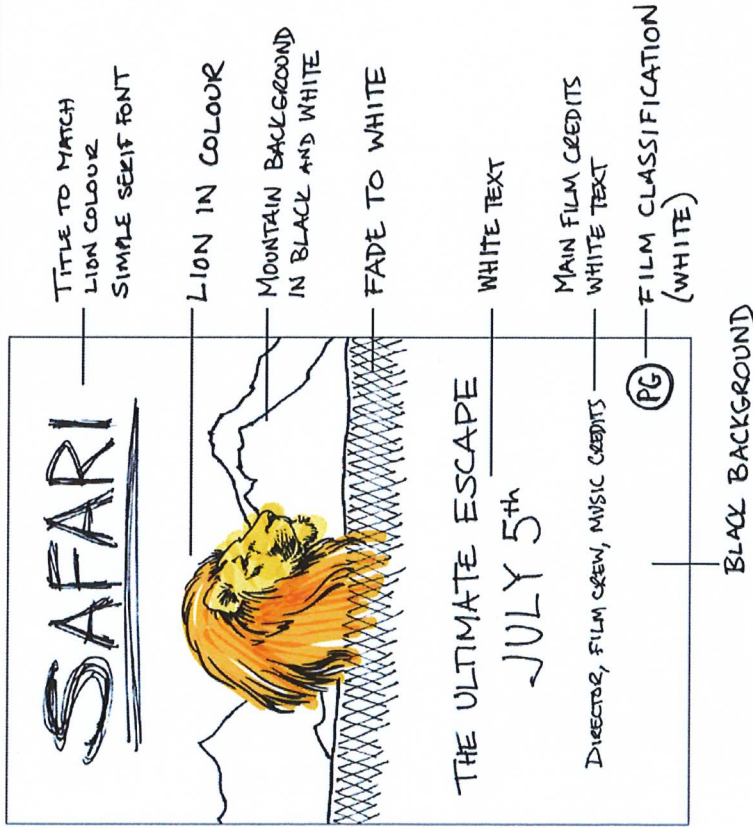
Digital mood board

QR codes



R093: Work planning and documents used to support ideas generation

A visualisation diagram is a rough sketch of a media product. The purpose of a visualisation diagram is to give a representation of how a film product will look including content, layout, font and colour.



Software for visualisation diagrams

Word
PowerPoint
Publisher
Photoshop/Affinity

Hardware for visualisation diagrams

Pen
Paper
Coloured pens
Scanner
Printer

A good visualisation diagram should contain enough detail that a graphic designer could create the product using it.

Sketches of the content



Bike



Layout and positioning of assets

Where are the graphics going to go on your product?

Annotations

Labels around your diagram which provide extra information

Specific features

Typical features e.g. magazine cover visualisation diagram would show a front

Keywords

- Visualisation
- Sketches
- Layout/position
- Annotation
- Features

Visualisation diagrams are used for:

- Brochures or leaflets
- Magazines or book covers
- Posters
- DVD/Blu-ray covers
- Comic pages
- Web pages
- Game screens/characters/environments
- Print adverts

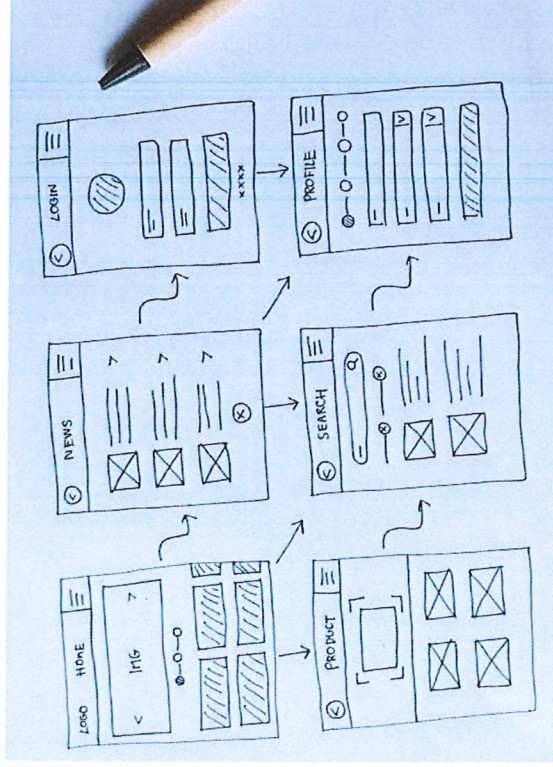
QR codes



R093: Work planning and documents used to support ideas generation

A wireframe is a planning document that shows the layout and functionality of interactive products such as apps or websites. It also shows how different webpages or screens link to one another.

- The specific content used for text, images and video will likely be dynamic (it will change)
- Images are usually indicated by a box with an X inside it
- Text is usually indicated using lines or dummy text
- Buttons and text boxes are indicated with squares



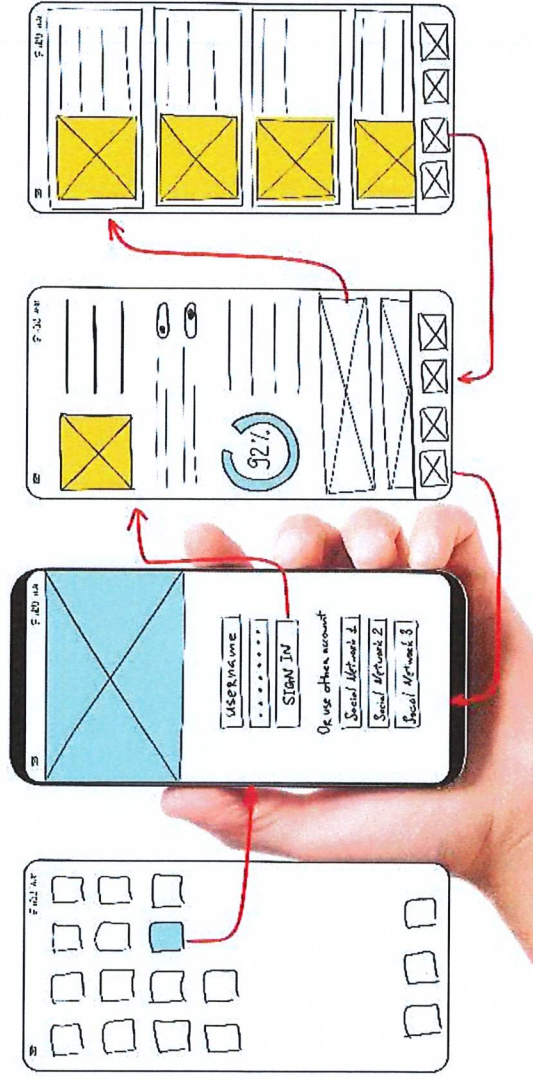
Keywords

- Wireframe

Users of wireframes include:

- Website designers
- Website developers
- UX designers (User experience designers)
- App developers / designers / programmers

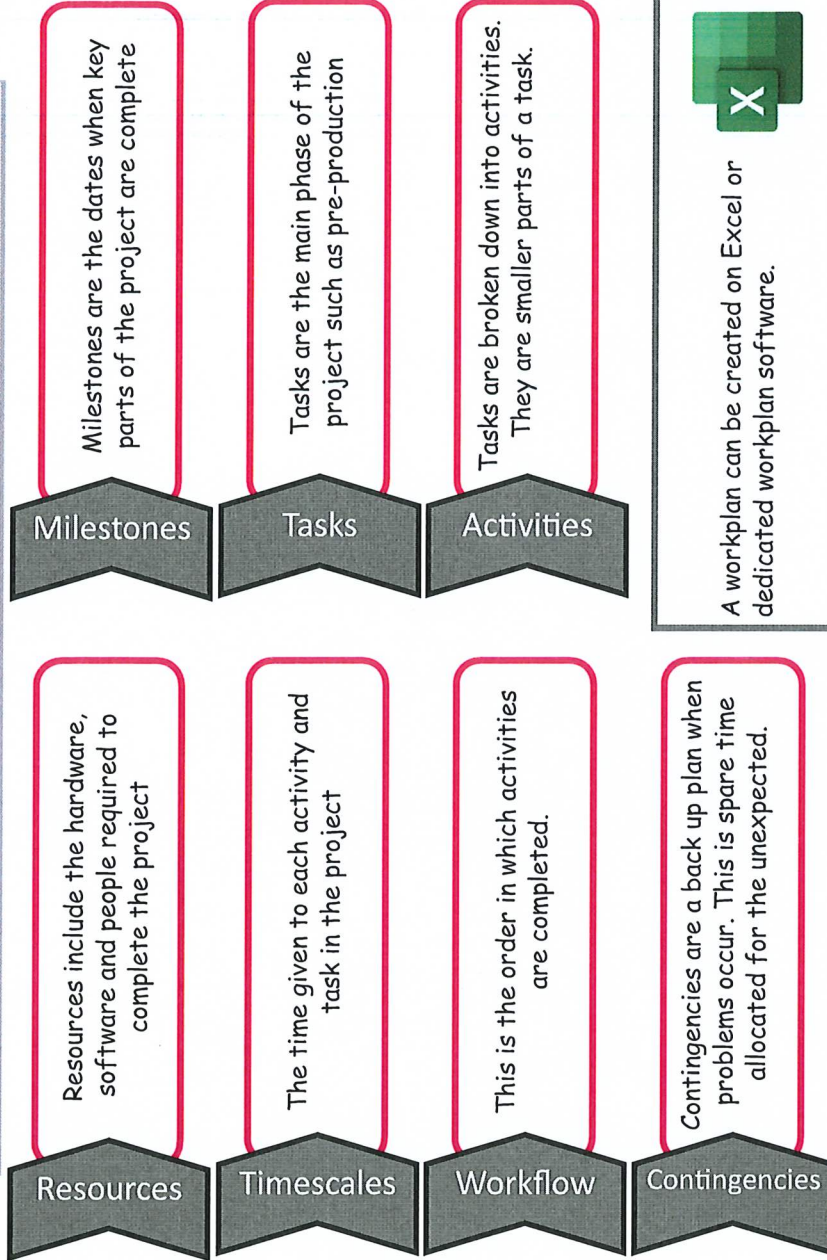
QR codes



R093: Work planning and documents used to support ideas generation

Work plans are used to plan out the different elements that need to be completed within a project. In media there are 3 phases: pre-production (planning), production (creating) and post-production (editing and reviewing)

Components of a workplan



A workplan can be created on Excel or dedicated workplan software.

		2012				2013			
		III	IV	I	II	III	IV		
A. Preparatory Actions									
A.1	Experimental data collection campaign during a winter season								
A.2	Project Requirements Analysis								
B. Implementation actions									
B.1	System design								
B.2	System implementation								
B.3	System integration								
B.4	Pilot realization								

Keywords

- Workplan
- Phases
- Pre-production
- Production
- Post-production
- Resources
- Timescales
- Milestones
- Tasks
- Dependencies
- Activities
- Subtasks
- contingencies

QR codes

