

Activity 4-4: Storyboard and Videography

Videography strategies:

PLANNING SHOTS:

Storyboarding: This is essential to getting the best shots and saving a great deal of time shooting and in editing. Plan, plan, plan.

In-Camera editing: If you are following a strong plan, then much of your editing can be done while shooting. Poor shots can be retaken immediately. Shooting sequences can be planned according to actors and setting or story chronology – which every you assess makes you post editing job easier.

Camera angles: Top down makes the subject appear weak while bottom up angles make the subject appear powerful or important. These are typically mapped out in the storyboard.

Transitions: If one frame ends with the subject on the left side of the frame, ensure that the next frame has the key subject in the same relative location. If this is not considered, the viewers eye might get thrown around to the point of discomfort or distraction. Neither are desirable. Transitions can be largely planned at the story board stage.

Timing: Time is of the essence. You want to get a lot of information across to a hostile audience in as little time as possible. A lot can be said in very little time if the shots are well planned. Compose your scenes. Consider how information can be portrayed with symbols and other visual cues, voice-overs, subtitles, slogans. A lot can also be suggested with the absence of content, e.g. an empty chair implies that someone is missing from the scene.

COLOR & LIGHTING:

Color: Advertisers limit the colors seen in every shot to a controlled palette of primary color, complementary colors, harmonious colors, etc. Consider color palettes when you construct your storyboard. This will impact costumes, props and settings.

Mood and drama: Lighting is key. Dark scenes are gloomy, bright scenes appear clean. Scenes with high contrast lighting appear dramatic

Light-color: Blue light can give the aura that someone is outdoors, yellow or orange light indicate indoors. News interviewers will often set up a subject to be interviewed indoors and will set a blue light on one side and yellow light on the other. This makes it appear that the subject is indoors sitting next to a window.

AUDIO:

At the early planning stage (e.g. Design Brief) consider what tools you have to capture voices and ambient sound.

- Do you have or need a boom mic for ambient sound or lapel mic for voices?
- Will you do voice-overs when editing?

Consider how will your video plans be affected by a soundtrack.

- What music will you use for your soundtrack, if any?
- Will the tempo of you soundtrack dictate the tempo of your scene changes – or vice-versa?