Overview of Video Production

1) Define Video Production & New Media.
2) Learn the first steps in Video Production.
3) Review Technicalities.

Chapter Outline:

Overview of Video Production
1.1 What is Video Production
1.2 Defining the New Media
1.3 Distribution
1.4 Understanding the Field of Video Production
1.5 It’s Designated for You
1.6 Learning Basics
1.7 Remember the Purpose
1.8 Equipment
1.9 What Equipment is Needed?
1.10 Is There a Right Way?
1.11 The Production Approach
1.12 Equipment Performance

Subject: Video Production
Topic: Overview of Video Production
Grade(s): High School, 9-12
Video Production Handbook: Chapter 1
What is Video Production?
How does Video Production differ from Television Production?

http://www.youtube.com/watch?v=59ZX5qoEB0

Defining New Media
What is the difference between Linear Service and Nonlinear Service?

Most people's experience of web video is characterized by tiny, pixilated windows familiar to YouTube users. But tomorrow's web users will expect service quality much closer to television, and major content owners like Disney recognize that they will have to step up their game to win and retain web viewers.

- David Mercer, Principal Analyst, Strategy Analytics.
Understanding The Field of Video Production

Video Production Process

- Knowing how to handle the equipment properly and the effects of the various controls.
- Knowing how to use the equipment effectively. Developing the skills underlying good camerawork and sound production.
- Knowing how to convey ideas convincingly and how to use the medium persuasively.
- Knowing how to organize systematically. Applying practical planning, preparation, and production.

It's Designed For You
Learning Basics

What is the equipment for?
What can it do?
What are its limitations?
Where are the controls and indicators (menus, buttons, etc.)?
How and when should they be adjusted?
When adjusted, what will the result be?

Remember The Purpose

What is the most important thing you need to remember when filming?

Equipment

What is done is more important than how it is done.
Sometimes extra effects on equipment can tempt the camera operator to use them because they are there rather than because they are needed.

Versatility of Video

Video Medium
- The television camera provides an instant image in full color.
- Content may be automated and can be remotely controlled (Figures 1.5).
- Images can span from the micro to the macro and from slow space.
- Video transees from several sources can be combined (mix, split screens).
- The image can be modified and manipulated (color, form, figures, shape and form, sharpen, etc.).

Video Presentation
- The video picture can be shown on screens that range from pocket-sized to giant displays or from a single screen to a "monocular" (multicore) display.
- Videos can be shown by themselves or combined with other media such as a PowerPoint or on a website.
- The video signal can be distributed instantly by cable (win, fibre-optic), W-Fi, microwave, infrared link, or satellite.
- Videos can be stored online to be downloaded whenever it is convenient for the viewer.
- Video network and titles can be created electronically (computer graphics).
- While historically video has been shot for a horizontal screen, the increased popularity of mobile phone video and the placement of video on websites has opened the door to vertical video images.

See Figures 1.5.
What Equipment is Needed

Video Recording

- The video signal can be stored in different forms (photographic, tape, flash memory, DVD, CD, and hard drives). Video can be played back immediately and played many times. They can be stored indefinitely.
- Video recordings can be erased in selected parts or completely. New recordings can usually be made on the erased sections.

- Video recordings can be reproduced at faster or slower speeds than normal. A single moment of action can be frozen ("still frame", "frozen frame"); a day's events can be replayed in a few seconds using time-lapse recording.
- Taped programs can be edited to delete faulty or irrelevant shots, enhance the presentation, adjust program duration, and so on.

- The sound normally recorded with the picture when video recording can be augmented or replaced (e.g., voice, commentary).

Is There A Right Way?

Adjusting your own approach to fit the situation rather than imitating the way things have always been done is a good idea. Why?
The Production Approach

The style that is adopted for the production, the pace of delivery, and how much to emphasize various points are all determined by the program's ultimate purpose.

Equipment Performance

How should your equipment perform over its lifetime?

Interview With A Pro

What are some of the main points from this interview?

Ben Brown, Media Executive