

Photography 47 / Project 1

Capturing the essence of a story

The Purpose:

This first assignment is to get you acquainted with idea of storytelling. We will start out with video. The idea of a flow of a concept is something that you need to get your head around first, before you start on the larger project

Most of you have watched a commercial. In fact a really good commercial is hard to do in a short time span. This is why advertisers pay millions of dollars to produce their Super Bowl ads! Story telling on any level takes some planning.

For the larger project you are working on this semester, I have already stressed the importance of planning ideas, now you need to put them into practice on a small scale.

What you need to do

For this exercise you are going to film a 30 to 45 second story/commercial. This can be anything. It can be a advertisement you make up, it can be a story about your dog (no cats please!!!!). It can be showing a process or it can even be an element of your larger story you want to tell.

This project does not have to be a polished, highly refined work. You can use the microphone on the camera and you do not need to do any post capture editing unless you want to. It can be almost right out of the camera if you are good enough.

Having said that, you will need to shoot this several times I'm sure to get it right. (this is why we have blooper reels, as you will find out). You can narrate and be your own spokesperson on this or you can have someone else do it. Just know if you use someone else, that increases the difficulty significantly.

Technical requirements

Shoot this at 720 x 480 resolution. This is not High Definition but good enough for this project. I'm trying to keep the size down. I can help you set your camera up. You will have to do all the things you do when shooting stills. (remember you can check out our camera to do this if your's is not capable)

Check your WB, make sure you ISO is correct and that you have the correct meter readings.

If you want to do some post processing of your work you can. Photoshop, Premiere and Imovie, are available to you in the Output computers. However this is not required at this time.

When completed:

Upload to the server your video, (make sure your name is in the video somewhere either written or spoken) and that it is at the correct resolution. (720 x 480). Please place your video in a folder labeled with your last name, first initial, _Project 1_47. (i.e. **Thalls_project1_47**)

Please no HD videos on this one – Your file size on the video should be no larger than 12 megs.