

# **SIMS 246 MULTIMEDIA INFORMATION ASSIGNMENT 3: MEDIA PRODUCTION – MILESTONE 2 (DUE OCTOBER 20, 2003)**

## **0. DOCUMENT SUMMARY**

- 1. INTRODUCTION**
- 2. SETTING UP AN ACCOUNT WITH SDMS AND CHECKING OUT EQUIPMENT**
- 3. PRODUCTION PLANNING**
- 4. SHOOTING**
- 5. CAPTURING YOUR DIGITAL VIDEO FILE**
- 6. ROUGH EDIT**
- 7. THINKING AHEAD: FINAL CUT**
- 8. QUESTIONS FOR THOUGHT**
- 9. HANDING IN THE ASSIGNMENT**

## **1. INTRODUCTION**

With your Annotated Storyboard and your Work and Role Distribution Table in place, you will now proceed to the production phase of the video production process. You will shoot your raw material, capture it in the SIMS Digital Media Studio, and begin editing.

The output of this milestone will be a rough edit, which will be shown and discussed in an optional screening and feedback session with your classmates and TAs.

*If you can make it, please reserve Monday October 20, 5:00 – 6:00 pm, for the optional screening and feedback session. Appropriate movie snacks will be provided.*

## **2. SETTING UP AN ACCOUNT WITH SDMS AND CHECKING OUT EQUIPMENT**

In order to be able to work in the SIMS Digital Media Studio, you will need to do 2 things:

1. Obtain an account for the PCs in the lab.
2. Obtain a key card for access to the lab.

You will also need to check out your equipment (video gear bags and audio gear bags). Please see the SIMS Studio Manager, Jeremy Kashnow ([studio@sims.berkeley.edu](mailto:studio@sims.berkeley.edu)), for these matters.

### 3. PRODUCTION PLANNING

If you haven't already done so, plan your production schedule. Outline when and where you will shoot, who will need to be there, and what equipment and props you may need. Here are 2 useful guidelines that you should keep in mind:

- **The 10:1 Shooting Ratio:** Shooting ratios vary, but a good rule of thumb is that you will need to shoot roughly 10 times as much raw material as you plan to have in the edited product. For a two minute video, this means you will assemble it from 20 minutes of raw video material.
- **The 60:1 Editing Ratio:** For every minute of the final video product, plan to spend *at least* sixty minutes (one hour) editing. For a two minute video, this means you should plan on at least two hours in editing (if you are new to video editing, budget more time).

Following these rules, it makes sense to plan for one third of your time to be shooting time and the rest of the time editing time.

### 3. SHOOTING

We recommend that you start shooting early in order to leave enough time for the capture and editing processes.

Here are a few tips that might be helpful for your production phase and editing phase later:

- It is very useful to keep a continuity report ([http://us.imdb.com/Glossary/C#continuity\\_report](http://us.imdb.com/Glossary/C#continuity_report)) about what happens in production to aid in later editing and to make reshooting (if necessary) much easier. Using a clapboard (<http://us.imdb.com/Glossary/C#clapboard>) to mark shots in shooting can aid in this process.
- Whether or not you choose to use a clapboard for marking shots, always leave the camera rolling for a few seconds before you start the intended shot. This will help you in the postproduction phase because it gives you a few seconds to work with at the start and of each shot when you trim your in points and out points.
- Prepare at least two takes of every single shot so that you are able to choose the better one and have some flexibility in postproduction.
- Review your shots on location right after you have finished shooting to see if you have captured the desired content and the necessary environmental conditions have been met (lighting, exposure, etc.).
- Remember to use manual focus and exposure in most conditions to avoid unwanted rapid shifts in focus and/or exposure.

## 4. CAPTURING YOUR DIGITAL VIDEO FILE

You can start capturing your digital video files after every day of shooting or after you have finished shooting entirely.

In the SIMS Digital Media Studio, two PCs (Metz and Eco) have been designated for capturing your video files. Firewire (IEEE 1394) cables are provided.

Log onto the PC you are working on and connect your camera (with the tape inside) with the Firewire cable leading to the computer. We also recommend connecting your camera with its AC adapter to avoid battery failure during capture.

*Please follow these settings and guidelines:*

1. Set the camera to VCR mode (at the Power switch).
2. Open Adobe Premiere (Start > Programs > Adobe > Premiere 6.5).
3. In the Load Project Settings dialog box select DV – NTSC Real-time Preview > Standard 48 kHz.
4. Click OK.
5. Go to Edit > Preferences > Scratch Disks and Device Control.
6. Under Scratch Disks > Captured Movies select My Documents (you will later copy the file or files to your designated group folder)
7. Leave the setting “Same as project file” for the pull-down lists Scratch Disks > Video Previews and Scratch Disks > Audio Preview.
8. Under Device Control select DV Device Control 2.0.
9. The DV Device Control Options dialog box should have opened. If not, click on Options.
10. Set Video Standard to NTSC, set Device Brand to Sony, set Device Type to DCR-TRV50, and set Timecode Format to Drop-Frame.
11. The Check-Status button should show Online. If not, check whether your camera is on (VCR mode) and connected.
12. Click OK.

Now you are ready to capture. We recommend the following procedures (least error-prone):

### **Capturing in one single file**

This is the easiest way to capture your digital video. Transfer all your raw material into a single file.

1. Go to File > Capture > Movie Capture. You will see the familiar play, stop, frame forward, frame backward, etc. buttons.

2. Rewind the tape.
3. Use the play button to start playing the tape and press the red record button (in Premiere) to start capturing.
4. Press the stop or pause button only when your raw material has been captured entirely.

### Capturing several files

This procedure is more complicated but might be a first step towards your final edit. With this procedure, you first select the takes that you wish to capture and then selectively transfer the sequences into several files.

1. Go to File > Capture > Movie Capture. You will see the familiar play, stop, frame forward, frame backward, etc. buttons.
2. Use the play button to screen your raw material.
3. While it is playing, be prepared with a sheet of paper and pencil (or a laptop). You will want to note beginning and end times of the shots or sequences you wish to capture.
4. Rewind the tape.
5. Start the tape again and press the red record button (in Premiere) when your first sequence begins. Press the stop or pause button to stop recording at the end of the sequence. You will be prompted for a sequence name and comments (you can later rename your sequences in the Project Bin). Press play and continue to your next desired sequence, then press the record button again etc. Repeat until all desired sequences have been captured.

*Tip: We recommend these procedures because they minimize the rewinding of tape. The more often the tape is forwarded and rewound, the more likely the possibility that something goes wrong.*

You can also consult the Adobe Premiere 6.5 User Guide for other forms of capturing (e.g., batch capturing).

Once you are finished with the capturing process, disconnect your camera from the computer and close the Movie Capture window. Now preview all sequences. If necessary, recapture sequences by reconnecting your camera and opening the Movie Capture window again.

If all your sequences have been captured correctly, close the Premiere Project and save it under P:/is246/assignment2/group<your\_group\_number>/. Also, copy your sequence files to your project folder under P:/is246/assignment2/group<your\_group\_number>/.

## 5. ROUGH EDIT

*Groups capturing video files will have priority in using the SIMS Digital Media Studio PCs. After the capture process, keep in mind that you can also use the five designated computers in the upstairs Computer Lab for editing in Adobe Premiere 6.5.*

Your first step in the editing process is to create a back-up copy of all your sequences. **Copy all your sequences to a designated folder in your group directory (P:/is246/assignment2/groupX/backup/). Never use your backup copies for editing!**

*While editing, copy your sequences to the hard drive of the local computer you are working on. This will greatly improve the performance of the editing program.*

Use your prepared Premiere Project file to create a rough edit of your movie. A rough edit contains all cuts / shots in their designated order and probable length (as they will appear in the movie). When creating a rough edit, you do not have to worry about sound effects, transitions, titles, credits, or other effects.

Remember to apply to the editing process the various ideas and insights about cinematic language you have learned in the readings, lectures, and Assignments 1 and 2. If you are unsure about a technique or stylistic convention, refer to the Film Art textbook and to movies discussed in the readings.

*Make sure that your rough edit does not exceed the length limit of 2 minutes!*

When you have finished your rough edit, save your project file and export the rough edit as an MPEG movie:

1. Go to File > Export Timeline > Adobe MPEG Encoder.
2. Select VCD under MPEG Stream.
3. Select NTSC under Video Standard.
4. your\_movie\_name.mpg under Filename.
5. P:/is246/assignment2/group<your\_group\_number> under Location.
6. Work area under Export range.
7. Click the Export button.

## 6. THINKING AHEAD: FINAL CUT

You will have one week to create a final cut and prepare a presentation of your movie in class. In order to be optimally prepared to polish your edit, you might want to review Lesson 4 (Adding Transitions) and Lesson 8 (Creating with Title Designer) in the "Adobe Premiere 6.5 Classroom in a Book" book.

## 7. QUESTIONS FOR THOUGHT

Write a paragraph answer for each of the following questions:

1. What information should be recorded during the shooting of a scene?
2. How could some of the information gathering be automated?
3. How could this information be made available and used in the editing process?
4. How could one improve the digital video file capturing process?

## 8. HANDING IN THE ASSIGNMENT

Milestone 2 is due on Monday, October 20, 2003, at 3:30 pm.

Drop off the following files in your designated group drop-off box under P:/is246/assignment2/drop\_off/group<your\_group\_number>:

- Rough Edit
  - Format: MPEG
- Paragraph Answering Each of the Questions For Thought
  - Format: txt, MS Word, or html

Be ready to talk briefly about your video production at the optional screening and feedback session and in class.