

# CONTENTS

<b>Acknowledgments</b>	<b>xv</b>
<b>Introduction</b>	<b>xvii</b>
<b>SECTION I: PLANNING AND MANAGING VIDEO PROJECTS</b>	<b>1</b>
<b>CHAPTER ONE: WHY VIDEO? WHY NOW?</b>	<b>3</b>
Demonstration of Procedures	4
Presentation by an Expert	4
Introduction to a Case Study	4
Excerpt of a Dramatic Production	5
Show a Process	5
Virtual Tours	6
Why Video?	6
Low Cost of Equipment and Software	7
Reduced Expectations of Quality	8
Traps for the Unwary	8
<b>CHAPTER TWO: ONE TIME THROUGH THE PROCESS—A 30,000-FOOT VIEW</b>	<b>11</b>
Treatment	13
Media Specification	14
Prototypes	16
Script Site	17
Concurrent Work	18
Shot List	19
The Shoot	19
Edit	20
Site Construction—HTML Pages	21
	<b>ix</b>

**X Contents**

Final Assembly and Test	22
Launch and Distribution	22
<b>CHAPTER THREE: PLANNING</b>	<b>25</b>
Goals and Objectives	25
ID Considerations—First Principles, Solving Problems	26
Integrating Video with Other Media	29
Story and Character	31
<b>CHAPTER FOUR: WRITING THE SCRIPT</b>	<b>35</b>
Organization	36
Treatment	36
Format	37
Writing	39
Write in Active Voice	40
Personalize the Writing	40
Think Visually	41
Style Guide	41
Integration with Other Media	42
Script Breakdown	42
<b>CHAPTER FIVE: OTHER WAYS TO PRODUCE VIDEO</b>	<b>45</b>
Webcams	45
Screen Recorders	47
After Capture, You Will Want to Edit	48
Adobe Flash Animations	48
Single Frame Animations	49
<b>CHAPTER SIX: MANAGING VIDEO PROJECTS</b>	<b>51</b>
Complexity	51
Defining the Project	52
Planning	53
Tasks/Activities	53
Roles	57
Resources	58
Adjusting the Schedule	58

Executing	60
Monitoring	60
Reporting and Controlling	62
Delivering and Closing	62
<b>CHAPTER SEVEN: YOUR ASSIGNMENT 1</b>	<b>65</b>
Plan	65
Script	65
<b>SECTION II: ESSENTIAL EQUIPMENT</b>	<b>67</b>
<b>CHAPTER EIGHT: CAMCORDERS</b>	<b>69</b>
Video Formats	69
Lens	71
Sensors	74
Resolution and Size	74
Storage Media	74
Necessary Features	75
<b>CHAPTER NINE: USING THE CAMCORDER</b>	<b>77</b>
Composition	77
Common Shots	78
Camera Movement	83
Zooms	84
<b>CHAPTER TEN: LIGHTS AND LIGHTING</b>	<b>87</b>
Color and Intensity	87
Basic Lighting Equipment	90
Basic Lighting Setups	94
Lighting Problems	97
<b>CHAPTER ELEVEN: MICS AND SOUND</b>	<b>101</b>
The Importance of Sound	101
Kinds of Mics	102
Mic Setups and Use	107
Voice-Over vs. Sync Sound	108

**xii** Contents

<b>CHAPTER TWELVE: YOUR ASSIGNMENT 2 EDIT IN CAMERA</b>	111
Plan	111
Shoot	111

**SECTION III: PRODUCTION** 113

<b>CHAPTER THIRTEEN: SELECTING AND SURVEYING LOCATIONS</b>	115
Back to the Script	115
Location Survey	116
Shots and Camera Angles	116
Lighting and Electrical Power	117
Specific Locations: Offices	117
Specific Locations: Homes	118
Specific Locations: Factories, Shops, Warehouses, and Labs	119
Exteriors	120
Commercial and Retail Locations	121
Location Releases	121
Green Screen—Any Location, Any Time	121

<b>CHAPTER FOURTEEN: PLANNING THE SHOOT</b>	123
Props	123
People	126
Equipment	126
Schedules	127

<b>CHAPTER FIFTEEN: THE DAY OF THE SHOOT</b>	133
Set Up	133
Blocking and Walkthrough	134
Camera Rehearsal	135
The Actual Shoot	136
Ambient Sound	136
Tear Down	137

<b>CHAPTER SIXTEEN: YOUR ASSIGNMENT 3 PLAN AND SHOOT</b>	<b>139</b>
Plan	139
Shoot	139
 <b>SECTION IV: POST-PRODUCTION</b>	 <b>141</b>
<b>CHAPTER SEVENTEEN: VIDEO EDITING</b>	<b>143</b>
Essential Software	143
A Simple Event Shoot	146
A Planned Instructional Video	151
Cut-Ins and Cut-Aways	152
Intercutting	152
Green Screen	153
 <b>CHAPTER EIGHTEEN: AUDIO EDITING</b>	 <b>155</b>
Cleaning Up Camcorder Sound	155
Voice-Over Narration	157
Sound Effects	157
Music	158
Wild Sound	158
 <b>CHAPTER NINETEEN: EFFECTS</b>	 <b>161</b>
Transitions	162
Titles	162
 <b>CHAPTER TWENTY: YOUR ASSIGNMENT 4</b>	 <b>165</b>
Edit	165
Make a DVD	165
 <b>SECTION V: DISTRIBUTION AND USE</b>	 <b>167</b>
<b>CHAPTER TWENTY ONE: VIDEO ON OPTICAL MEDIA</b>	<b>169</b>
CD, DVD, Blu-Ray	169
Video on CD	170

**xiv** Contents

DVDs	171
Blu-Ray	171
Making the Disc	172
<b>CHAPTER TWENTY TWO: VIDEO ON THE WEB</b>	<b>173</b>
Adobe Flash	174
MPEG and MPEG-4	174
HTML5	175
Development: Finer Points	177
Use of Media	177
Human Resources	178
Fine-Tuning for the User's Environment	178
Video Options	178
<b>CHAPTER TWENTY THREE: USING VIDEO IN YOUR TEACHING AND TRAINING</b>	<b>181</b>
Stand-Alone Video	181
Problem-Centered	182
Prior Knowledge	182
Demonstration	183
Practice and Feedback	184
Integration	184
Video Story by an Expert	185
Documentation	185
Video in PowerPoint or Similar Products	185
File Formats	186
Moving to a Different Computer	186
Web Video	186
<b>References</b>	<b>189</b>
<b>About the Author</b>	<b>191</b>
<b>Index</b>	<b>193</b>