

Digital Filmmaking: Telling Stories Through Technology

Dates: July 11th – July 16th

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Class time: 9:00 AM - 5:00 PM

Description:

China has the second-largest film market in the world, with some experts estimating that this growing industry will surpass the American market by 2018. Today, no matter where a film is produced, most movies are shot digitally. If you are considering a career in filmmaking, this program will introduce you to the essential skills needed for advanced study in college. This course will allow you to gain a thorough understanding of the technical aspects of this digital art form including lens usage, light metering techniques, blocking, and professional conventions. You will work in small production crews and share different responsibilities, learning about writing, producing, storyboarding, cinematography, audio recording, and editing. In addition, you will explore how to develop creative concepts and how to capture them digitally—from the first shoot to the final edit. Morning and afternoon sessions will provide hands-on instruction, which will conclude in a showcase screening of your final film. You will shoot outdoors at local venues in Shanghai, gaining valuable experience and a finished digital portfolio piece.

Course Objectives

1. Develop a fundamental skill set for producing video and audio assets
2. Develop an understanding of storytelling fundamentals
3. Learn how to use production processes to take an idea and make it come to life
4. Gain experience and confidence working with media production equipment and software
5. Gain experience collaborating with others in both creative and technical processes

Attendance and Participation

- Attendance is mandatory. Every class builds off the previous one so it is vital to be present for every lesson. Unexcused absences or habitual lateness will negatively impact the knowledge gained from this class. If you are going to be late or absent, please email me in advance. If you have an emergency, please let me know as soon as you can.

- Day 2's tech Workshop attendance is absolutely mandatory. If you miss a tech workshop, you will not be allowed to use the equipment. There are no exceptions to this.
- Be prepared to work in groups on the assignments
- You are expected to present your work in class. Explaining your work to other people is a great way to better understand the material and answer questions for yourself.
- Ask questions. If you do not ask questions, I can only assume you understand the material completely.

Equipment Policy

The IMA lab will be open from 9:30 AM - 6:00 PM every day. Equipment will be checked out through this spreadsheet. All equipment must be returned at the end of the day except for on Days 4&5, cameras can be checked out overnight.

Final Project

The final project is an opportunity to show what you have learned this past week with your new awesome skills. We expect your project to..

- involve a specific Shanghai location and should tell us some form of a story about that place. By story, it could be a "How-To" do something there, it could be a story of the people who live/work there, it could be historical, or it could even be a fictional story part of which that happens at that site. Your final project has to have a site-specific component.
- Only uses footage that was taken by yourself or group members
- Credited music or any materials that aren't yours at the end of the video
- HAVE FUN!

It is very important that everyone in the group is equally involved in the development of this project. The final project deadline is 12:00 AM, July 15th and should be published on the Tudou channel.

Day 1, Monday July 11th: Introduction & Storytelling

Morning Session

Introductions: Course Syllabus Review and Get to know each other

Lecture: What is Storytelling?

- Discuss what it means to create a story, structure, process of creating a story from idea to execution and different examples of storytelling.

Inclass Exercise: Storytelling exercise

- Tell us a story
- Break into groups and make a story
- Share stories verbally

Lunch [12:00-1:00]

Afternoon Session

Inclass Exercise: Shoot your stories

Break out into groups and use your phone to create a video of the story from the morning session. It should be between 1-3 minutes, feel free to explore NYU Shanghai [in or outside the building] to complete this project.

- You will have **until 4:00 pm** to complete this exercise.
- You may edit the footage however you want.
- We recommend Splice for iPhone or Viva Video for Android

Discussion: Show and tell Phone videos and prepare to give feedback on each other's work.

Task: Post your group work on the class Tudou channel

Day 2, Tuesday July 12th : Storyboarding, Camera, Lights & Sound

Morning Session

Lecture: Storyboarding

What is a story? What isn't a story? What are the ingredients to tell a story?

We will be discussing techniques on how to develop and plan out a video before actually filming any content, this process is also known as STORYBOARDING!

Inclass Exercise: Storyboard drawing

Let's try to make a storyboard from either the story you made yesterday or in preparation for the final project. You can also just storyboard anything you can think of for practice!

Lunch [12:00-1:00]

Afternoon session

Lecture:

1. DSLR (What is a DSLR camera, Settings, How to use the equipment)
2. Angles (Working with different camera angles to maximize the location and story that is shown being captured)
3. Lighting (Natural vs. Artificial, Equipment, Optimization)
4. Sound (Recording & Production)
5. 360 video, Time lapse, Web [depending on time]

Inclass Exercise:

Review equipment and give it a try in Century Park

Tasks:

- Finish storyboards
 - Please have a full storyboard complete from the exercise done in class
 - Bonus points if you start storyboarding your final project

Day 3, Wednesday July 13th: Editing & Angle

Morning Session

Students Present: Individual Storyboards

Discussion: View and give feedback to each other's work

Lecture:

- Video Editing
We will be using Adobe Premiere to learn how to edit our footage

Lunch [12:00-1:00pm]

Afternoon Session

In-Class Exercise: Trailer time [1.5 hours]

Create a trailer with clips that we will give you. Be prepared to present and give feedback to other students

Presentation of trailers

Decide groups and work on final projects/Storyboard

Tasks:

- Upload trailers to Tudou
- Work on final projects
 - Storyboards

- Research shoot locations
- Outline what each member will be responsible for

Day 4, Thursday July 14th: Shooting

Morning Session

Locations:

Bund
Yuyuan Garden
People's Square
Tianzifang

Lunch [TBD]

Afternoon Session

Be back on campus at 4pm to backup your footage

Day 5, Friday July 15th: Production / Editing

All Day

Work in your groups to finish your final project

Lunch [12:00-1:00pm]

Day 6, Saturday July 16th: Final Project Presentations

Group project presentations and discussion

The final project deadline is 12:00 AM, July 15th and should be publish on Tudou channel