

Subject: Creative Media

Year: 11

Topic: Visual Imaging (R098)

Half Term: Autumn 1



Visual Style

Influenced by:

- Colour
- Angle
- Movement (shutter speed)
- Lens (wide/telephoto)

Types of visual style include:

- Conventional
- Dramatic
- Dynamic
- Static
- Unreal/distorted



The purpose of a product will affect the composition...

- Promotion
- Specific product - magazine cover, CD cover, billboard
- Abstract
- Documentary



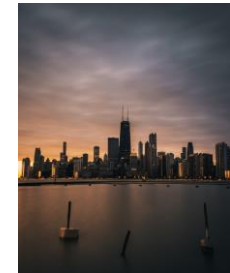
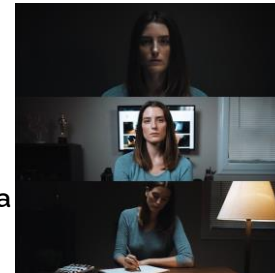
Lighting Effects:

Front lit - using flash to highlight the subject

Back lit - placing a light behind the subject

Highlighting - adding light to focus on a particular area

Golden hour - shooting at dusk or dawn.



Copy

Composition

Abstract

Convention

Visual style

Dynamic

Static



Use of Props:

Props can improve the visual impact and create meaning. Consider how to use them to add information and connect with the audience.



Camera Shots & Angles:



Extreme Close-up (CU)



Close-up (CU)



Mid shot (MS)



Long shot (LS)



Establishing shot (ELS)



Two shot (TS)



Over-the-shoulder (OTS)



Point-of-view (POV)



Low angle (LA)



High angle (HA)



Dutch/canted angle



Low angle, mid two shot

Camera Movement:



Track



Dolly Out



Dolly In



Tilt



Crane



Focus Pull



Handheld



Steadicam/Stabiliser



Whip Pan



Crash Zoom

Lighting:

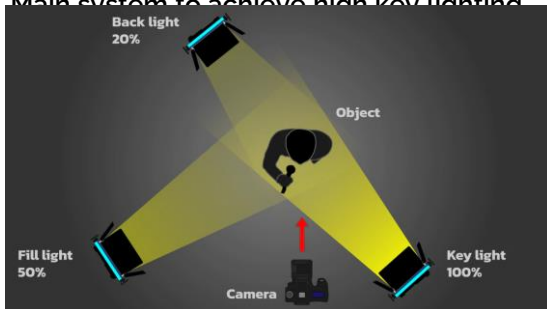
High Key Lighting:

Low contrast between light and dark areas. Used for upbeat scenes and



3 Point Lighting:

Main system to achieve high key lighting



Low Key Lighting:

High contrast between light and dark areas. Mainly associated with horror and mystery



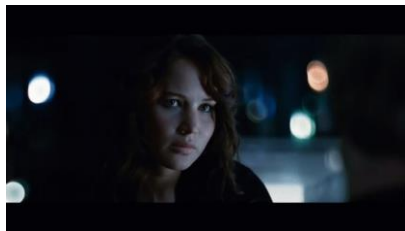
Lighting with one or two lights:

- Use one as a key light and the other to fill.
- Utilise natural light such as windows to act as fill or backlights.
- Bounce lights off walls/sheets to create a softer light.
- Use sheets or any large surface to help block out light to control the set more.

Editing:



Editing Transitions:



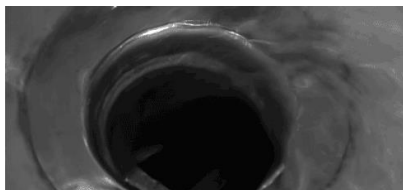
Straight Cut



Fade



Wipe



Dissolve

Post-production Techniques:

- **Titles** - can be at start or end or to relay information.
- **Graphics** - static or motion. Usually in the form of a logo or to illustrate data.
- **Visual Effects** - from colour changes to adding CG characters

Type of Video	Production Characteristics	Post-production Characteristics
Advertisements /Promotions	Close-ups of product, high key lighting	Voice over, graphics (logo and slogan), short sequence
Documentaries	Mid shots - interviews, sourced footage, high key lighting	Titles and captions, commentary (VO), follows story
Film genres	Specific to genre - horror = hand held, low key lighting, canted	Titles and credits, music/score, vfx to enhance scenes
Journalism/ News Articles	Mid shots to camera, OTS for interviews, live sound, on location	Voiceover, no score, title sequence (motion graphics), graphic info
Sports Coverage	Multiple angles, live sound	Whole event, commentary (VO), cut to replays
Tutorials	Close-ups to demo, multiple angles, mid shots to camera	Graphics (logos), some voice over, short and slow paced



Physical content

Asset	Source
People	Found and decided upon by a casting director
Props	Found and organised by the props master within the art department
Scenes	Location scouts and managers are responsible for finding any outside scenes
Sets	These are decided upon by the production designer and created by set dressers.
Audio and sounds	Recorded on set by the boom operator and audio mixer.
Motion graphics	Created in post-production by a motion graphics designer.
Recorded footage	Camera operators will record this
Stock footage	Sourced through stock sites. Producers have to clear licenses.

Assets

Types of camera:



Compact:

- Simple to use
- Very portable
- Cheap to buy
- Some good features such as image stabilising

- × Quality – small sensors mean no high quality images
- × Single lens lacks versatility
- × Limited modes – less control over shots
- × Small or no optical viewfinder
- × Format – often only jpeg and no other options

CSC & Mirrorless:

- Big sensors for high quality images
- Interchangeable lenses for versatility
- Smaller and lighter than DSLR cameras
- Full range of manual controls

- × Limited range of lenses compared to DSLR
- × Some lenses can be too big for the body
- × Still no optical viewfinder
- × Less battery life
- × Slower focusing



DSLR:

- The best image quality
- The widest variety of lenses
- Excellent control of functions
- Wide range of accessories

- × Can be bulky – lacks portability
- × Often requires different lenses which makes them expensive
- × Manual controls can be overly complicated



Smartphone:

- Always with you – ultra portable
- Quality is comparable to some compact cameras
- Connected for sharing or posting
- Many apps to allow for control and editing

- × No good for movement and low light
- × Battery life is better in cameras
- × No optical zoom capability
- × Small sensors mean worse image quality
- × Lacks true depth from larger lenses





Focal Length
Depth of Field
Telephoto
Exposure
Shutter Speed
Aperture
ISO

Lenses:



Wide Angle:

- 35mm or below
- Below 10mm = fish-eye lens



Used for landscapes and wide shots



Greater depth of field



Distorts lines - especially below 10mm



50mm:

- Represents how the human eye sees
- Used for streets and documentary
- Common prime lens



Telephoto:

- 100mm and above



Flattens space



Shorter depth of field



100mm used for portraits



Lenses:



A **wide angle** lens will mean more of the background and show the subject in plenty of space. It also helps to keep a deep focus.



A **telephoto** lens will compress space and create a tighter framing, as well as giving a shorter focal length.



35mm

85mm

A wide angle lens will distort the face for close-ups. Use a longer lens and move away from the subject.



A wide angle lens creates depth and space in a shot.

A telephoto lens will compress space making things seem more packed and claustrophobic.

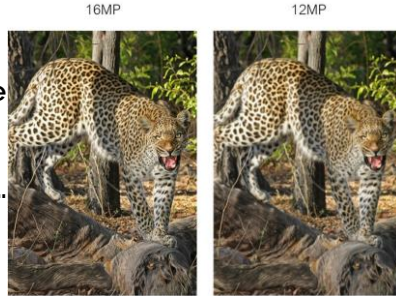


Resolution (photography):

The pixel count measures the quality of an image.

It is measured in megapixels...

1 megapixel = 1 million pixels



Recording time:

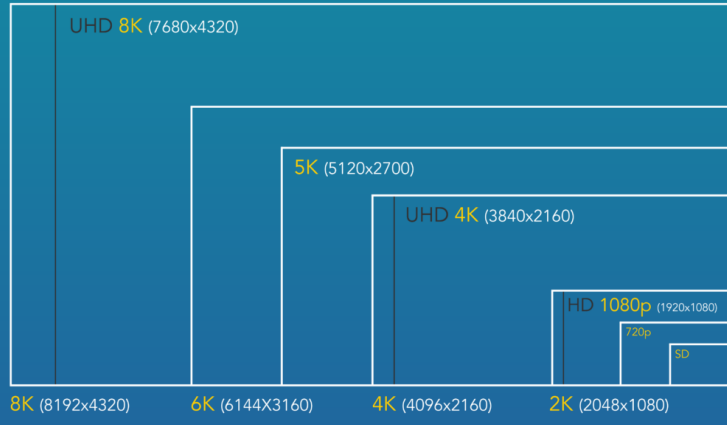
This is limited by the resolution you choose and the size of the card recorded to...

Video Format	Recording Speed	SD Card Storage Capacity	
		64 GB	128 GB
4k	400 MB/s	20 minutes	40 minutes
	150 MB/s	55 minutes	110 minutes
UHD	400 MB/s	20 minutes	40 minutes
	150 MB/s	55 minutes	110 minutes
2k	200 MB/s	40 minutes	80 minutes
	100 MB/s	80 minutes	160 minutes
FHD	200 MB/s	40 minutes	80 minutes
	100 MB/s	80 minutes	160 minutes

Resolution (video):

Resolution in video is also measured in pixels but here is expressed in different terms.

RESOLUTION COMPARISON CHART



SD: standard definition - usually 480p. This is the resolution for DVDs and a low option for streaming.

HD: high definition - either 720 or 1080. Standard for Blu-ray discs.

UHD: ultra-high definition - this is also called 4K as it has nearly 4000 pixels width. Some TVs and streaming services offer this.

8K: Double 4K but only a few TVs can output this and there is very little 8K content.

3D: specialised video with the use of glasses. Mainly used in cinemas.