

## *Cool and Credible Web Video (screencast)*



### *Video Tech Tip – “Making In-Classroom Video Viewing Better”*

- Educator-produced video blog
- Audio, the most important dimension in talking head video, is acceptable
- Speaker’s casual appearance is appropriate for “insider” web video
- Framing as Medium Shot with Rule-of-Thirds (eyes one-third down screen)
- Light source from left gives illumination and shadows
- Background doesn’t provide information or interest

### *Video Tech Tip – “Video Sub Plans”*

- Outside background is more interesting but also confusing, no context
- Sun provides good light, but can be too strong
- Overall, good awareness of traditional aesthetics with no “grammar” miscues
- How to reach the next level of video production quality?



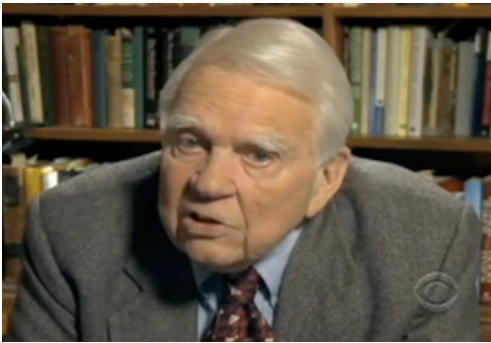
### *How Not to Make a Short Film - “The Script”*

- Audio is acceptable from camcorder microphone
- Close up frame, but with exaggerated head and hand movements
- Light source from left gives highlights on face
- Background gives context, of home or office with garden outside the window
- Camcorder backlight setting makes background overexposed and face good
- Background well behind the speaker is slightly out of focus, adding depth
- Savvy web video appears “unproduced” while actually artfully composed



*The Show* - "Supabah"

- Classic "new media" video blog also follows many composition rules
- Close up framing with rule-of-thirds followed
- Light from classic key position (up, in front, to the left side)
- Simple background establishes setting of a techy home office
- Cuts from Close Up to Extreme Close Up cover edits
- Use of multiple edit points allows recording in small pieces
- Effect of stream-of-conscious improvisation when actually highly crafted



*60 Minutes* - "Andy Rooney on Sleeping"

- Original video blogger
- Interesting characters more important than fancy production
- Old rules for credibility, new rules for cool