

Session 1. Video commercials

1 November 2016

Recap – News package

- Video news are, by definition, informative.
You are explaining what a news item is about.
 - Footage, texts and sound bites should all **contribute to informing, not promoting.**
- Sample #1 – Hall 6 is renamed
- Sample #2 – Shek Kip Mei Park
- Sample #3 – Zero Food Waste

Video production

Message Design	Preproduction	Production	Postproduction
<ul style="list-style-type: none">■ Choose the format■ Design your key message■ Get approval for your commercial■ Storyboard the action and scenes■ Get approval for your storyboard■ Write a script	<ul style="list-style-type: none">■ Hold a production meeting■ Locate a set for shooting■ Cast the talent■ Locate props, costumes, music■ Get permits before shooting day	<ul style="list-style-type: none">■ Double check all equipment■ The director manages the shoot■ Follow the shot list■ Design any visual aides (logos, texts, captions...)■ Keep a log during shooting day	<ul style="list-style-type: none">■ Log your video■ Edit a rough cut of your production■ Add audio (music, voice over, effects...)■ Add video effects■ Get approval for your rough cut■ Export final edit

Scripting

FROZEN - J. Lee

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HANS
Your Majesty, if I may ease your--

ELSA
(flustered)
No, you may not. And I-I think you should go.

Elsa walks away. As she passes the Royal Handler--

ELSA (CONT'D)
The party is over. Close the gates.

ANNA
What? Elsa, no. No, wait!

Anna grabs Elsa's hand. She pulls off Elsa's glove. Elsa gasps, spins around and reaches for the glove in panic.

ELSA
Give me my glove!

Anna holds the glove away from Elsa.

ANNA
(desperate)
Elsa, please. Please. I can't live like this anymore.

Elsa fights tears.

ELSA
(weak)
...Then leave.

Elsa sees Anna's hurt face. It's too much. She can't hold it in. She turns and rushes away.

ANNA
(heartbroken)
...What did I ever do to you?!

The party goes silent as everyone watches the sisters.

ELSA
Enough, Anna.

ANNA
No. Why? Why do you shut me out?! Why do you shut the world out?! What are you so afraid of?!

ELSA
I said, enough!

Source: <http://gointothestory.blogspot.com/free-script-downloads>

A04 A04

{***JON***}

///
WE BEGIN TONIGHT WITH SOME LONG-AWAITED PROSECUTIONS IN THE WAR ON TERROR.

TAKE: ROLL 110
TAKE: VT: MOHAMMED
PHOTO/MUGSHOT

{VO}
TERRORIST MASTER-SLOB KHALID SHEIKH MOHAMMED AND FOUR OTHERS ARE ON TRIAL FOR THEIR SUSPECTED INVOLVEMENT IN THE 9-11 ATTACKS.

(CAM)

IT'S GOING TO BE A DIFFICULT TRIAL, AS ALL FIVE SUSPECTS HAVE ADMITTED THEY DID IT AND WOULD LIKE TO BE PUT TO DEATH.
REALLY, AN OPEN-AND-SHUT CASE, IF IT WERE BEING HELD IN AMERICA.
BUT IT'S NOT.

TAKE: OTS/VZ1: MOHAMMED
MUGSHOT

TAKE: ROLL 112
TAKE: VT: GUANTANAMO BAY

{VO}
IT'S BEING HELD IN THE INFAMOUS GUANTANAMO BAY DETENTION FACILITY IN CUBA, WHERE LIMBO IS BOTH THE REGIONAL DANCE... "AND" THE LEGAL STATUS OF ITS INHABITANTS.

TAKE: OTS/VZ1: GUANTANAMO BAY

(CAM)
BY THE WAY, GUANTANAMO, ALSO KNOWN AS GITMO, WHICH HAPPENS TO BE THE NAME OF THE LEAST-POPULAR

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Source: <https://www.flickr.com/photos/tedkerwin/2611699906/in/album-72157605827948319/>

Scripting

Script for Commercial

Video

(WS) car pulls off side of hilly road

Hand turns ignition

foot shown pumping gas pedal;
indicator lights; hits steering wheel
(WS) car on road

(shots edited quickly)

Car with headlights approach from rear

Car pulls over; man gets out, walks
toward car; reaction, bright lights

Audio

(SFX) car pulls to stop
(MUSIC) scary, dramatic
(Narrator: a female)

You hope it NEVER happens to you....

(SFX) trying to start car...

Stuck in the middle of NOWHERE,

Completely out of touch.

(SFX) Wolf howling

At first, you hope someone WILL stop...

Music (more dramatic)

But then you think: what if
someone DOES stop?

Don't go out there without a phone of your own.

The AIDA Formula

A

- Awareness
 - Attract the attention of your viewer (text, audio, music, visuals).

I

- Interest
 - Provide information or prompts that make the product/service/business interesting to your audience.

D

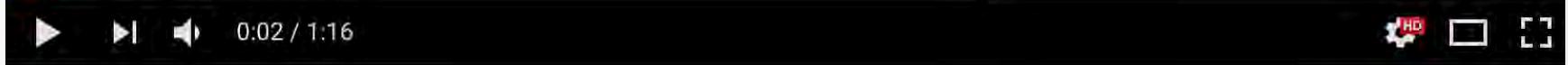
- Desire
 - Use language, visuals or actions that highlight the benefits of your product/service/business to persuade your audience.

A

- Action
 - Entice your audience to act now.

Example #1 - Wrangler

DENIM
PERFORMANCE



Example #2 – Naik Foundation



Example #3 – Geico



More commercials (watch at home)

- Learn by watching what others have done in the past...
 - DBS Hong Kong
 - Metlife Hong Kong
 - Rejoice China
 - Lenovo China
 - Johnnie Walker
 - 益达 酸甜苦辣

Quiz

- Scan the QR code below to access the quiz.
You have 10 minutes to complete it.



- Or go to: <http://bit.ly/2euWR7n>

Session 2. Group Project

1 November 2016

To Do List

- Calendar
 - Draft a calendar for your production.
 - Prepare a timeline for shooting day.
- Script
 - Write a script (if required).
 - Make adjustments to the storyboard.
 - Update shot list (**all shots** to be included).
- Division of labour
 - Assign (at least) the following tasks: producer, art director, director, cameraperson and video editor.
- Equipment
 - Decide what equipment you will use.
 - Reserve the equipment in advance.
 - Check batteries on day of shooting

To Do List

- Talent
 - Recruit your talent.
 - Confirm their availability on shooting day.
 - Provide them with a script and instructions.
- Props
 - Buy/borrow all props before shooting day.
- Location
 - Scout locations where you could shoot.
 - Visit the sites before shooting day.
- Permits
 - Ask for permission to shoot (if needed)
 - Get

Next week

- Submit your individual assignment #2B. Deadline is 12pm (noon - 中午) on Tuesday, November 8, 2016.
 - No **narration for this video**.
 - Use on screen text in **an informative way**.
 - It is a news video, innovative & be conservative.
- We will talk about lighting in class and you will have time to work in your group project.