



NewMediaArts
Kapi'olani Community College, University of Hawai'i

DIGITAL MULTIMEDIA

DIGITAL MULTIMEDIA PROCESS

TIME-BASED WORKS



VIDEO & FILM PROJECTS

- » Basic 3 step process
 1. pre-production
 2. production
 3. post production

- » NOTE: Importance of planning, writing, and being a designer (designing)
 - » KISS (keep it simple stupid)
 - » Make sure that you always have a vision in mind, with a strong **concept**, then try to achieve it – best way to do this is by looking at the work of others and analyzing it

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STEP #1 – PRE-PRODUCTION

- » Logline, Synopsis, Outline, Treatment
- » Script
- » Storyboard
- » Shot list

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STEP #2 - PRODUCTION

- » The shoot (video, lighting, camera lenses, cinematography, etc.)
- » Primary Animation (ie. motion graphics)

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STEP #3 – POST PRODUCTION

- » Digital Asset Management (folder structure/organization)
- » Editing
- » Opticals/Effects (transitions, fades, wipes, etc.)
- » Color Correction
- » Titles (supplemental motion graphics & type animation)
- » Rendering
- » Authoring (to DVD, web formats, etc.)

EXTRA COSTS

COURSE MATERIALS

BLANK DVDS

BLANK MINIDV TAPES (if shooting w/ MiniDV camcorder)

OPTIONAL: EXTERNAL HARD DRIVE

OPTIONAL: VIDEO CAMCORDER

LESSON

TIPS, TRICKS, & TECHNIQUES

WHAT IS DIGITAL MULTIMEDIA?

» Definitions:

- » Google it: <http://www.google.com/search?num=100&hl=en&lr=&newwindow=1&q=define%3A+multimedia>
- » Wikipedia: <http://en.wikipedia.org/wiki/Multimedia>

» Multimedia is a combination of:

1. Image
2. Text
3. Sound
- 4. Time**

SOFTWARE

DIGITAL MULTIMEDIA

ADOBE PREMIERE

- » Mac students may be able to get away with using Final Cut, but I do not advise you to do this because we do not have it here in the labs

ADOBE AFTER EFFECTS

ADOBE SOUNDBOOTH

ADOBE ENCORE

ADOBE FLASH & ADOBE'S MEDIA ENCODER

LESSON

CONCEPTS

TECHNICAL VIDEO DETAILS:

- » NTSC
 - » Standard Definition:
 - » 720x480 with a 0.9 Aspect Pixel Ratio
 - » 640x480 with a 1.0 Square Pixel Ratio
 - » High Definition:
 - » 1280×720 pixels (720p) typically with a 1.0 Square Pixel Ratio
 - » 1920×1080 pixels (1080i/1080p) typically with a 1.33 Square Pixel Ratio
- » screen ratio dimensions:
 - » Widescreen: 16x9 (1.2 or 1.33 aspect pixel ratio)
 - » Standard: 4x3 (.9 or 1.0 aspect pixel ratio)
- » File Formats:
 - » Still image file formats – tif, tiff, jpg, jpeg, gif, eps, ai, psd, etc.
 - » Video file formats – Windows (avi, wmv, mpg, mpeg, mp4, m4v), Mac (mov)
 - » Audio file formats – wav, aiff, mp3

LESSON

TIPS, TRICKS, & TECHNIQUES

ANIMATING & ADDING EFFECTS IN PREMIERE

- » Motion

- » Scale

- » Position

- » Effects

- » Cross dissolve

- » Dip to black

HOW TO GET STARTED

HOMEWORK

VIDEO ASSIGNMENT

- » Start thinking about a topic
- » Gather content (images, existing video)
 - » Think conceptually!
 - » Develop a narrative framework
 - » What is the narrative arc?
- » Buy some blank DVDs
- » Start Thinking About Audio (ie. Music, Narration, etc.)
 - » Bring in a music CD or mp3 files of audio that you may want to use in your video.

QUESTIONS?

NO QUESTION IS A DUMB QUESTION

IF YOU EVER HAVE ANY QUESTIONS REGARDING THE PROJECT, PLEASE USE LAULIMA

» Post any questions, concerns, etc. on the Discussion board in Laulima.



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