

JOUR 3280 – Video/Audio Aesthetics Project

Points: 20

Description: You will demonstrate basic technical and aesthetic rules for recording video and audio with your camera equipment.

PART I: You will record a series of **paired shots**. Each pair will consist of one shot which demonstrates a specific aesthetics rule, followed by a shot that violates that same rule. You must follow the SWEFF checklist before recording each shot.

For example, for the “headroom” rule, you would record one shot that **DOES** have proper headroom, then record another shot that **DOES NOT** have proper headroom (to show that you clearly know the difference). You’ll need to find someone to sit or stand as your model for these shots.

You **MUST USE A TRIPOD FOR ALL THESE SHOTS**.

Video Aesthetics Rules:

1. Headroom
2. Lookroom
3. Leadroom (your subject must be moving, camera pans or tilts as subject moves)
4. Background (one shot with good background, one shot with bad/distracting background)

PART II: You will record a series of shots demonstrating fields of view and camera angles. These are not paired shots. You just need a single shot for each item on the list.

You **MUST USE A TRIPOD FOR ALL SHOTS**. As you demonstrate each shot, you must also follow basic aesthetic rules listed above and all other SWEFF guidelines.

Basic field of view shots: all of these must show the same person doing a single activity (cooking, cleaning, studying, playing basketball, etc.)

1. Wide Shot - WS
2. Medium Shot - MS
3. Close Up shot - CU
4. Extreme Close Up shot – ECU

Extra field of view shots: interview setup

1. Over the Shoulder shot – OTS (looking over your shoulder at a person you’re interviewing)
2. Reverse OTS shot (looking over their shoulder back at you)

Camera angles and depth-of-field

1. Shallow depth-of-field (shallow focus)
2. Deep depth-of-field (deep focus)
3. High angle shot
4. Low angle shot

Part III: You will record a short interview twice so you can tell the difference between microphones.

Interview 1 – with external microphone: Record a short soundbite/interview using your external microphone. Your subject can be seated or standing. Frame the shot in a basic close-up shot. Your goal is to get a “clean” recording (peak audio levels between -18dB and -12dB).

Interview 2 – without external microphone: Record the same soundbite/interview in the same location using only the built-in microphone on the camcorder. Just unplug the external mic from the camera.

Evaluation Criteria:

Correct demonstration of the shots and aesthetic rules, proof of proper white balance and exposure, shot quality (steadiness, framing, content), sound quality.