Concept Videos

Exercise: Concept Videos

- Communicate an idea for a new application using the following technologies:
  - location aware mobile phone
  - multimedia content
  - short-range communication
  - long-range communication
- Consider a technical and non-technical audience
- Task: Make a video explaining your idea
  - Use still images, image manipulation, audio, and text
  - Use live video if you know what you're doing.
  - Duration of the video between 1 and 5 minutes

Steps to a Quick Concept Video

- Have an idea :-)
- What are the key issues? How to visualize them?
- What is a convincing use-case story
- Make a storyboard
- Take one or more digital photos for each key scene
- If required manipulate the digital photo to highlight a certain action/device/interaction within the shot
    - Color, Highlight, Grey-out
    - Overlay other pictures, etc.
- Script audio and written text to explain
- Speak audio and record it
- Assemble the movie…

Storyboard

- usually based on a script
- helps define visual style of video
- supports communication between artists
- varying degrees of detail

FALLEN SKY STORYBOARDS

SCENE 01
EXT. ALLEY - NIGHT

WIDE OVERHEAD
Reaper POV
follow Weddington

Reaper lands on dumpster
in foreground

Weddington stops running

PUNCH IN to CLOSE UP
Weddington reacts to Reaper

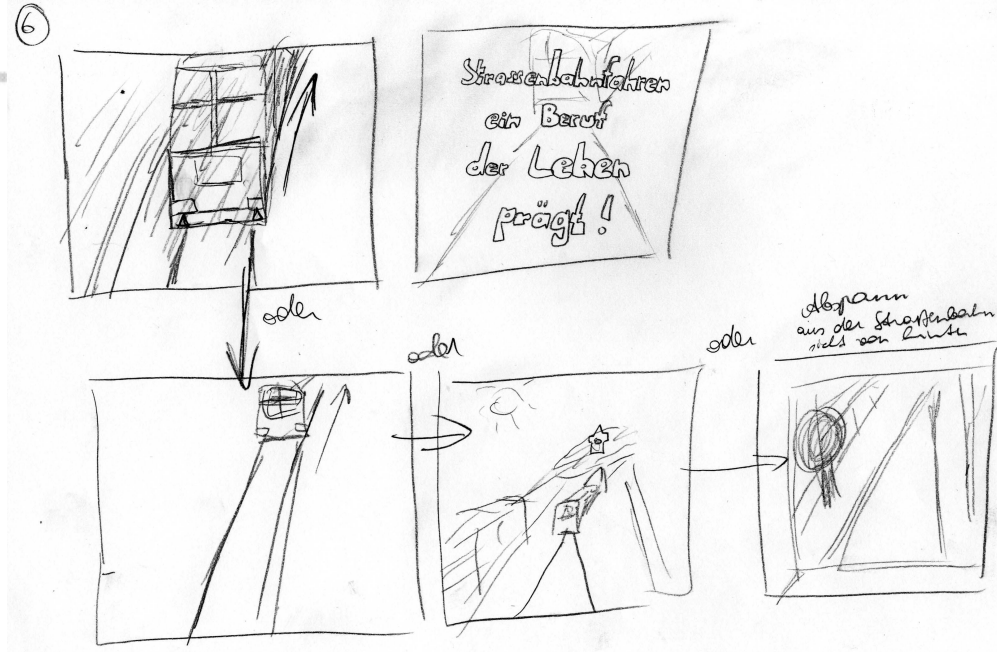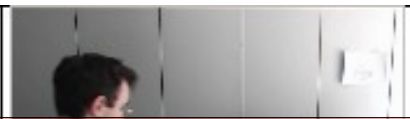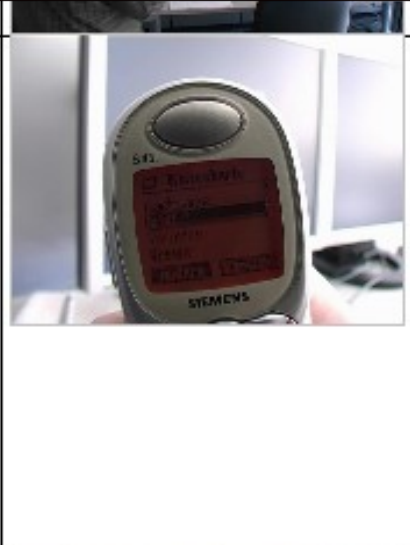CLOSE - Reaper's boots
pan up body

"Something was stolen..."

MED - Weddington reacts
Reaper cloak in foreground

"I don't have it."

CONTINUED
Reaper's sickle
drops into frame

©2003 Arcadian Entertainment - MAY NOT BE REPRODUCED WITHOUT PERMISSION

CONFIDENTIAL
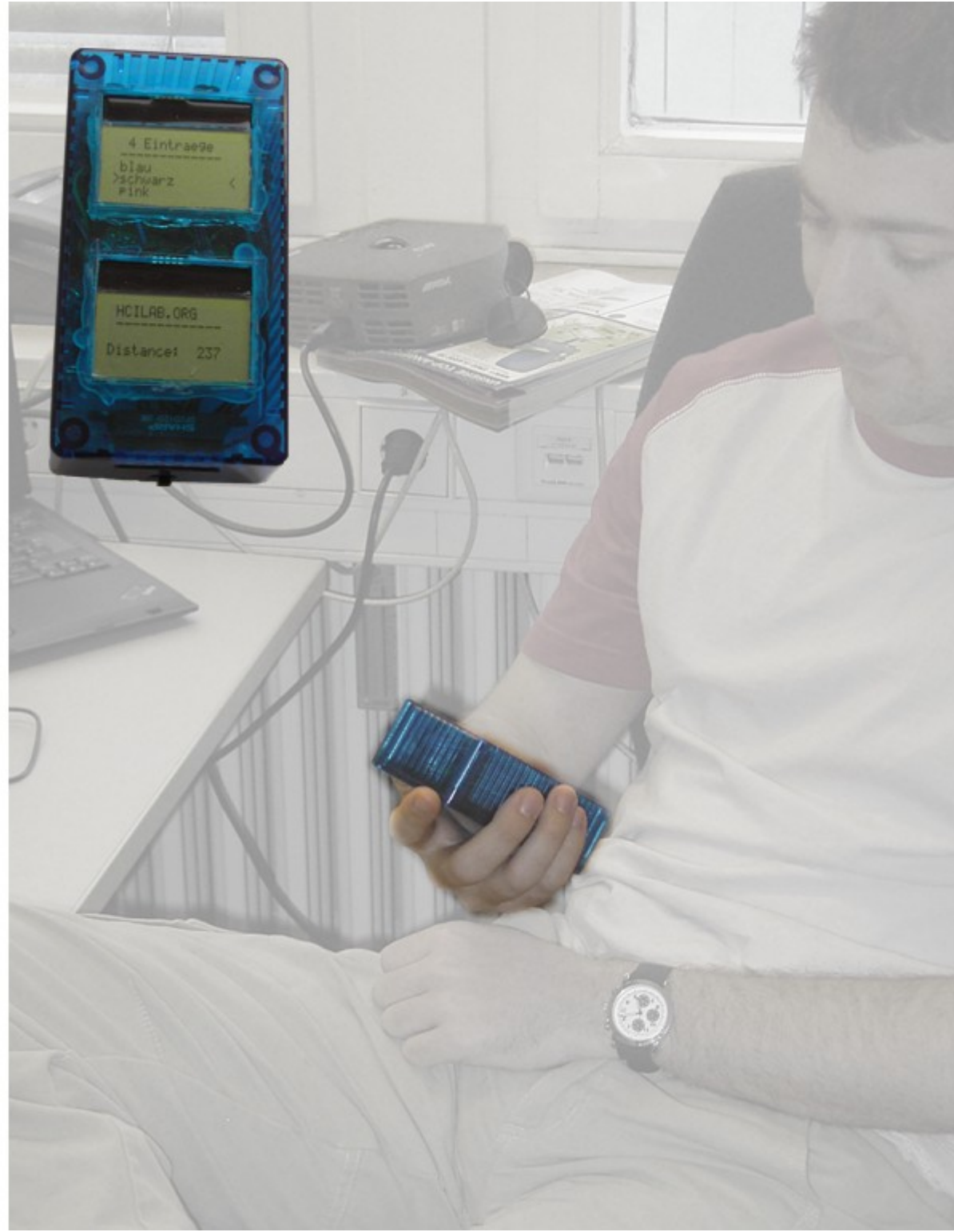
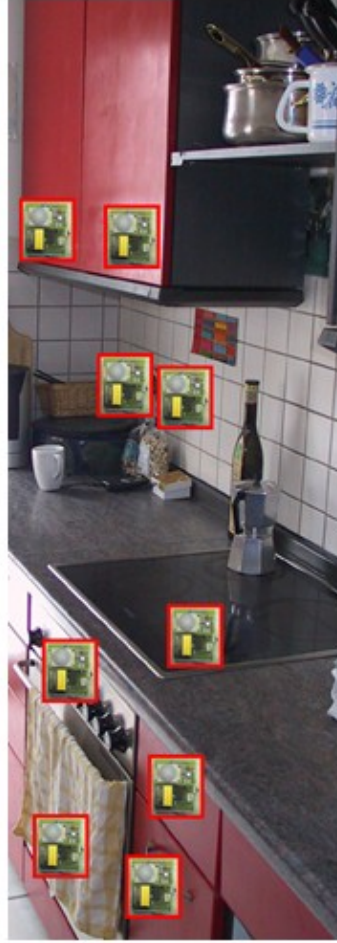| ID	Image	Action	Voice Over
3 / 3		Tom Becker arrives at his desk.	"After his arrival at Vision Systems Tom looks for a free workstation
3 / 4		Tom pulls out his mobile phone. Its display shows: --------------------------------- SPA LOGIN Login at WRKSTAT_176 (X) Office Profile ( ) Private Profile ( ) Guest Profile (OK) (CANCEL) --------------------------------- User confirms by pressing a button.	…… and logs in using a uniform login-interface on his SPA."
3 / 5		A personalized working environment is loaded. Word documents, Excel sheets, PIM and new emails appear on the screen.	"Tom's identity is confirmed and the workstation loads his personalized working environment including access to resources within the company's network."
4 / 1	Personalized Business Environment	Animation // explaining the process of personalized login. Data flow.	"So what did just happen? The SPA used Tom's personal login data stored on the SIMPLICITY-device to communicate it to a nearby workstation via a Bluetooth-connection. Tom simply confirms to use a certain profile and the SPA automatically runs the login-procedure. After this authentication the SIMPLICITY-enabled workstation loads and configures Tom's personalized business environment and adapts the services provided by the company's network to the capabilities of the workstation and Tom's profile data."

Simple Effects

- bring life into video
- help people understand your message
- can make a video unwatchable
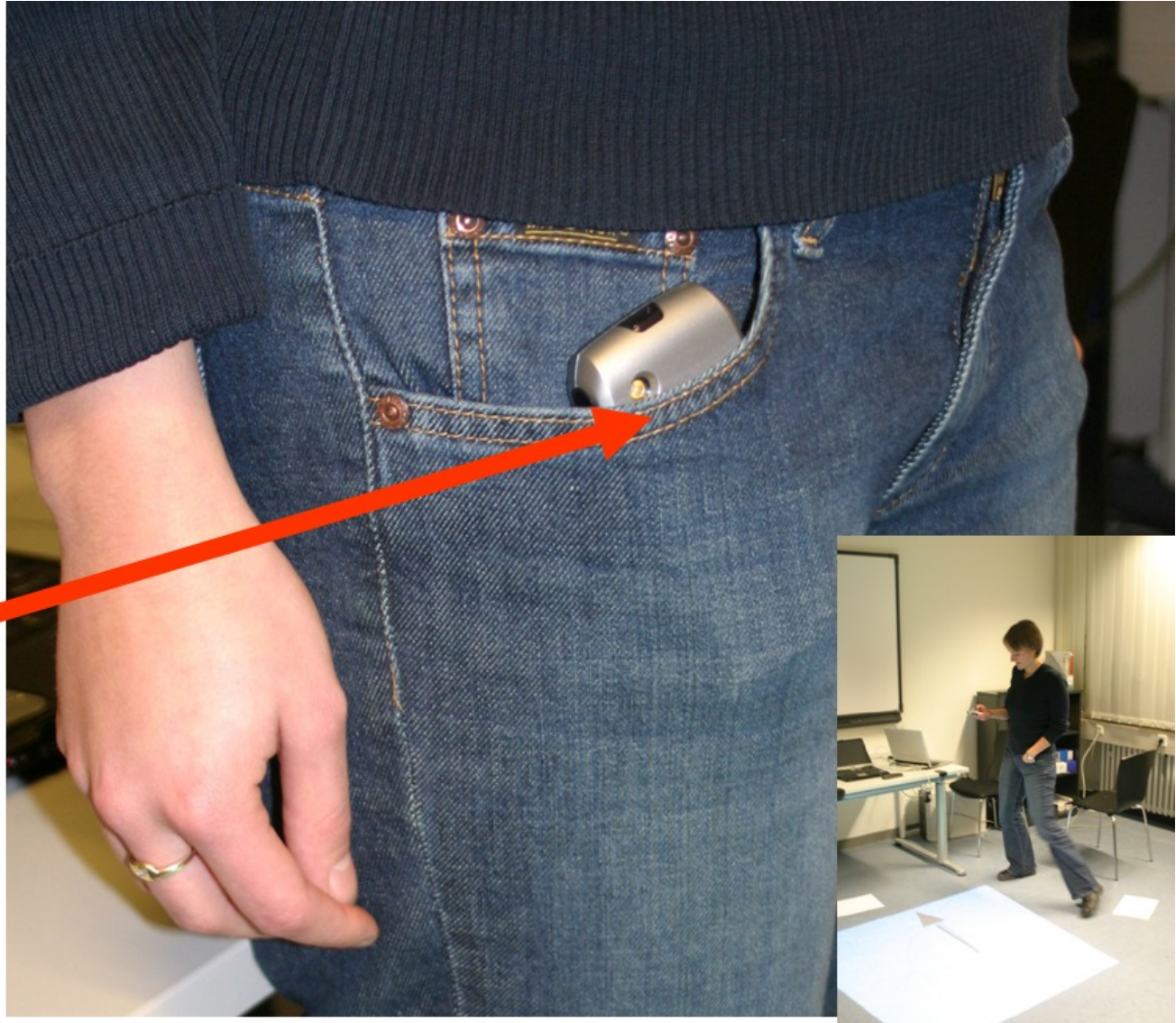
- use effects sparingly...
- ...to underline your message

Highlighting

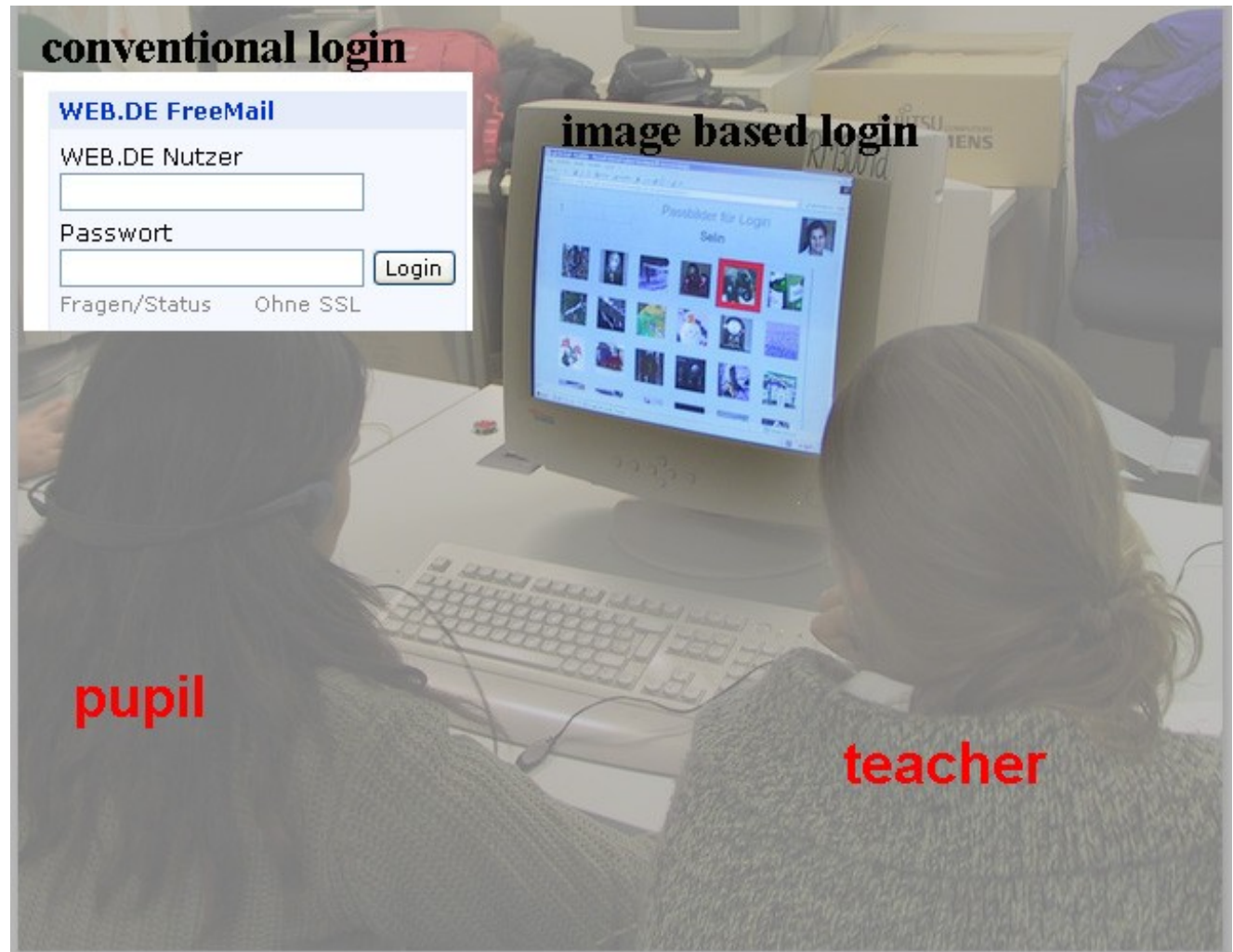# Overlays

Annotation / Composition

Zoom and Motion

- Use zoom and motion to guide the user to look at the "right place"
- Make transitions that support the effect

Combined Effects

- Highlight
- Overlay
- Labels

Some Tips

- Don't rely on explaining things in your voice-over, it will have to be very concise.

- Spend time on taking a perfect photo.

- Use effects cautiously – they are not your message

- Please don't use TTS engines whenever possible. They sound horrible.

- Beware of copyrights

- Do a user evaluation

Next Week

- "open tutorial"
- opportunity to get help / ask questions
- I'll be there during the usual tutorial times

Have fun!