VIDEOPROTOTYPING

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Representing complex relationships, new behaviours and attitudes are an integral part of interaction design.

These can be represented through many means including sketching and making physical prototypes.

However, capturing a journey over time requires a linear medium like video.

Why Prototype ?

Prototypes help to validate the value of new ideas and test initial assumptions. Prototypes can also help to convince others and yourself.

Benefits:

Low resource and time investment

Faster feedback and a participatory approach

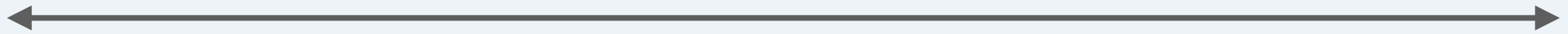Early Validation in the development life-cycle

"Just Enough Prototyping"

Understand your audience and choose the right level of resolution and fidelity.

Judge the time and resources available.

Go for the easiest and simplest track, don't overdo you prototype for a given context.

Low Fidelity   High Fidelity

←——————————————————————→

Open Discussion   Sharp Opinions

Prompting Required   Self Explanatory

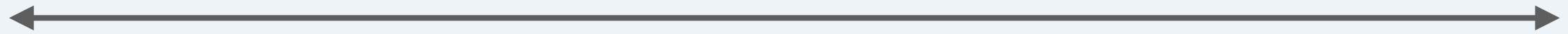Quick and Dirty   Deliberate and Refined

Early Validation   Concrete Ideas

Low Resolution   High Resolution

Less Details   More Details

Focus on core interactions   Focus on the whole

Quick and Dirty   Deliberate and Refined

Early Validation   Concrete Ideas

Inspiration from camera shots and film making

Extreme long shot (wide shot)
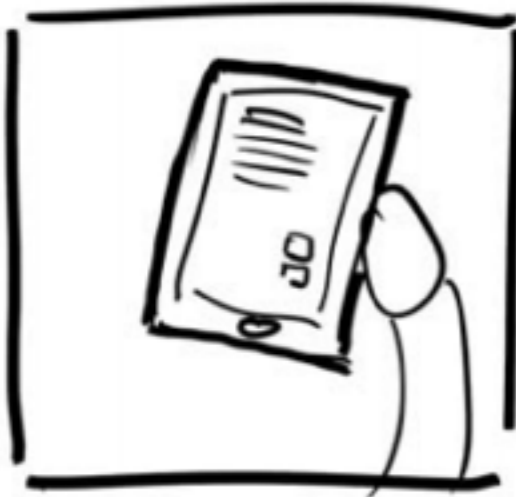A view showing details of the setting, location, etc.

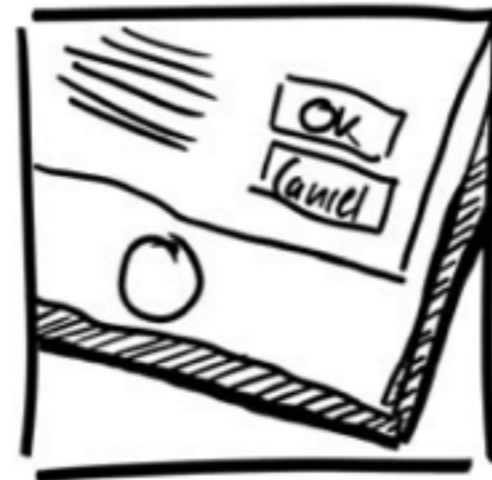**Long shot**
Showing the full height of a person.

Medium shot
Shows a person's head and shoulders.

Over-the-shoulder shot
Looking over the shoulder of a person.

Point of view shot (POV)
Seeing everything that a person sees themselves.

Close-up
such as showing details of a user interface a device the person is holding.
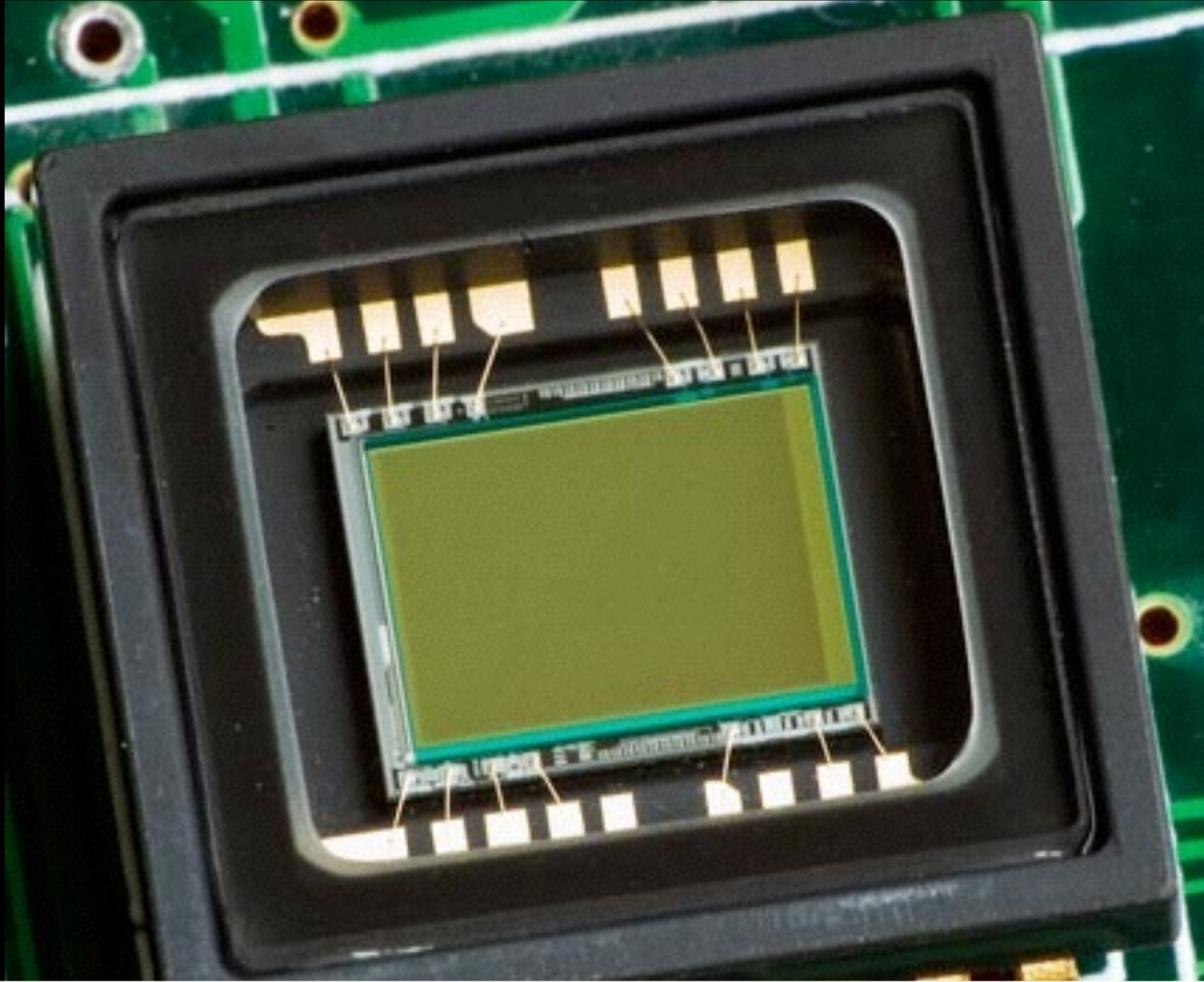
Choosing the right camera

Choosing The Right Camera

A "3 CCD" camera which uses a separate chip for red, blue, and green, giving a more "true to life" look to the video.

HD (high definition) camera's have a much higher video quality than both one chip and three chip SD (standard definition camera's)

CCD chip in a camera

Plan

What's the video about (in one sentence)?

Who's the audience? (YouTube vs. Client)

What are we going to see? (Scenario)

What about audio? (Audio can make or break it)

Editing Basics :
Montage vs. Continuity

Example:
Continuity
Nike Commercial

Continuity :
-a logical coherence between shots
-the viewer shouldn´t "feel" the cut
-the focus is on the story

Example: Montage
Alfred Hitchcock

ALFRED HITCHCOCK - INTERVIEW

Montage :
-new assembly of material to create new meanings
-artistic approach
-the viewer "feels" the effect

Combining Images and Sound through Editing

Example : Star Guitar

Michel Gondry

-material was produced and edited to match the audio
-layout of the compete "sound scape"
-objects (oranges) were used to represent "events"

Editing Rules:

Cut on the beat to match the audio.

Be ruthless about the cut´s: judge shots critical to

filter out the unimportant material

Rule of thumb : one minute action can be described in
max 10 sec

From the Task Analysis
to Video Shoot:

Making Tea!

Goal		Make cup of tea				
Sub-Goals	Heat water		Infuse tea		Add milk/sugar/lemon	
Unit Tasks	Fill kettle	Boil kettle	Place tea bag in cup	Add hot water	Add milk	Add sugar	Add lemon
Artifacts	water, kettle		tea bag, cup, hot water		milk, sugar, lemon, spoon	

Liv Media

Number	Cut	Type	Visual Content	Sound	Colour	Time	Actors	Drawn by
1			TITLE SEQUENCE					Olivia
2		ELS	DAY: Car enters Rainthorpe, shot from horses field.	Actor on phone Sound of car driving along gravel down the drive. (Music)		8 seconds	Charlotte	Olivia
3		CU	Hand taking Bag from car, meanwhile still on the phone	Girl on phone (Music)		1 second	Charlotte	Olivia
4		CU	Car boot slams	Girl on phone (music)		1 second	Charlotte	Olivia
5		ECU	Front door handle opens door	The clanking of the door handle opening, and girl on phone		1 second	Charlotte	Olivia
6		LS	Door opens – actor enters - shot from inside			2 seconds	Charlotte	Olivia
7		CU	Actor on phone, jammed into shoulder	"see u soon" (phone conversation)		2 seconds	Charlotte	Olivia

Video-format and Duration

The video you submit should have the following format:
 -MPEG-4, max 3min.
- resolution 640 x 480, codec: AAC, H.264
- be sure that the video is self-explanatory
 -explain necessary background information in the beginning of the video
-consider that font sizes should be big enough and readable when your video is being presented

Free Music:

http://www.jamendo.com/en/
or
Album "Royalty Free" on iTunes

Next Steps Till Thursday

- individual group-work : shot and edit
- materials you need : laptop & camera (video & photo)
- feedback and reviews on demand

Gather back here: 9h (c.t.)

References

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