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# CSE 440 VIDEO REPORT

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## PROCESS

Our video went through an immense amount of planning before we actually shot any footage. We started with a general storyline, as we thought it would help to describe our product through the story of one of its users. From here we developed shot by shot translations of our tasks into a series of prototype screens as well as the accompanying pieces of story that would precede each task. The story was then broken down into shooting notes and storyboards for each specific shot and angle.

Once we had planned each scene we were able to go out and shoot in a relatively short time. Most scenes were able to be shot in a single take which made the next step, scene selection, easier. All the footage was imported into Adobe Premiere Pro and edited. The video was completely edited before the voiceovers were added. There was a loose script for the voice overs, but as these came at the end of the process they were able to be minimal enough to just clarify weak spots.

## TECHNIQUE

Though we did not create any new techniques for this video we did use a combination of standard techniques in an interesting way. From the beginning we knew we wanted to tell our story without dialogue; it seemed like dialogue could make a short video drag on and we really didn't have any good quality microphones. As a substitute for dialogue we used a lot of establishing shots to give a feel for the environment, as well as strong physical reactions on the part of "Sonny", our main character. The intention of every scene series preceding a task was to show an exaggerated version of what life would be like without Sociall (kind of like in infomercials). Though we had a narrator, we tried to tell a story that could be understood even with the sound off.

## WHAT WORKED

The biggest success of our project was probably the efficiency. At the start, we all worried the filming process would take longer than any of us had to spare. Due to our pre-planning and scripting though we were able to get all of our shots (over 90 unique shots in total) in just over three hours. We were also pleased with our end product; it seemed to balance telling a story and showcasing our application as much as we were hoping. We were also afraid that we weren't going to be able to clearly or consistently show the use of our prototype, but we managed to mostly resolve this issue too (though we did still find it difficult to show a vertical, landscape oriented, device in a widescreen format). Our editing software, Adobe Premiere Pro, allowed us the flexibility and quality we needed, but likely added to the overall time spent as it takes longer to do simple tasks.

## WHAT DIDN'T WORK

Our main complaint with our video is that the pacing seems a little fast. We were worried about a video that would drag on, but we may have gone a little too fast for people to process. Our prototype shots would probably have been better at about half speed; it is hard to take in everything that is happening. Luckily though, a heavy use of narration in these scenes is able to keep the audience informed as to what's going on. We also would have liked to show more functionality of our design, but felt limited by sticking to our tasks and trying to tell a coherent story. Thematically, it would have been nice to show a little bit more character development of Sonny, but we knew it would have taken a lot longer to shoot. We also had this idea of this running theme of "Sonny's transformation" throughout the video, illustrated by his dress changing piece by piece from Hawaiian gear to UW gear, but this was more difficult to show in the shots we chose than expected.