

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"

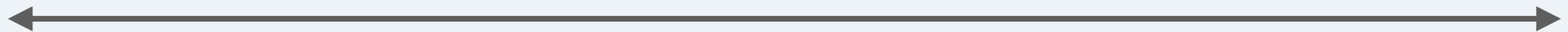
Understand your audience and choose the right level of resolution and fidelity.

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

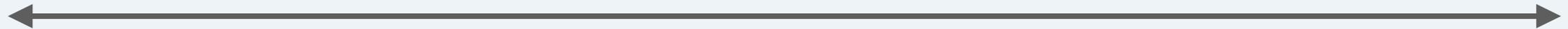
Deliberate and Refined

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

Video Prototyping **applied**

Storyboard and **Keyframes**

Inspiration from camera shots and film making



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



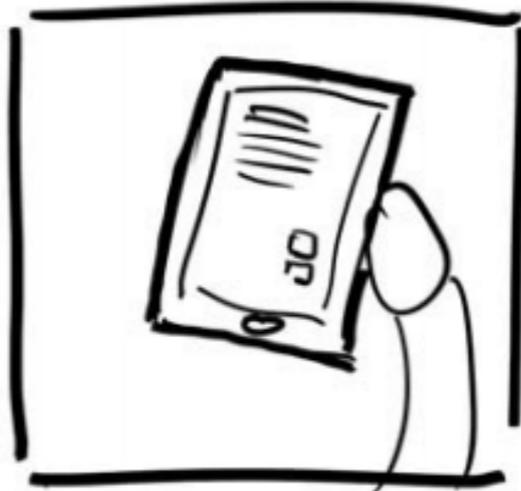
Long shot
Showing the full height of a person.



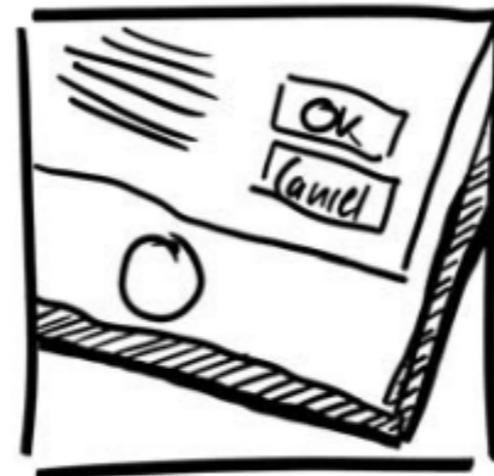
Medium shot
Shows a person's head and shoulders.



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.

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



NIKE COMMERCIAL - TAKE IT TO THE NEXT LEVEL

Video Source: YouTube



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

Video Source: YouTube



Montage :

- new assembly of material to create new meanings
- artistic approach
- the viewer “feels” the effect

Combining Images and Sound through Editing

Example: Amateur

Lasse Gjertsen



■ LASSE GJERTSEN - AMATEUR

Video Source: YouTube

Example : Star Guitar

Michel Gondry



STAR GUITAR - CHEMICAL BROTHERS

Video Source: YouTube



- 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



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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 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

Second Blog Post

- Storyboard & about 150 words abstract
- categories: WS1617; Concept, Team X
 - deadline: 05/04 11:59 a.m.

Next Steps:

- 1.) Create Shot List (Filming)
- 2.) Plan Filming (Location, Permissions, Actors, Artefacts etc.)

Gather back here: Thursday 10 a.m.

References

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