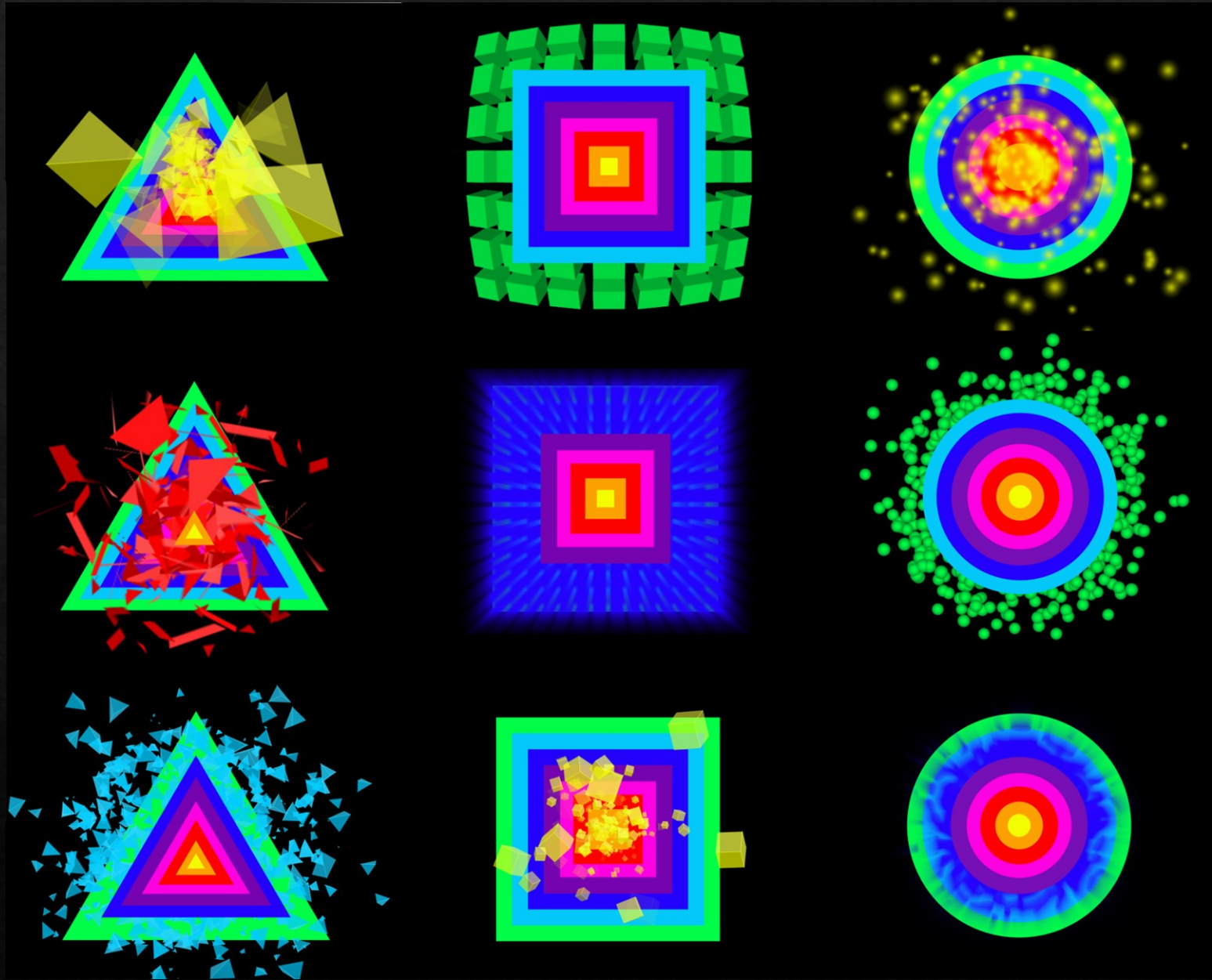




# Video Art Design

Jelena Rubil

9 session

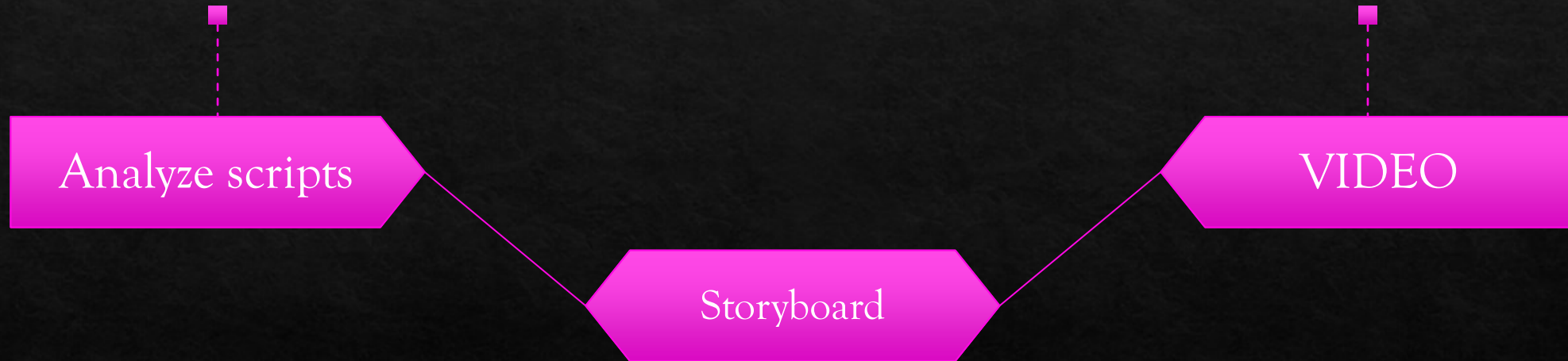


# Technical Problem-Solving

## Safety and Regulations

Ability to analyze scripts and interpret the narrative, themes, and mood of the production to generate creative visual concepts that align with the director's vision.

Preproduction  
Production  
Postproduction



Creating storyboards or visual sketches to plan and communicate video ideas and sequences.

## Understanding of the Script

### Understanding of the Script:

Ability to analyze the script and identify opportunities for integrating video elements to support the narrative and thematic elements of the production.

Analyze theatrical scripts in-depth, identifying key themes, motifs, character arcs, and dramatic moments that can be enhanced through the integration of video elements.

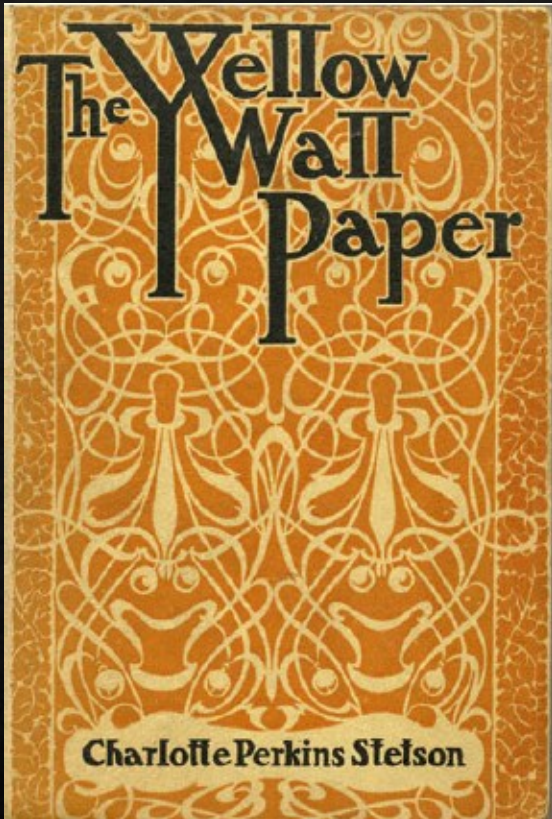
Identifying opportunities within the script where video projections, visual effects, or multimedia content can amplify storytelling, evoke mood, or provide additional context to scenes.

Ability to design video content that effectively integrates with character development and plot progression, reinforcing key moments, conflicts, and emotional beats in the story.

## Understanding of the Script

Designing video content that enhances character development, reinforces plot points, and contributes to the emotional arc of the story.

Interpreting the intentions of the playwright and director, discerning the dramatic structure and pacing of the script to strategically plan the integration of video elements that complement and enrich the theatrical experience.



*"The Yellow Wallpaper"* Charlotte Perkins Gilman

Uses a bedroom setting with distinct elements like peeling yellow wallpaper and claustrophobic furnishings, which symbolize the protagonist's mental state. The set can be enhanced with projections that evolve alongside the character's descent into madness, making it a powerful choice for scenography.



"Grounded" by George Brant offers a single-character drama set inside a military-grade flight simulator and later, a control room. The confined space, with its minimalist design, can be dynamically altered using projections that simulate drone feeds and shifting landscapes, reflecting the protagonist's emotional and psychological transformation. This play allows for immersive use of projection to blend reality and virtual experiences.

# THE DAY THE INTERNET DIED

(ONE-ACT VERSION)



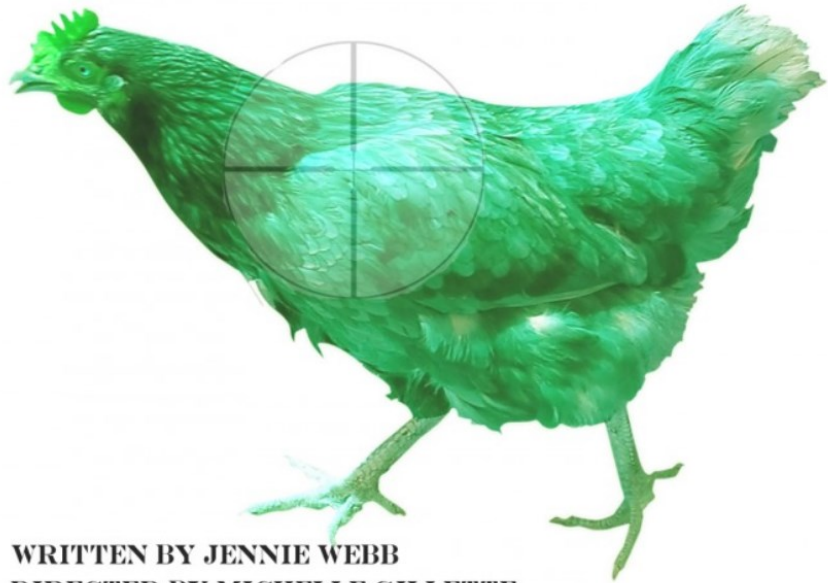
A COMEDY BY  
**IAN MCWETHY  
& JASON PIZZARELLO**

## "The Day the Internet Died" by Ian McWethy and Jason Pizzarello

In a small town where the internet goes down for a week, leading to chaos. The setting allows for fun and dynamic staging that can depict different aspects of daily life disrupted by the internet's absence.

On a sunny day in the town of Bloomington, a devastating occurrence happens. No, it's not famine, or floods, or loss of your basic rights. The internet has gone down! And it will continue to be down! For a week! A whole week! Pandemonium! In a world that is so dependent on the internet for shopping, mailing, and posting pictures of cute babies, how will society function? Not well as it turns out. *The Day the Internet Died* hilariously explores how inept we are at dating, research, and basic human interactions when we don't have a screen to look at.

## CHICKEN SHOOT



WRITTEN BY JENNIE WEBB  
DIRECTED BY MICHELLE GILLETTE

## "Chicken Shoot" by Jennie Webb

This is a dark comedy where two half-sisters visit an abandoned aerospace compound. It reveals absurd government secrets, setting up a unique environment for scenographic creativity. The story's tone and unusual setting provide a good opportunity for visual exploration and imaginative stage design.



PRE-PRODUCTION

PRODUCTION

POST-PRODUCTION

STORY

STORYBOARD

CHARACTER DESIGN

HIGH DINAMICS RANGE PHOTOS

REFERENCE PHOTOS

MODELLING

PRE VIS

ANIMATIC

MOTION CAPTURE

AUDIO MIX

TEXTURING

LOOK DEVELOPMENT

RIGGING

ANIMACIJA

MOCAP CLEANNING

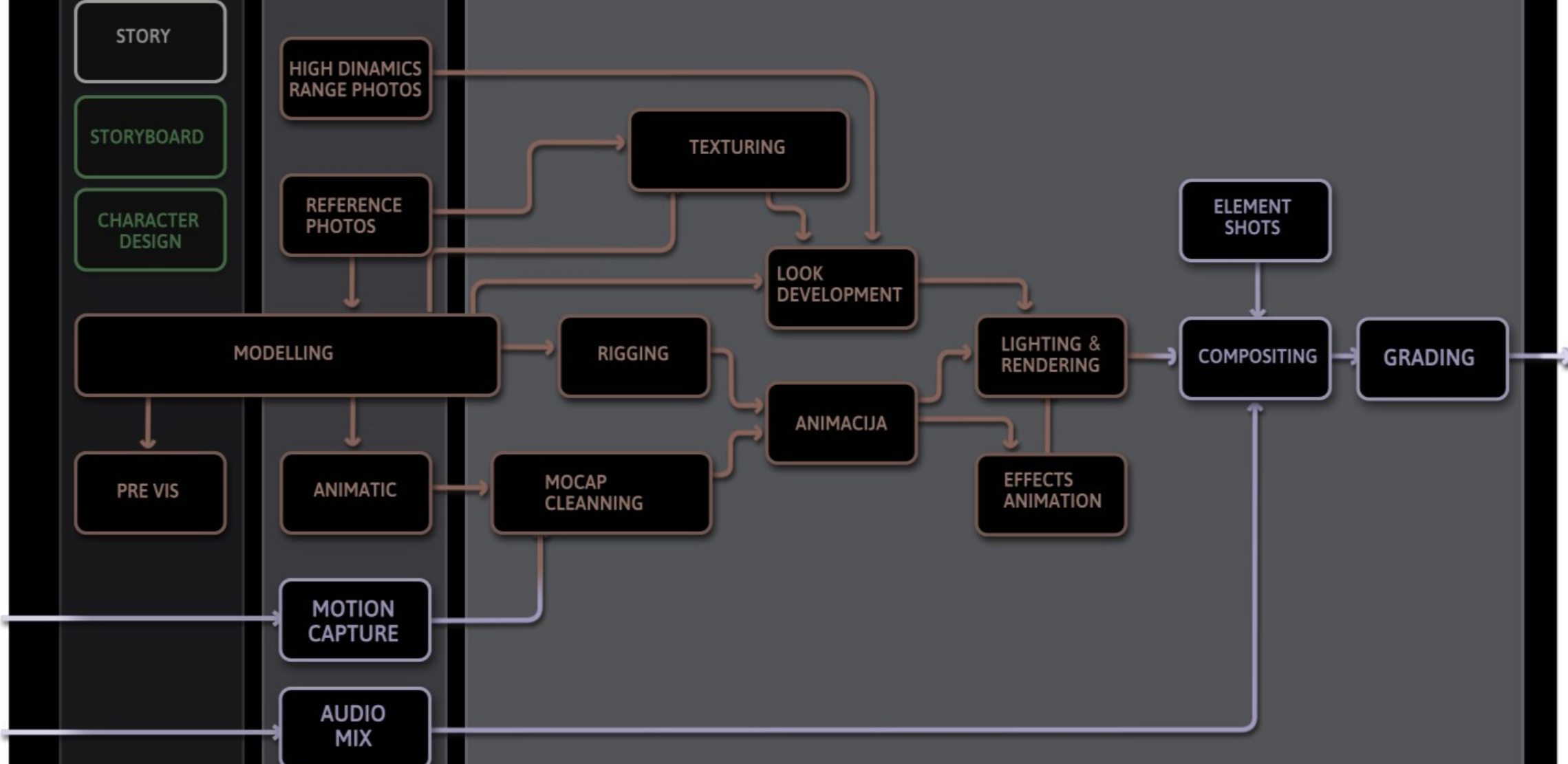
LIGHTING & RENDERING

EFFECTS ANIMATION

ELEMENT SHOTS

COMPOSITING

GRADING



After analyzing the script, gather references (photos, drawings, recordings),  
and if you wish,  
record videos that you will use in the creation of the  
video.



1. Recorded, references

\* For those who prefer a text of their own choice, put the  
chosen text in this subfolder.



# 1. Recorded, references



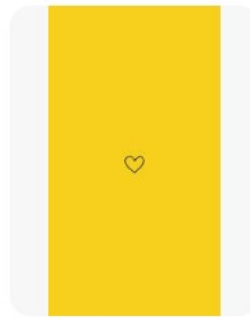
Freepik  
Yellow Wallpaper Images - Free Do...



Wallpapers.com  
100+] Aesthetic Yel...



Pexels  
Yellow Wallpaper Photos, Downloa...



Pinterest  
Yellow Wallpapers ...



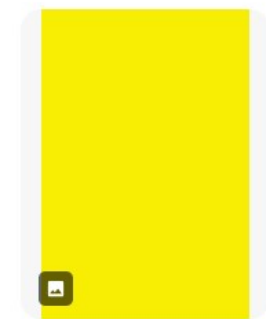
Pinterest  
yellow wallpaper, i...



Freepik  
Yellow Wallpaper Images - Free Down...



Pngtree  
230000+ HD Yello...



Wallpapers.com  
100+] Solid Yellow ...



Vecteezy  
Yellow Wallpaper Stock Photos, Images ...



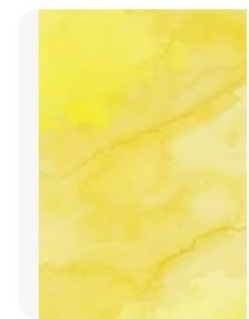
Unsplash  
Yellow Wallpapers:...



Freepik  
Yellow wallpaper ip...



Amazon UK  
Yellow Wallpaper - Cute...



Canva  
yellow background...



Unsplash  
Yellow Wallpapers:...



Pngtree  
230000+ HD Yello...




## 1. Recorded, references




 Decorative Production ...  
Decorative Production...




 Mobile wallpaper - Mob.org  
Yellow wallpapers for your p...



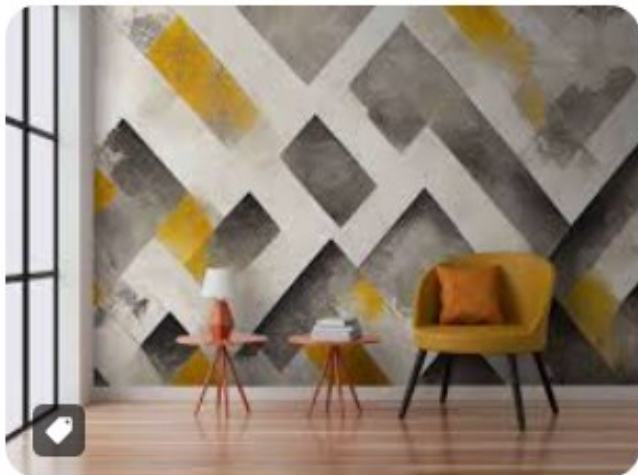
 Pin page  
Pin page



 the pva creative writing...  
The Yellow Wallpaper"...



## 1. Recorded, references



Tapeko  
Wall murals Grey and yellow paint...



Unsplash  
Yellow Wallpapers:...



PrepScholar Blog  
Understanding The Yellow Wallpa...



Pixabay  
Free Yellow Wallpaper & Yello...



Wallpapers.com  
100+] Cute Yellow Wallpapers ...



Peakpx  
HD yellow wallpapers | Peakpx



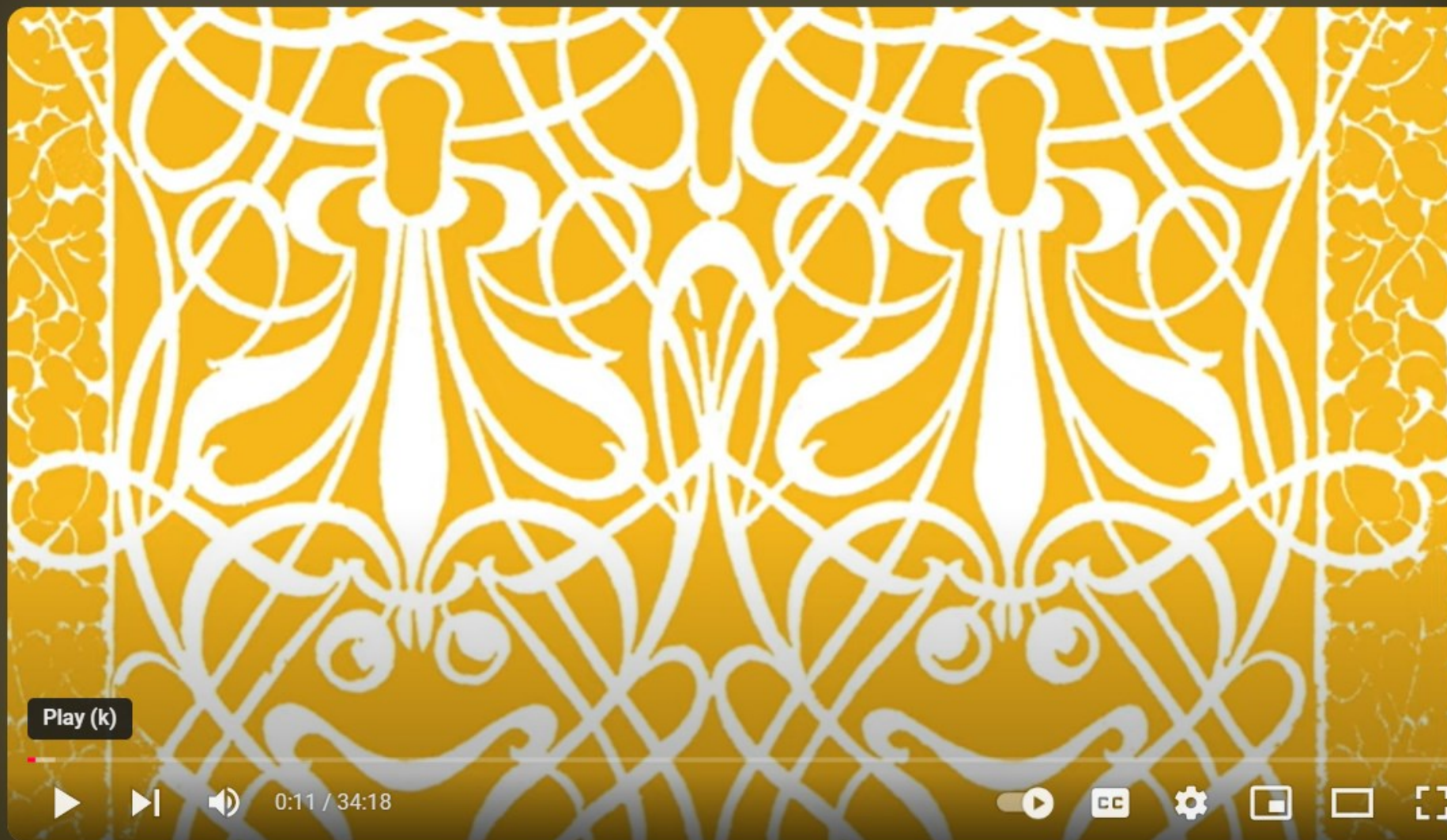
## 1. Recorded, references



**"The Yellow Wallpaper" by Charlotte Perkins Gilman / A HorrorBabble Production**



## 1. Recorded, references



Play (k)



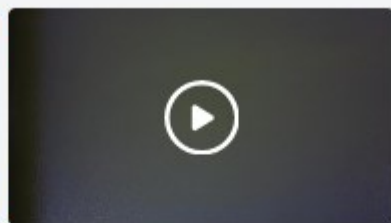
0:11 / 34:18



**the yellow wallpaper (by charlotte perkins gilman) (read by jamie loftus)**

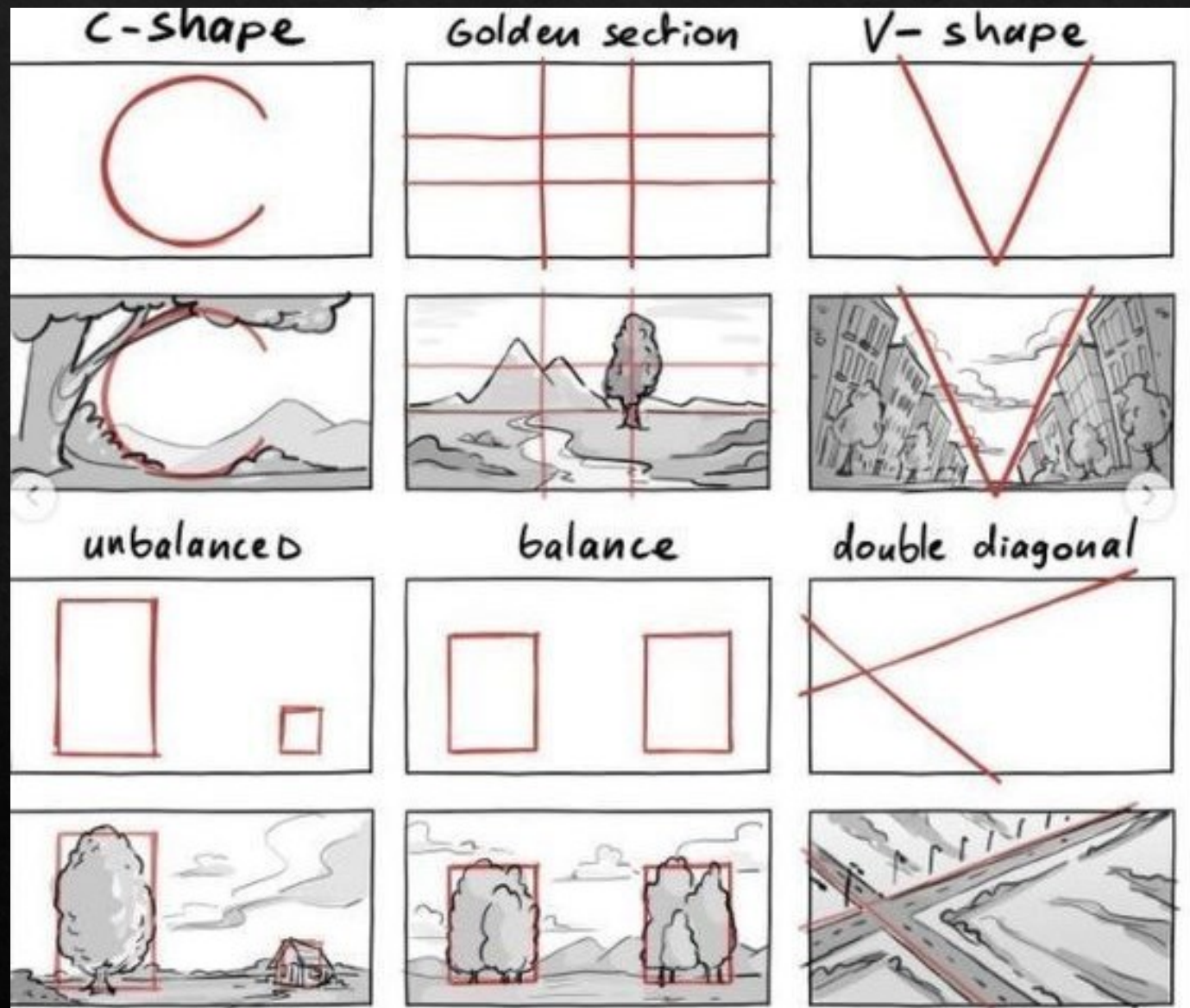


## 1. Recorded, references

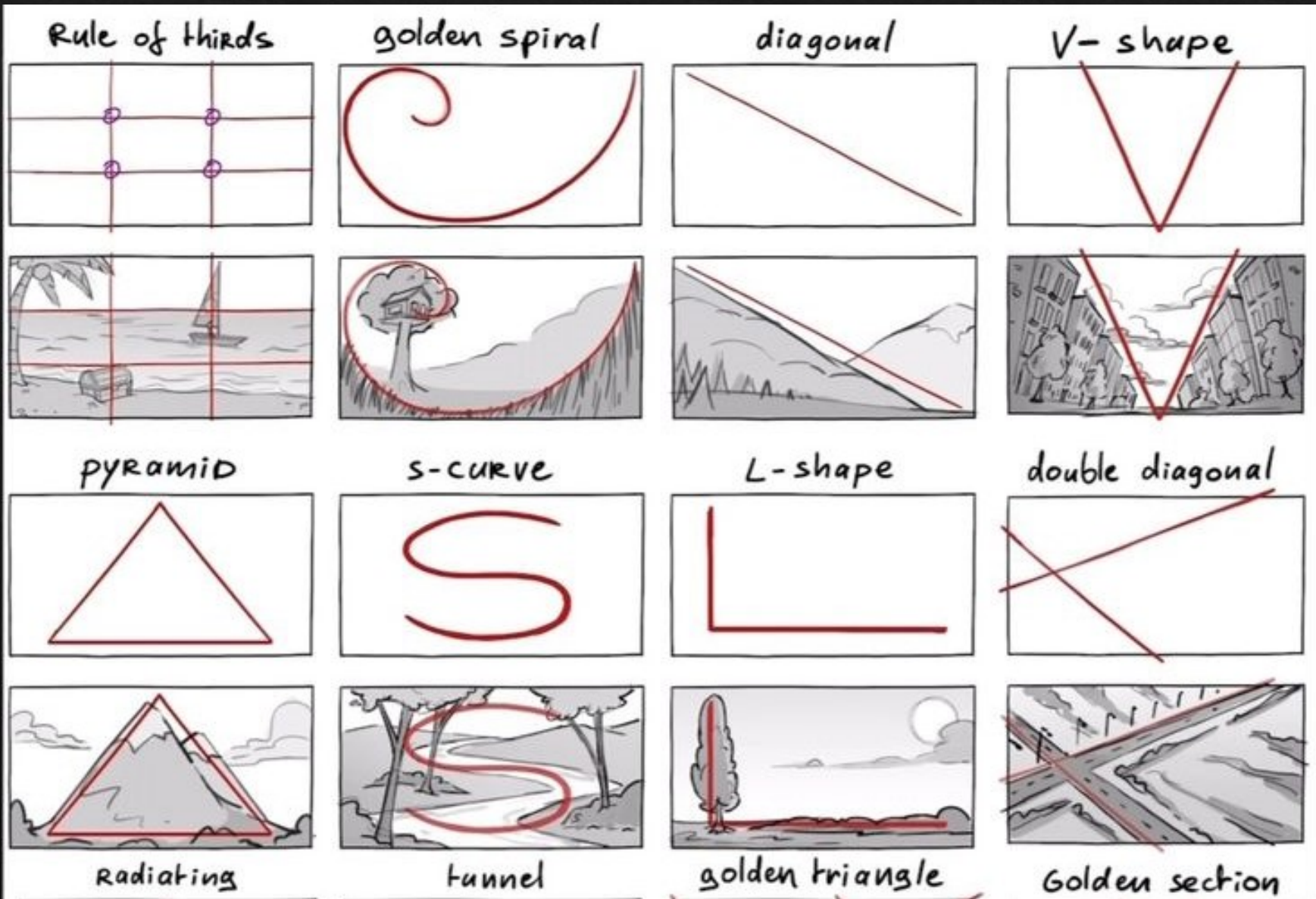




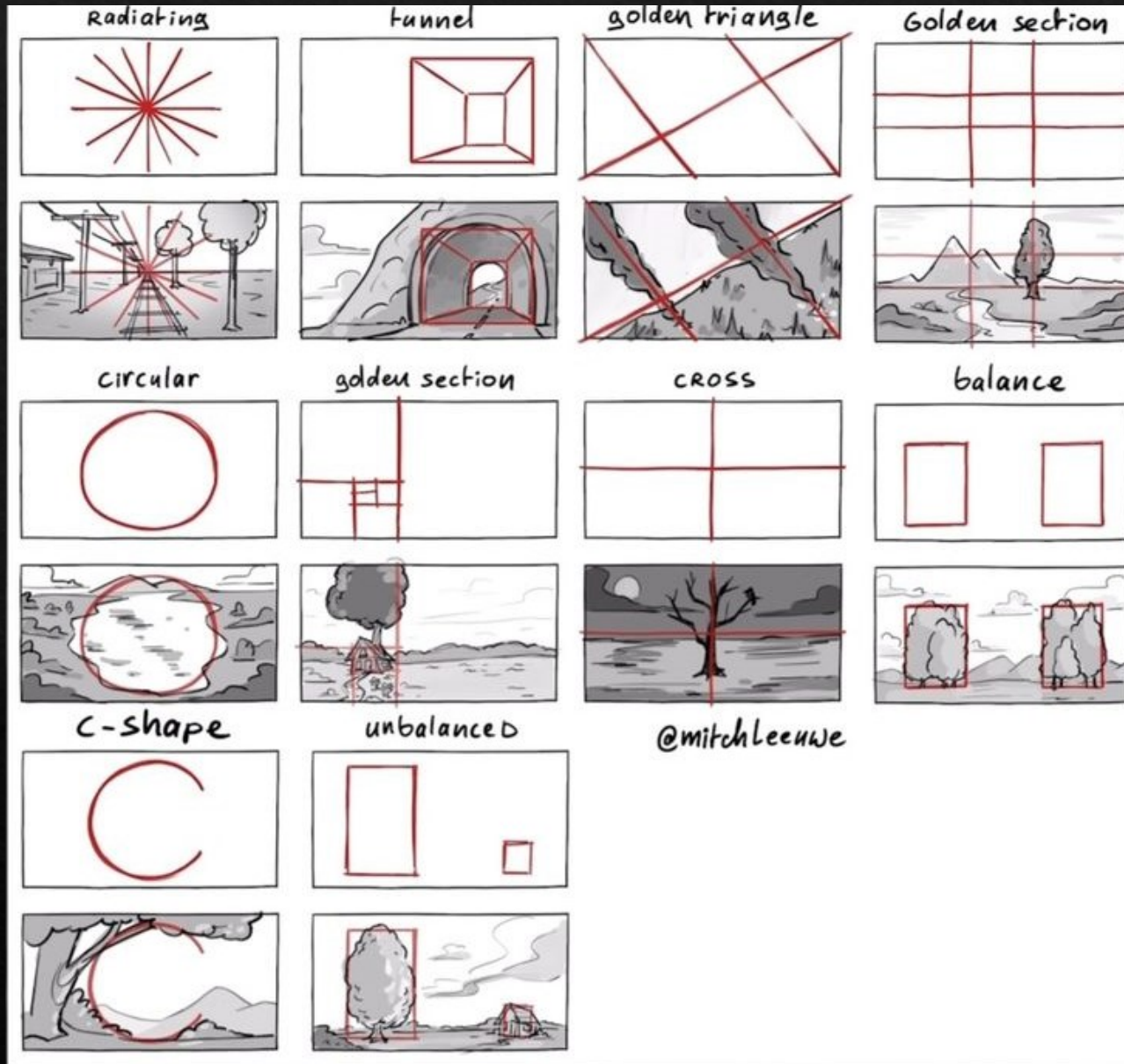
# Storyboarding



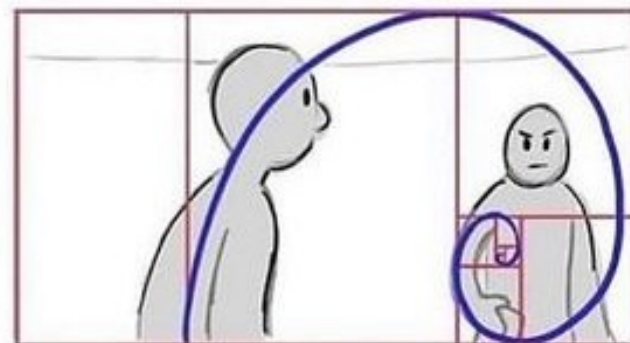
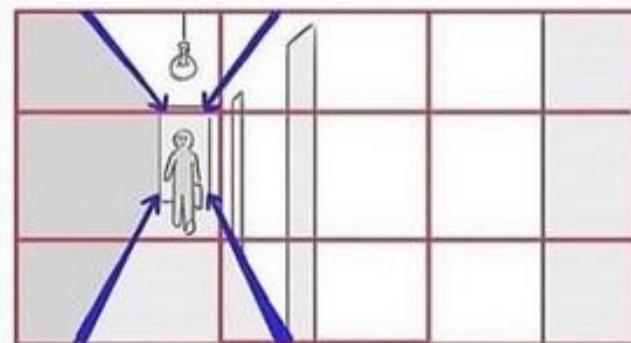
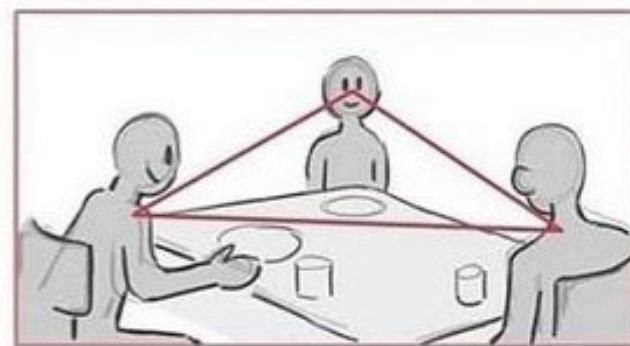
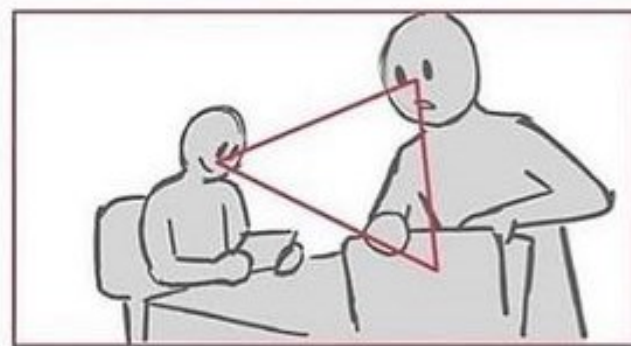
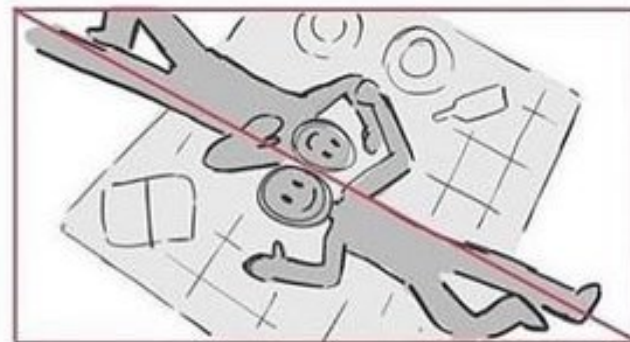
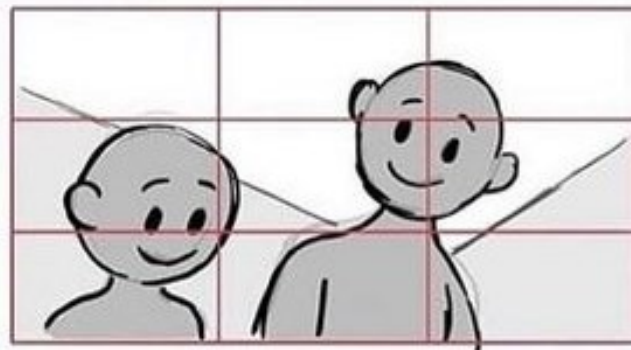
# Storyboarding



# Storyboarding



# Storyboarding

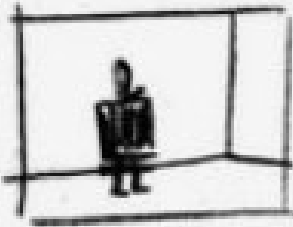


# Storyboarding

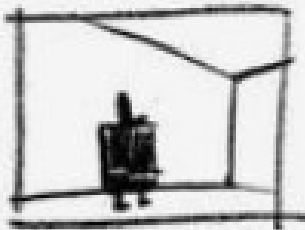
## BACKGROUND STAGING



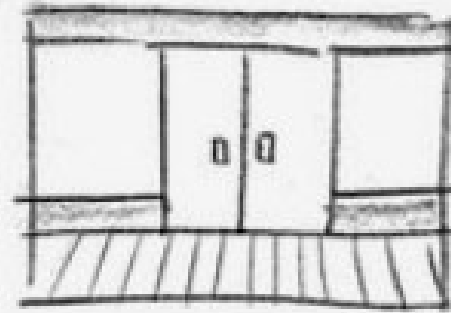
TOO  
FLAT



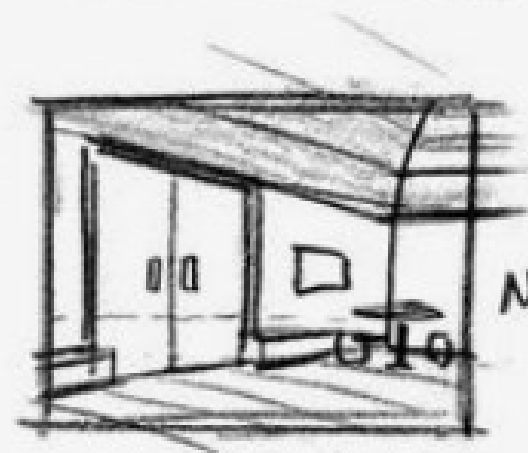
BETTER



NICE!



TOO  
FLAT

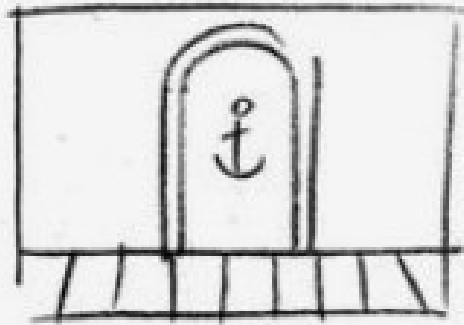


NICE

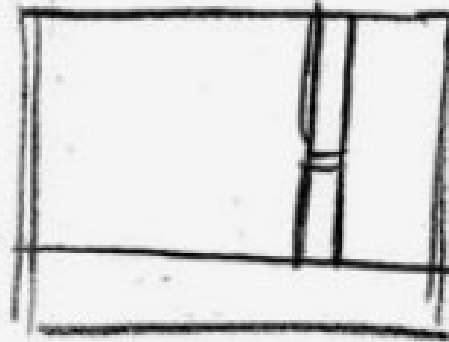
# Storyboarding

## BACKGROUND STAGING

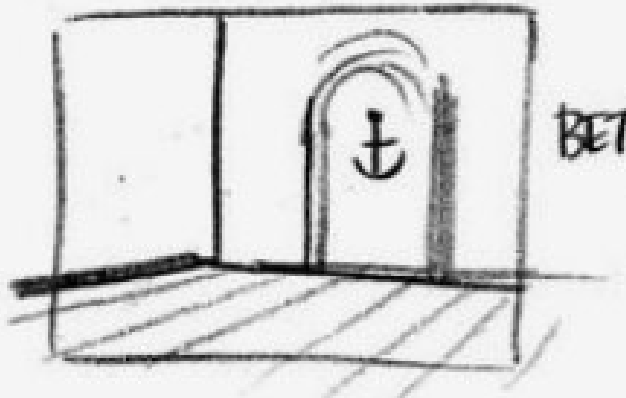
NEGATIVE SPACE / SILHOUETTES...  
EDGES HELP DEFINE THE FORMS



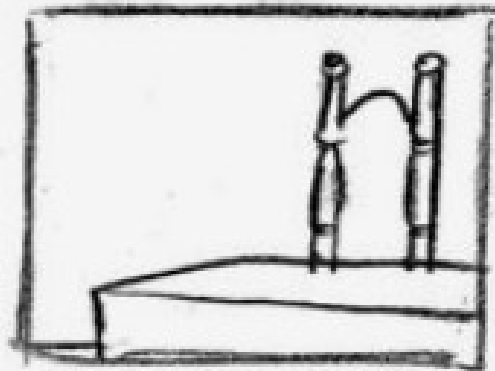
TOO  
FLAT



WHAT  
IS  
THIS?



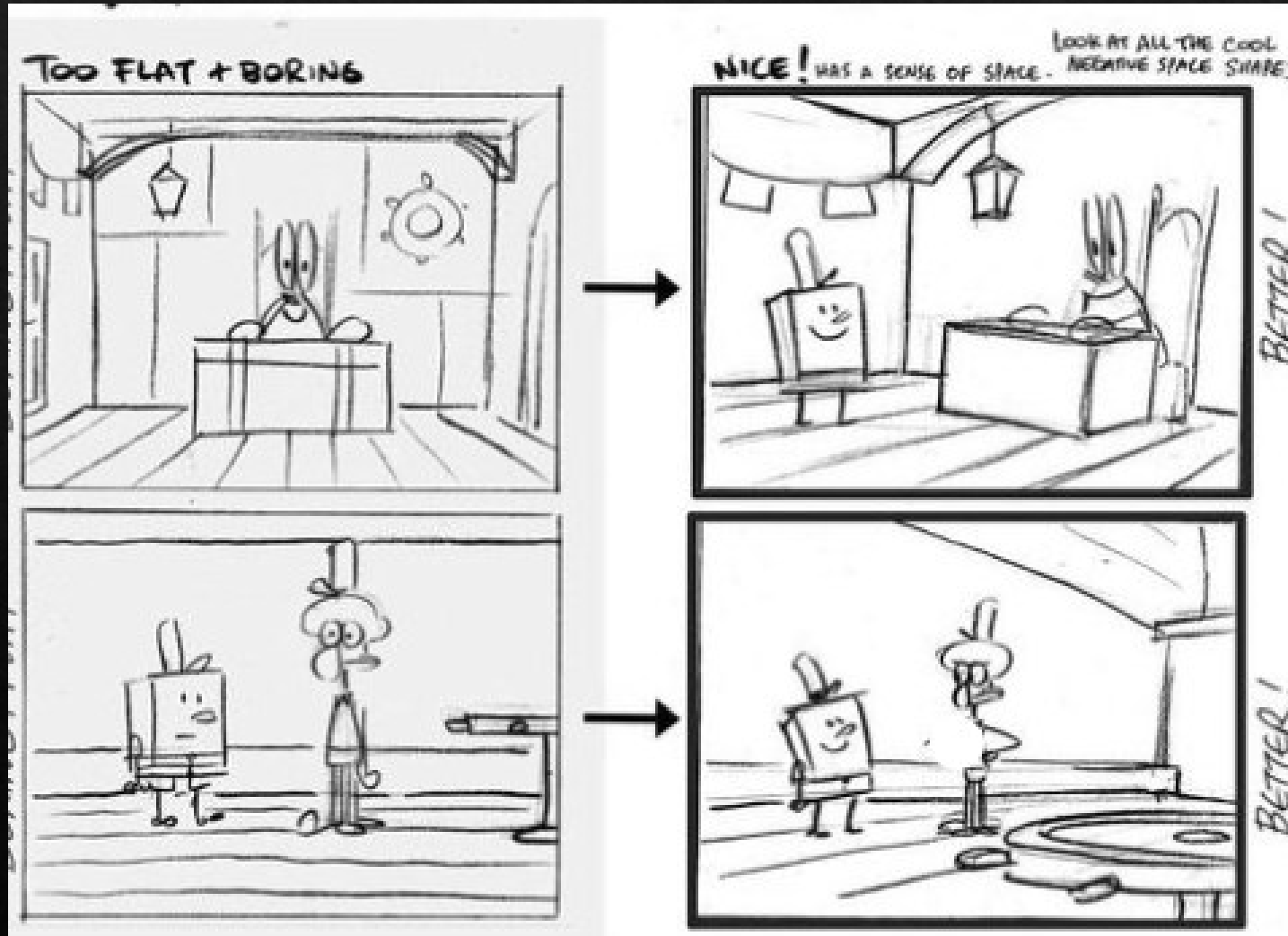
BETTER



MR KRABS'  
DESK &  
CHAIR!

# Storyboarding

## BACKGROUND STAGING



## Storyboarding

### Minimizes guesswork and mid-production problems

Creating a storyboard allows you and the video production team to visualize and validate your ideas and avoid rushing into production. You can even use it to get feedback from your teammates.

In addition, storyboarding an video or explainer video requires you to imagine the flow of the video, the details of each frame, background objects, the characters' dialogues, movements, transitions, character designs, video sequences, etc.



# Storyboarding

## Storyboard with Script

Video Title: \_\_\_\_\_ Group members: \_\_\_\_\_

Scene:	Dialogue:	Camera Angle:
Location:		Short Type:
Props:		

Scene:	Dialogue:	Camera Angle:
Location:		Short Type:
Props:		

Scene:	Dialogue:	Camera Angle:
Location:		Short Type:
Props:		

**PRODUCTION:** \_\_\_\_\_ **ASPECT RATIO:** \_\_\_\_\_ **DATE:** \_\_\_\_\_ **PAGE:** \_\_\_\_\_

Scene: _____ Shot: _____	Scene: _____ Shot: _____	Scene: _____ Shot: _____

Audio: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Scene: _____ Shot: _____	Scene: _____ Shot: _____	Scene: _____ Shot: _____

Audio: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## STORYBOARD

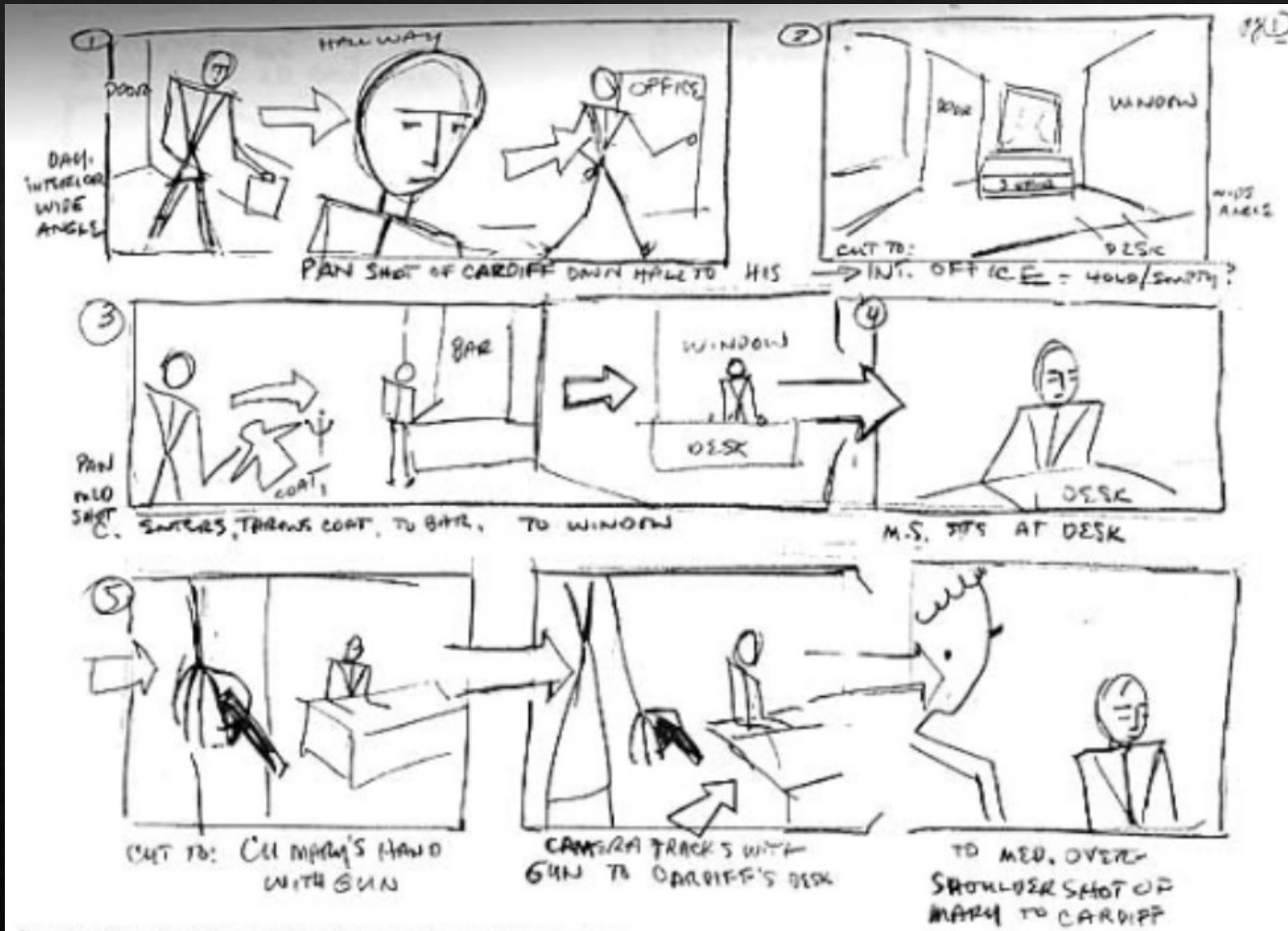
PROJECT NAME: \_\_\_\_\_ PAGE: \_\_\_\_\_

SCENE	SHOT	SHOT SIZE	SCENE	SHOT	SHOT SIZE

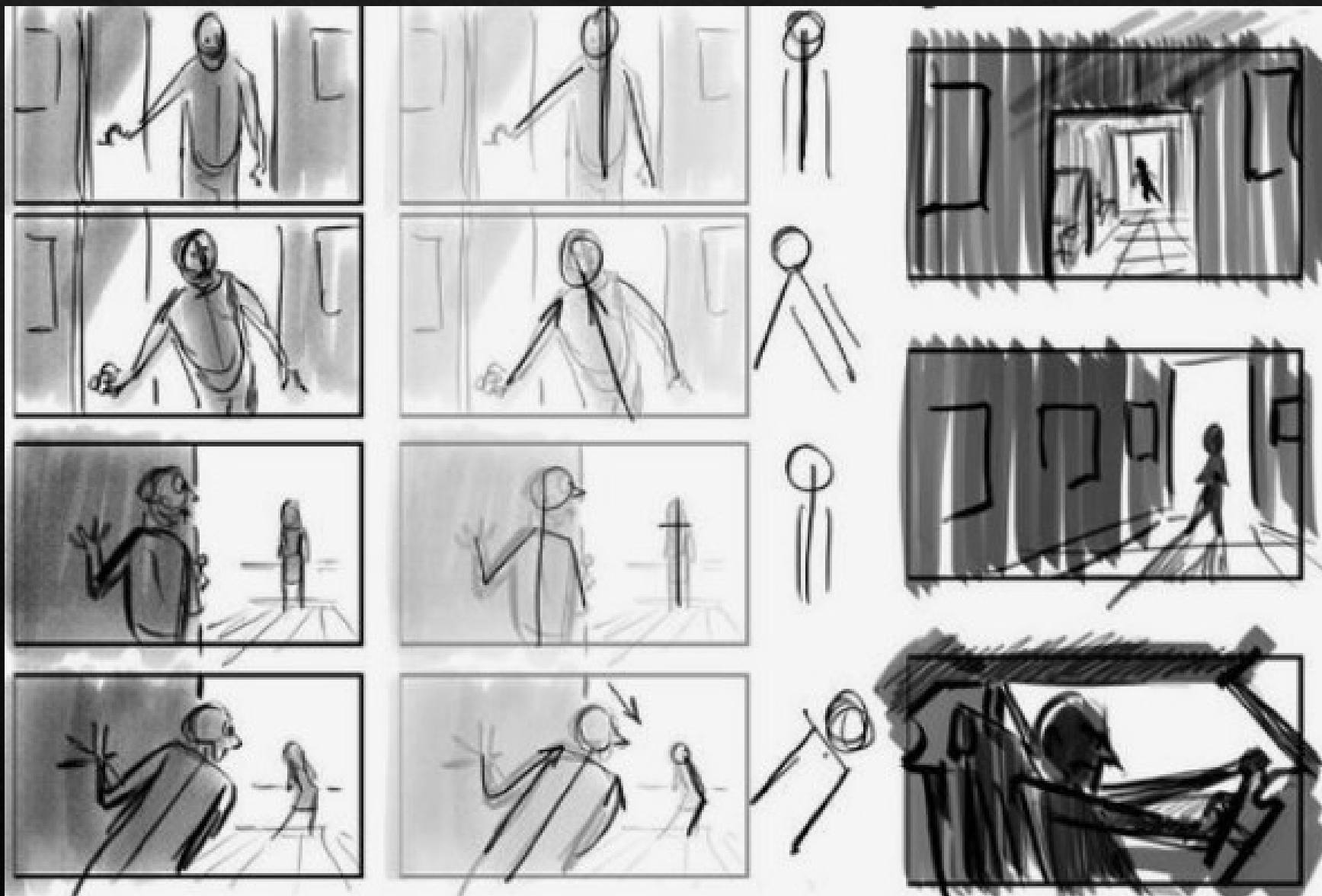
SCENE	SHOT	SHOT SIZE	SCENE	SHOT	SHOT SIZE

SCENE	SHOT	SHOT SIZE	SCENE	SHOT	SHOT SIZE

# Storyboarding



# Storyboarding



## 2.2.2 Explore the use of color theory, experimenting with different aesthetic choices and stylistic approaches.

### Color Theory

# Color Theory

## Psychology of Colors



**Red** is considered to be a color of *intense emotions, ranging from anger, sacrifice, danger, and heat, through to love, passion, and sexuality.*



**Orange** is a *fresh, youthful, and creative color.* It has *the warmth of red and the optimism of yellow,* and it communicates *activity and energy and encourages socialization.*



**Yellow** is color of *sunshine and sunflowers,* yellow is *optimistic, playful, and happy.* It can also be associated with *mental clarity and intellect.*



**Green** has two meanings: *nature/ the environment and being money.* When green comes to nature, it represents *renewal and growth.* It is also associated with *wealth, prestige, and greed.*



**Cyan** is a *calming color* associated with *nature and the ocean,* reminding us of *blue skies, clear waters, and green grass.* It creates a *peaceful and restful environment.*



**Blue** is a color that has long been associated with *royalty, art, military, business and nature,* making it a color with a lot of applications.



**Violet** inspires *imagination and spirituality, stimulates high goals,* and connects us with *deeper thoughts.* It *unites body and mind,* creating a balance between our *mental and physical energy.*

## 2.2.2 Explore the use of color theory, lighting techniques, and visual effects to evoke mood, atmosphere, and emotion in video compositions, experimenting with different aesthetic choices and stylistic approaches.

TINT (color + white) softer, more feminine	HUE (pure color)	SHADE (color + black) traditional, more masculine
 <p><b>PINK</b></p> <p>feminine · gentle · innocent sweet · delicate · nostalgic</p>	 <p><b>RED</b></p> <p>passion · romance · strength courage · warmth · desire excitement · intensity · life energy · action · drama</p>	 <p><b>BRICK</b></p> <p>warmth · strength · rich elegance · robust · mature</p>
 <p><b>PEACH</b></p> <p>sensitive · compassion · sweet nurturing · inviting · modest</p>	 <p><b>ORANGE</b></p> <p>cheerful · optimistic · friendly warmth · confident · enthusiastic energy · courage · rejuvenation vitality · stimulation · youthful</p>	 <p><b>PUMPKIN</b></p> <p>spicy · abundance · exotic warmth · welcoming · pungent</p>
 <p><b>LEMON</b></p> <p>soft · sunny · pleasing cozy · youthful · cheerful</p>	 <p><b>YELLOW</b></p> <p>friendly · creative · joy humor · intelligent · energy optimistic · self-esteem · caution playful · sunshine · curiosity</p>	 <p><b>MUSTARD</b></p> <p>mellow · autumn · supportive nurturing · grounded · comfort</p>
 <p><b>LIME</b></p> <p>calm · soothing · quiet clean · refreshing · cool</p>	 <p><b>GREEN</b></p> <p>wealth · health · endurance tranquil · nature · harmony balance · organic · growth restoration · fertility · fresh</p>	 <p><b>HUNTER</b></p> <p>rich · traditional · security opulent · stoic · woodsy</p>

 <p><b>POOL</b></p> <p>feminine · serene · cool tropical · water · spacious</p>	 <p><b>TURQUOISE</b></p> <p>reliable · secure · protection dependable · calm · integrity trust · sophisticated · balance creativity · wisdom · compassion</p>	 <p><b>PEACOCK</b></p> <p>sophisticated · confident · rich tasteful · serene · sincere</p>
 <p><b>SKY</b></p> <p>calm · dreamy · peaceful refreshing · tropical · serene</p>	 <p><b>BLUE</b></p> <p>integrity · healing · sophisticated balance · dependable · creative wisdom · communication · trust tranquil · loyal · intelligent</p>	 <p><b>NAVY</b></p> <p>credible · authoritative · strong classic · nautical · introspective</p>
 <p><b>LILAC</b></p> <p>wistful · romantic · peaceful nostalgic · fancy · feminine</p>	 <p><b>PURPLE</b></p> <p>spiritual · luxury · authentic quality · extravagant · wisdom dignity · sophisticated · mystery magical · creative · prosperous</p>	 <p><b>EGGPLANT</b></p> <p>rich · royal · visionary prestige · introspective · luxe</p>
 <p><b>WHITE</b></p> <p>purity · clean · open innocent · sterile · clear simple · sophisticated · efficient light · safety · perfection</p>	 <p><b>GREY</b></p> <p>neutral · practical · stable balance · modest · calm cooperative · timeless · modern sleek · high-tech · versatile</p>	 <p><b>BLACK</b></p> <p>authority · strength · classic conservative · secure · elegant sophisticated · serious · secrecy efficiency · mystery · somber</p>

## 2.2.2 Explore the use of color theory, experimenting with different aesthetic choices and stylistic approaches.

### Red

The effect of this colour is as peculiar as its nature. It conveys an impression of gravity and dignity, and at the same time of grace and attractiveness.

### Orange

Orange, a close relative of Red, sparks more controversy than any other hue. There is usually strong positive or negative association to orange generally elicits a stronger "love it" or "hate it" response than other colours.

### Yellow

Yellow shines with optimism, enlightenment and happiness. Shades of golden yellow carry the promise of a positive future. Yellow will advance from surrounding colours and instill optimism and energy, as well as spark creative thoughts.

### Indigo

Indigo, a deeper blue, symbolises a mystical borderland of wisdom, self mastery and spiritual realisation. So, while blue is typically the colour of communication with others, indigo turns the blue inward to increase personal thought.

### Purple

Purple's rarity in nature and the expense of creating the color and has given purple a supernatural aura for centuries. Purple is also the most powerful wavelength of the rainbow. The origins of the symbolism of purple are more significant and interesting than those of any other color.

### Pink

Pink can be youthful, fun and exciting and some have the same high energy as red; they are sensual and passionate without being too aggressive. For women who are often overworked, an attraction to pink may speak of a desire for the more carefree days of childhood.

### Green

Green occupies more space in the spectrum visible to the human eye than most colours and is second only to blue as a favorite colour. Green is the pervasive colour in the natural world.

### Dark green

Green is considered the colour of peace and ecology with a natural balance of cool and warm colour (blue and yellow). However, the green is also associated with illness and government.

### Blue

Blue is the overwhelming "favorite colour". Blue is seen as trustworthy, dependable and committed. The colour of ocean and sky, blue is perceived as a constant in our lives. Electric or brilliant blues become dynamic and dramatic. Some shades of blue may come across as cold or uncaring.

### Brown

Brown says stability, reliability and approachability. It is the colour of our earth associated with all things natural or organic.

### Grey

Grey is the colour of intellect, knowledge and wisdom. It is perceived as long-lasting, classic and often as sleek or refined. It is a colour that is dignified, conservative and inconspicuous and is considered a colour of compromise, it sits between the extremes of black and white.

### Black

Black is authoritative and powerful because black can evolve strong, too much can be overwhelming. Black represents a lack of colour. It is a classic colour for clothing possibly because it makes the wearer appear thinner and more sophisticated.

### White

White projects purity, cleanliness and neutrality. Brides traditionally wear white gowns and a white picket fence surrounds a safe and happy home.



# Video

3. Preproduction, Production

5. Final Video, Postproduction

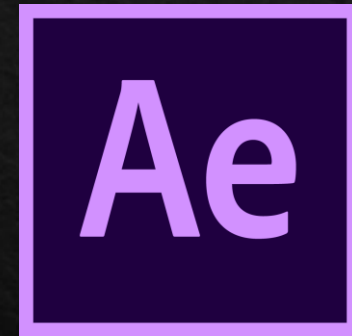
Video editing software



Final cut



Adobe Premier



Adobe After Effects



## Free video editing software



DaVinci Resolve



iMovie



Shotcut



HitFilm Pro



Lightworks



OpenShot



VSDC Free Video Editor



Adobe Premiere Rush



VideoPad



Clipchamp



KineMaster



VideoProc Vlogger



Blender



Kdenlive



ACDSee Luxea Video Edit...



ActivePresenter



Kapwing



PowerDirector



Video Grabber



Vimeo Create



WeVideo



Name

# Video Art Design



1. Recorded, references



2. Skatch, Story Board



3. Video, Preproduction, Production



4. Brief description



5. Final Video



# Video Art Design

Jelena Rubil

