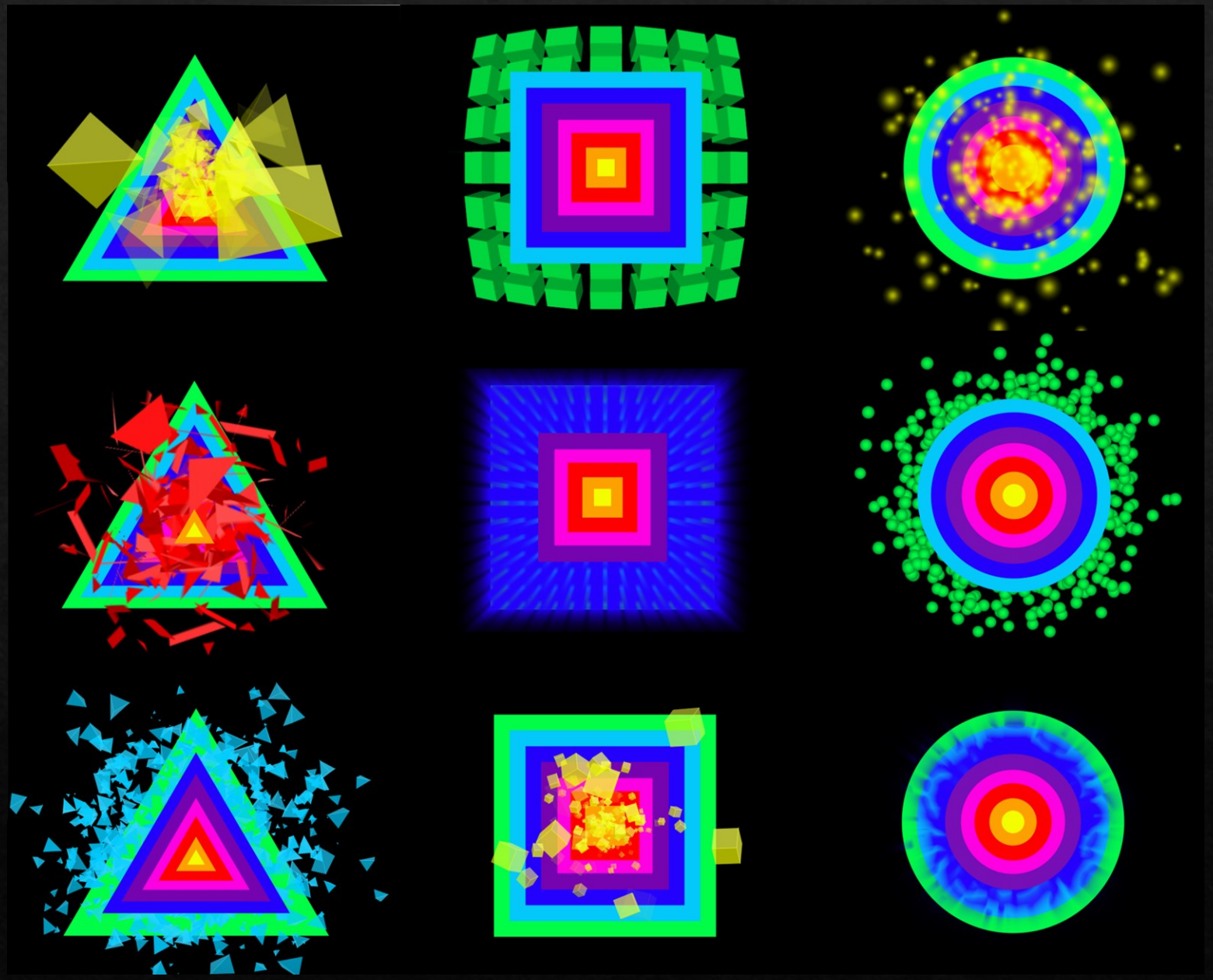
Video Art Design

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.

Analyze scripts

Storyboard

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

Preporoduction

Production

Postproduction

VIDEO

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.

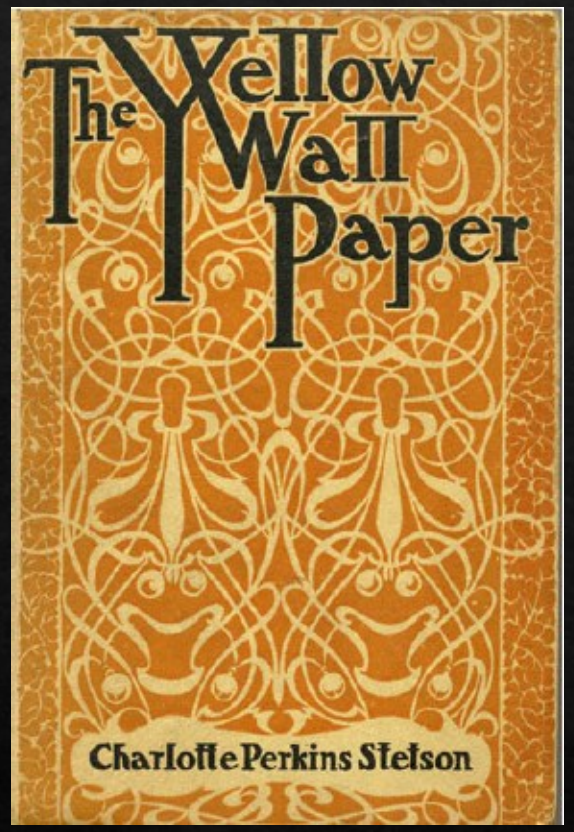
Identifying opportunities within the script where video projections, visual effects, or multimedia content can amplify storytelling, evoke mood, or provide additional context to scenes.

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.

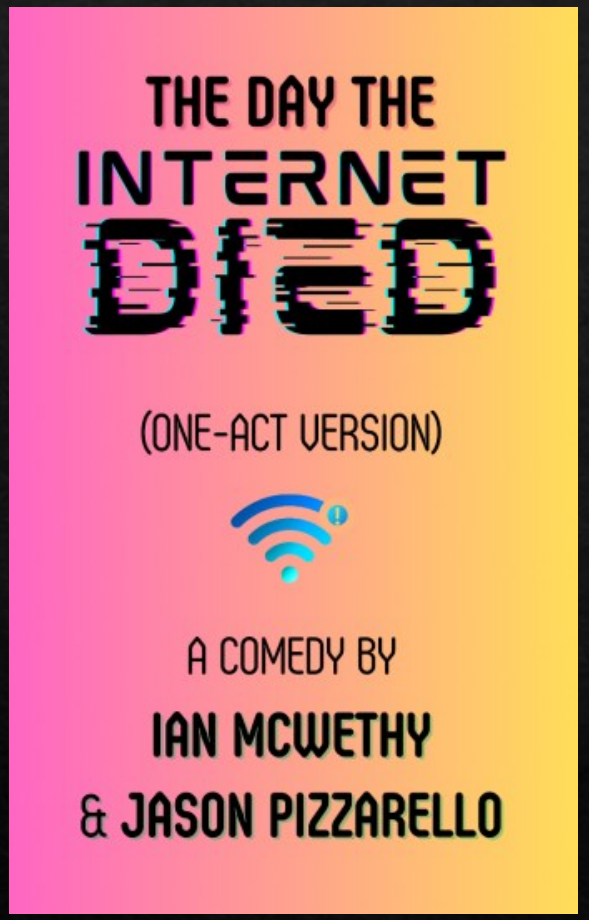
Interpreting the intentions of the playwright and director, discerning the dramatic structure and pacing of the script to strategically plan the integration of video elements that complement and enrich the theatrical experience.



"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.

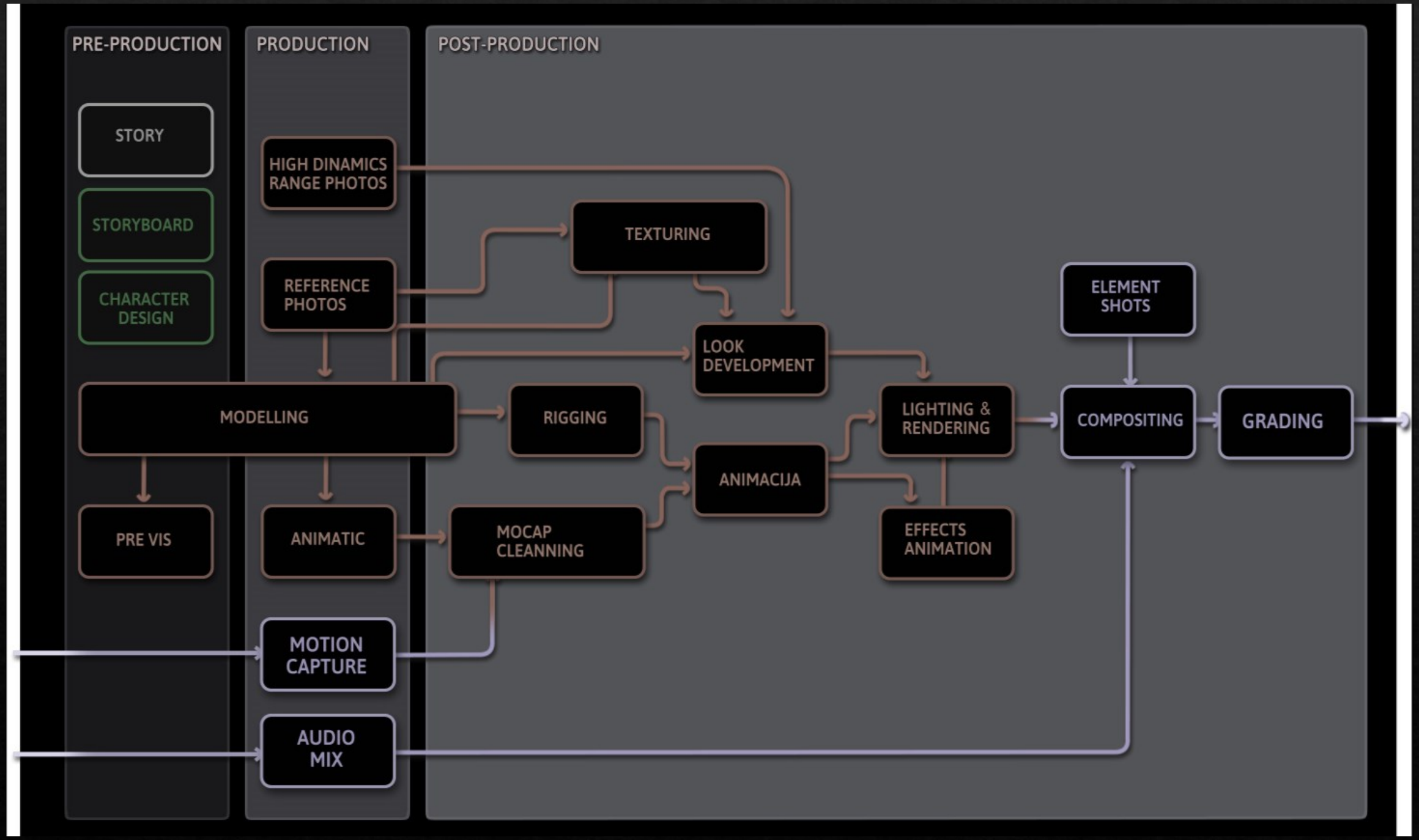


"The Day the Internet Died" by Ian McWethy and Jason Pizzarello

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" by Jennie Webb

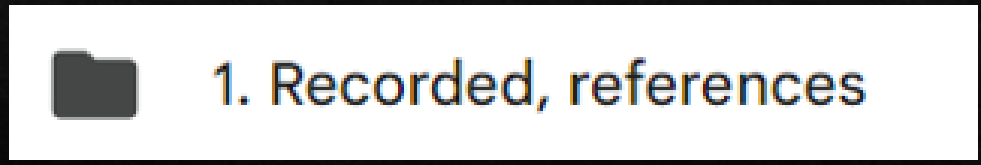
This is a dark comedy where two half-sisters visit an abandoned aerospace compound. It reveals absurd government secrets, setting up a unique environment for scenographic creativity. The story's tone and unusual setting provide a good opportunity for visual exploration and imaginative stage design.


PRE-PRODUCTION
PRODUCTION
POST-PRODUCTION
STORY
STORYBOARD
CHARACTER DESIGN
HIGH DINAMICS RANGE PHOTOS
REFERENCE PHOTOS
TEXTURING
LOOK DEVELOPMENT
ELEMENT SHOTS
MODELLING
RIGGING
LIGHTING & RENDERING
COMPOSITING
GRADING
ANIMACIJA
PRE VIS
ANIMATIC
MOCAP CLEANNING
EFFECTS ANIMATION
MOTION CAPTURE
AUDIO MIX

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.



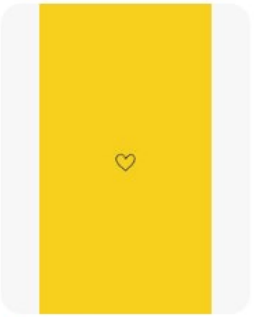
* For those who prefer a text of their own choice, put the **chosen text** in this subfolder.

1. Recorded, references

Freepik
Yellow Wallpaper Images - Free Do…

Wallpapers.com
100+] Aesthetic Yel…

Pexels
Yellow Wallpaper Photos, Downloa…

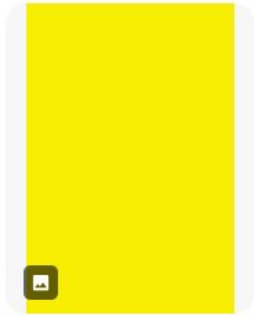


Pinterest
Yellow Wallpapers …

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…

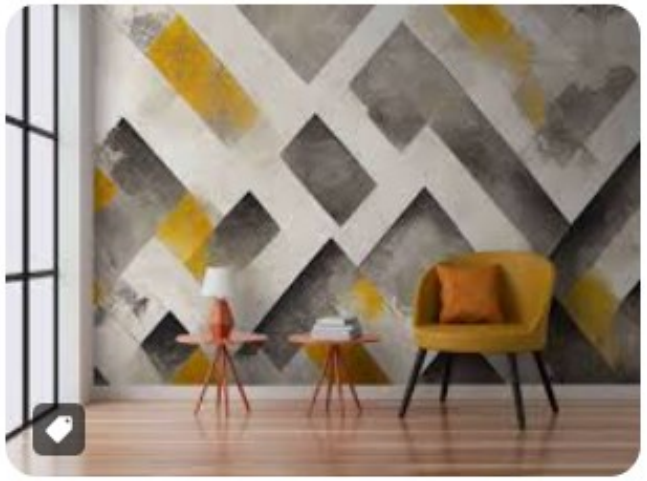
Pin page

Pin page

the pva creative writing…

The Yellow Wallpaper"…

1. Recorded, references



Tapeko

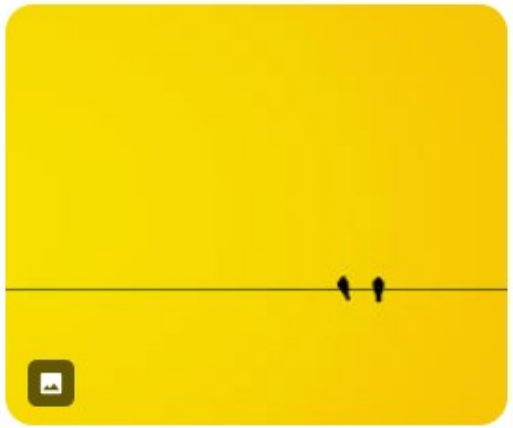
Wall murals Grey and yellow paint…

Unsplash

Yellow Wallpapers:…

PrepScholar Blog

Understanding The Yellow Wallpa…



Pixabay

Free Yellow Wallpaper & Yello…

Wallpapers.com

100+] Cute Yellow Wallpapers ...

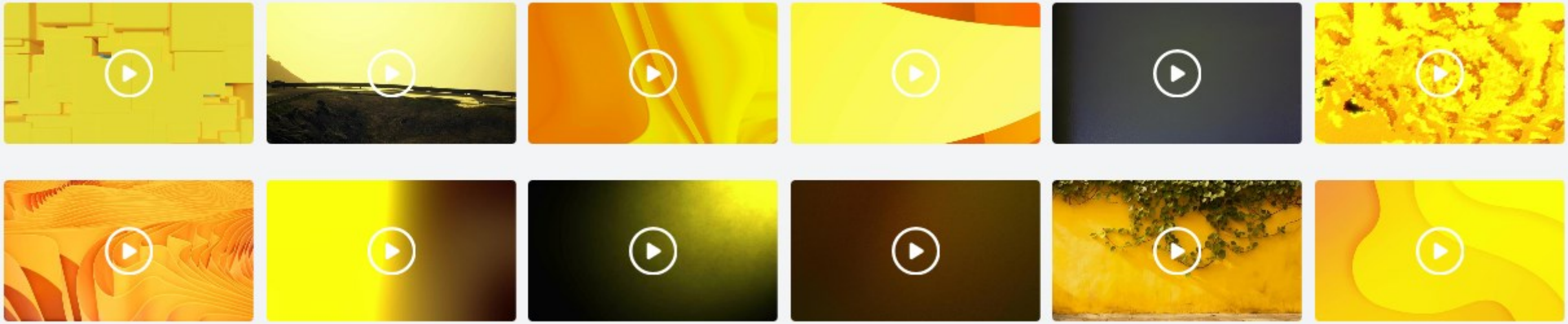
Peakpx

HD yellow wallpapers | Peakpx

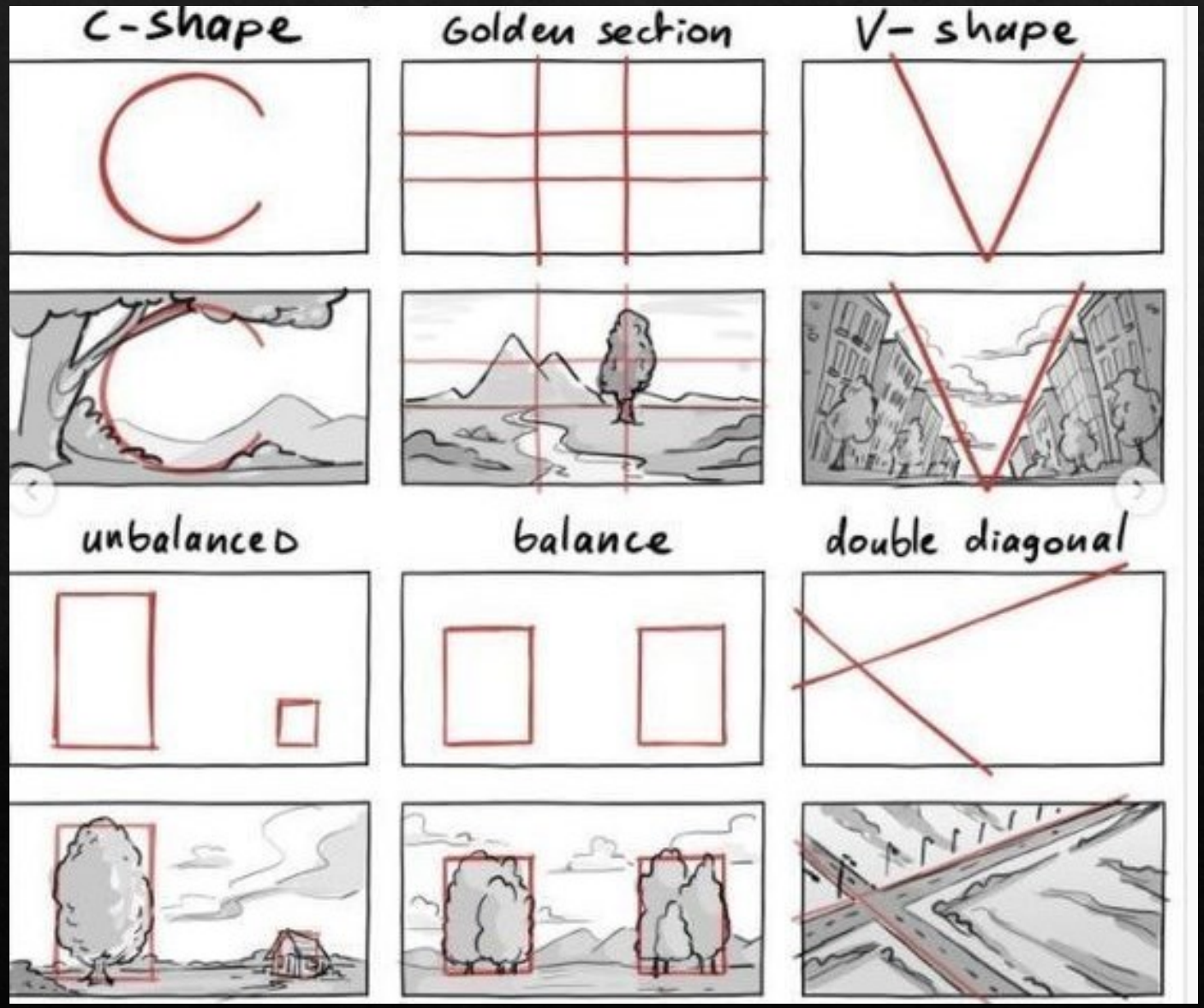
1. Recorded, references

1. Recorded, references

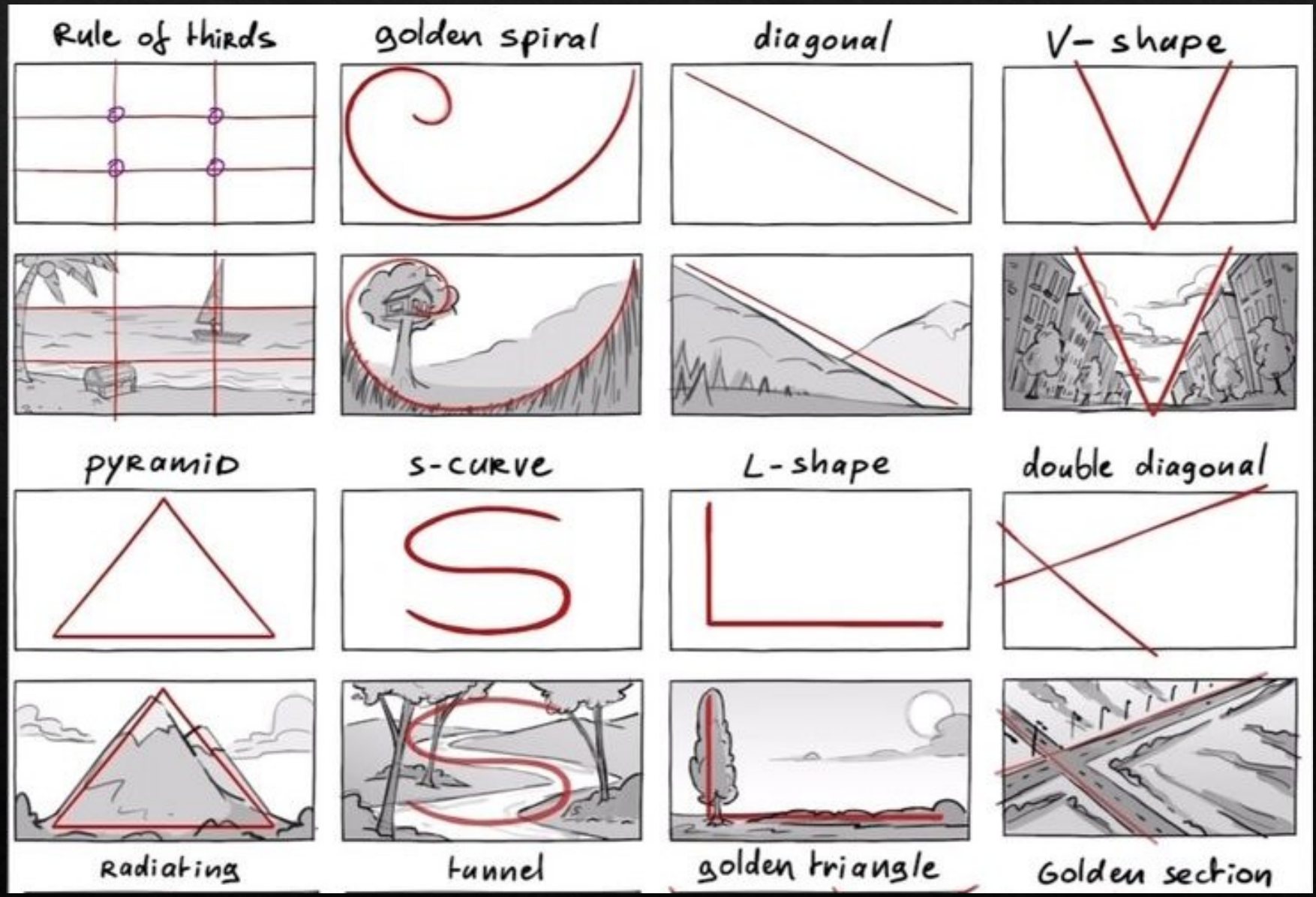
1. Recorded, references



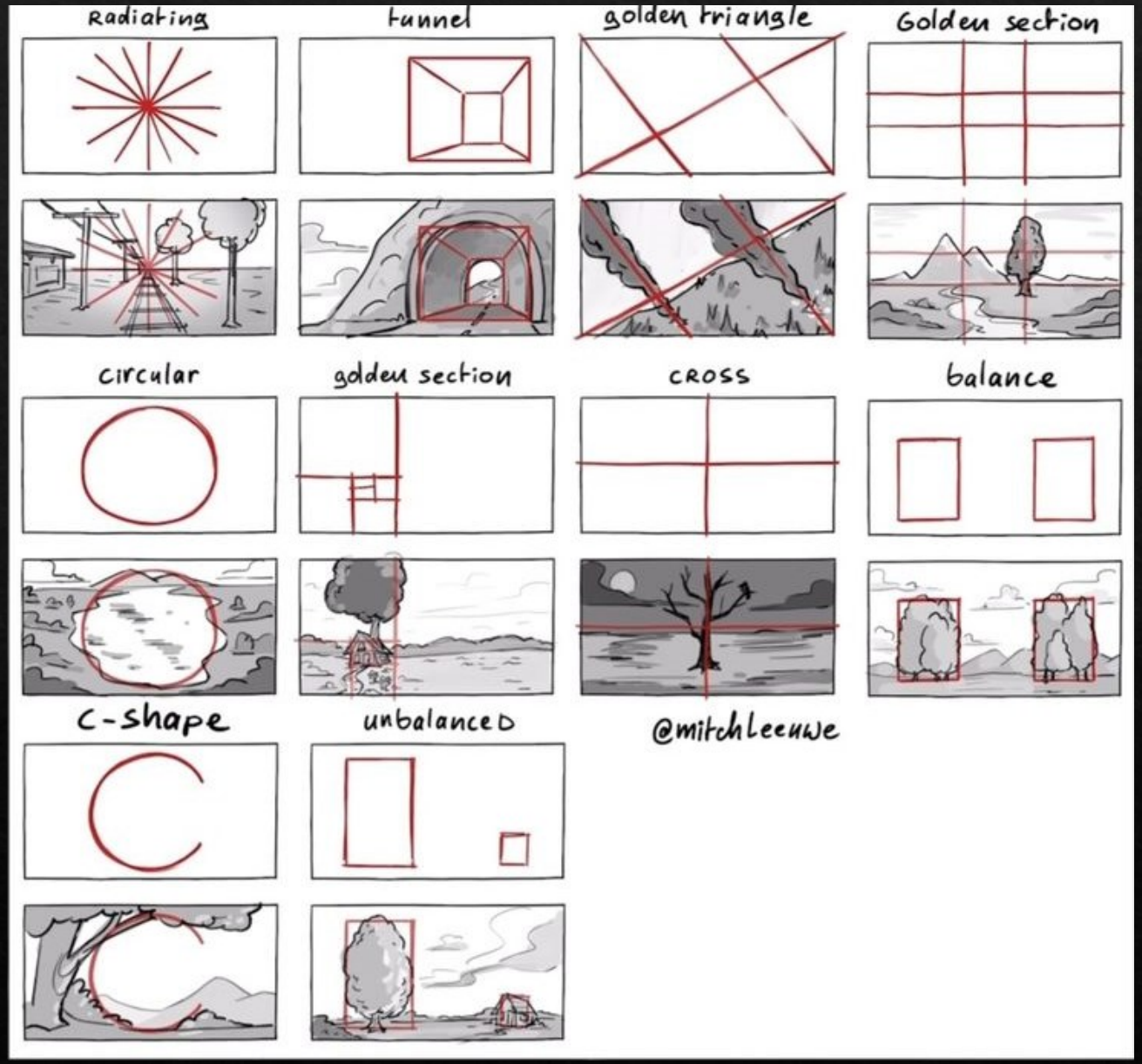
Storyboarding



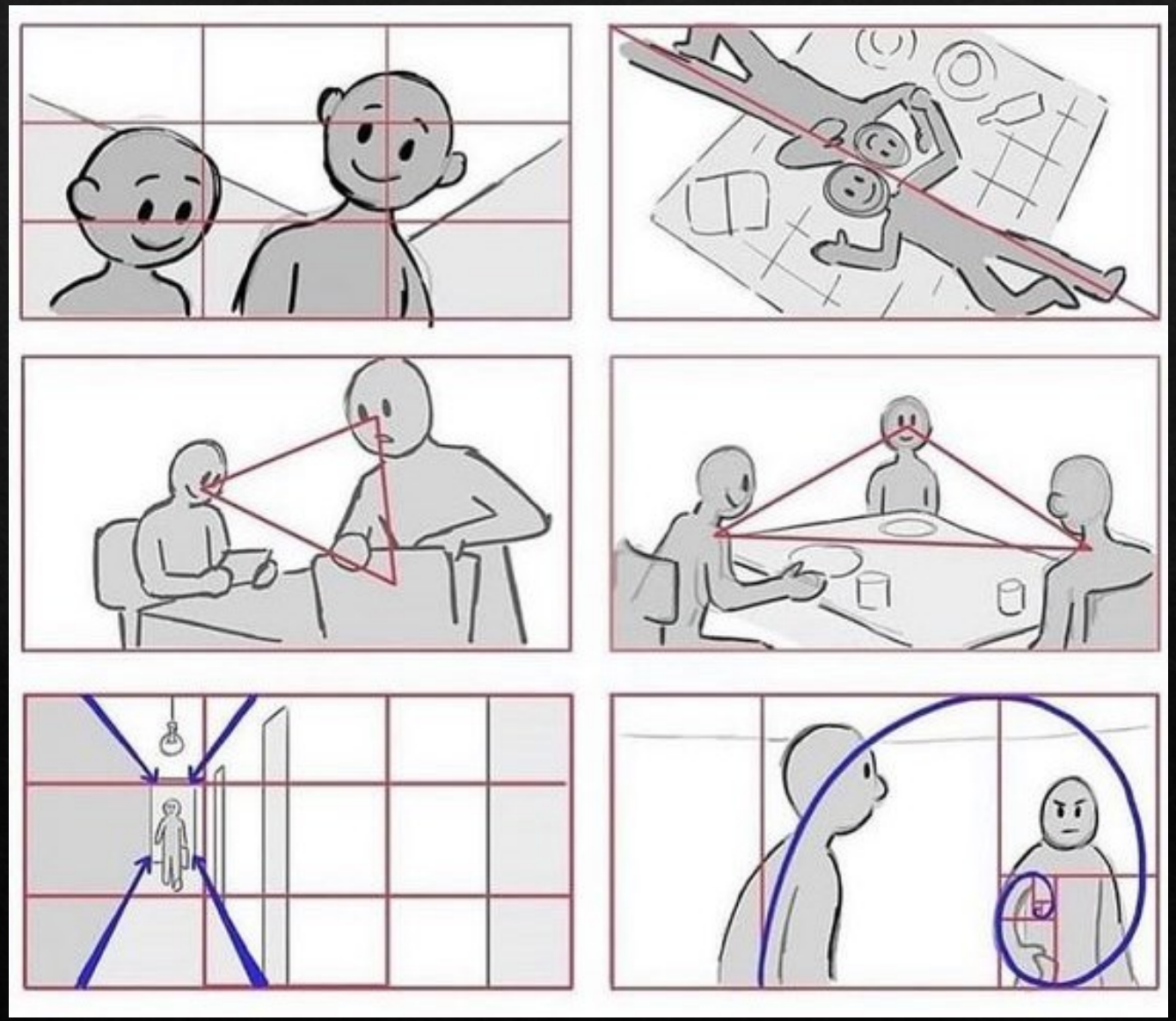
Storyboarding



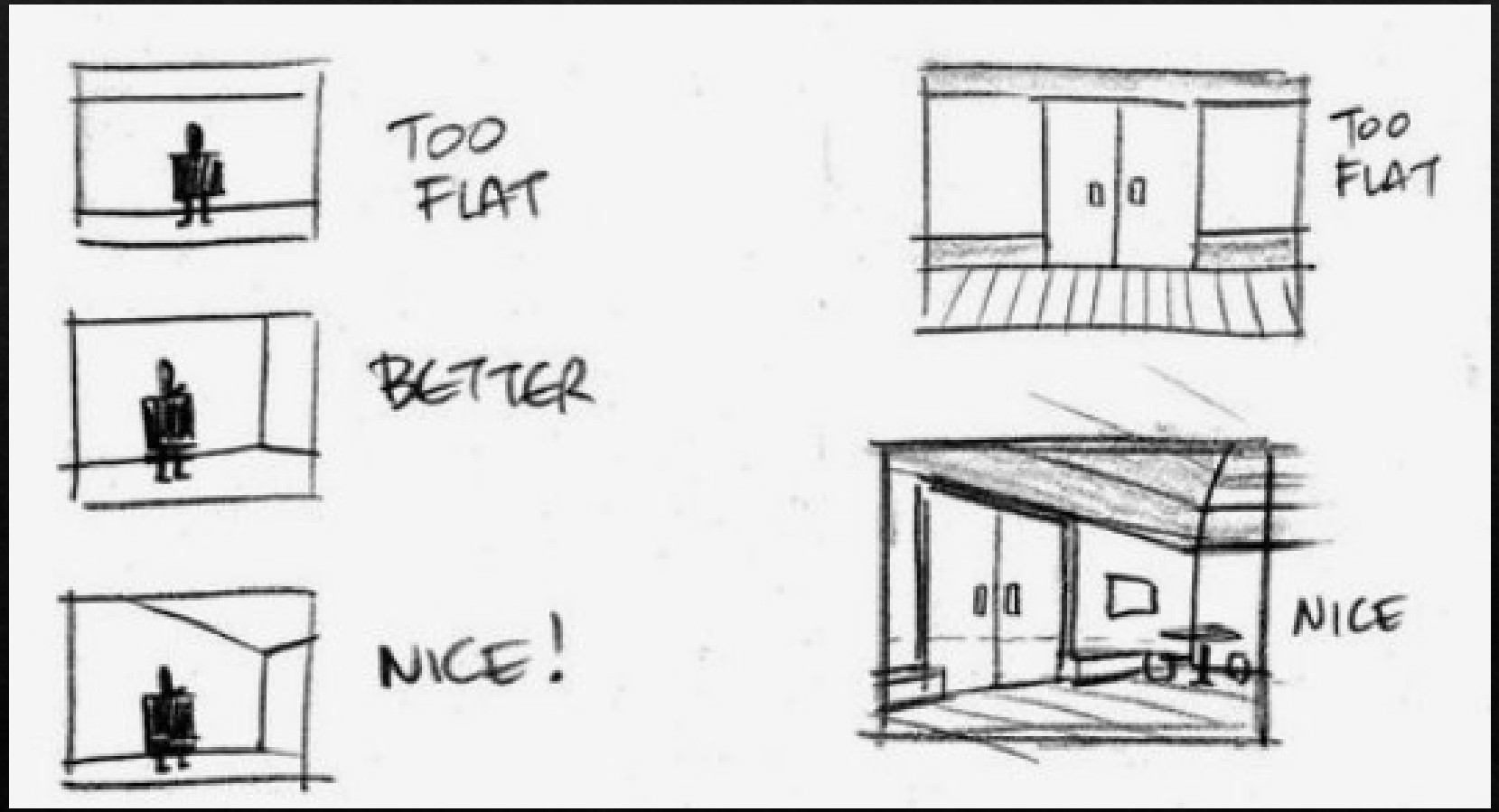
Storyboarding



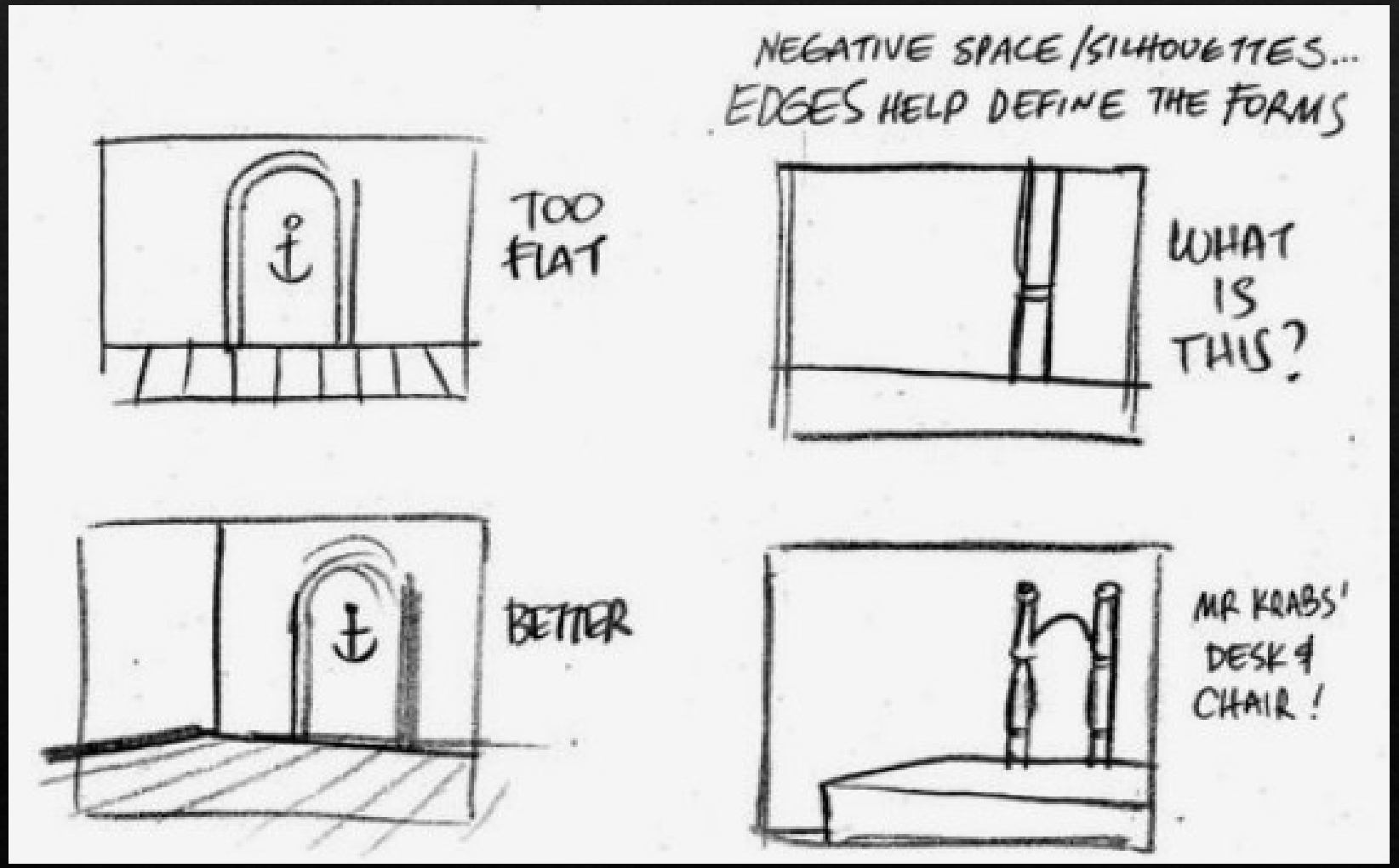
Storyboarding



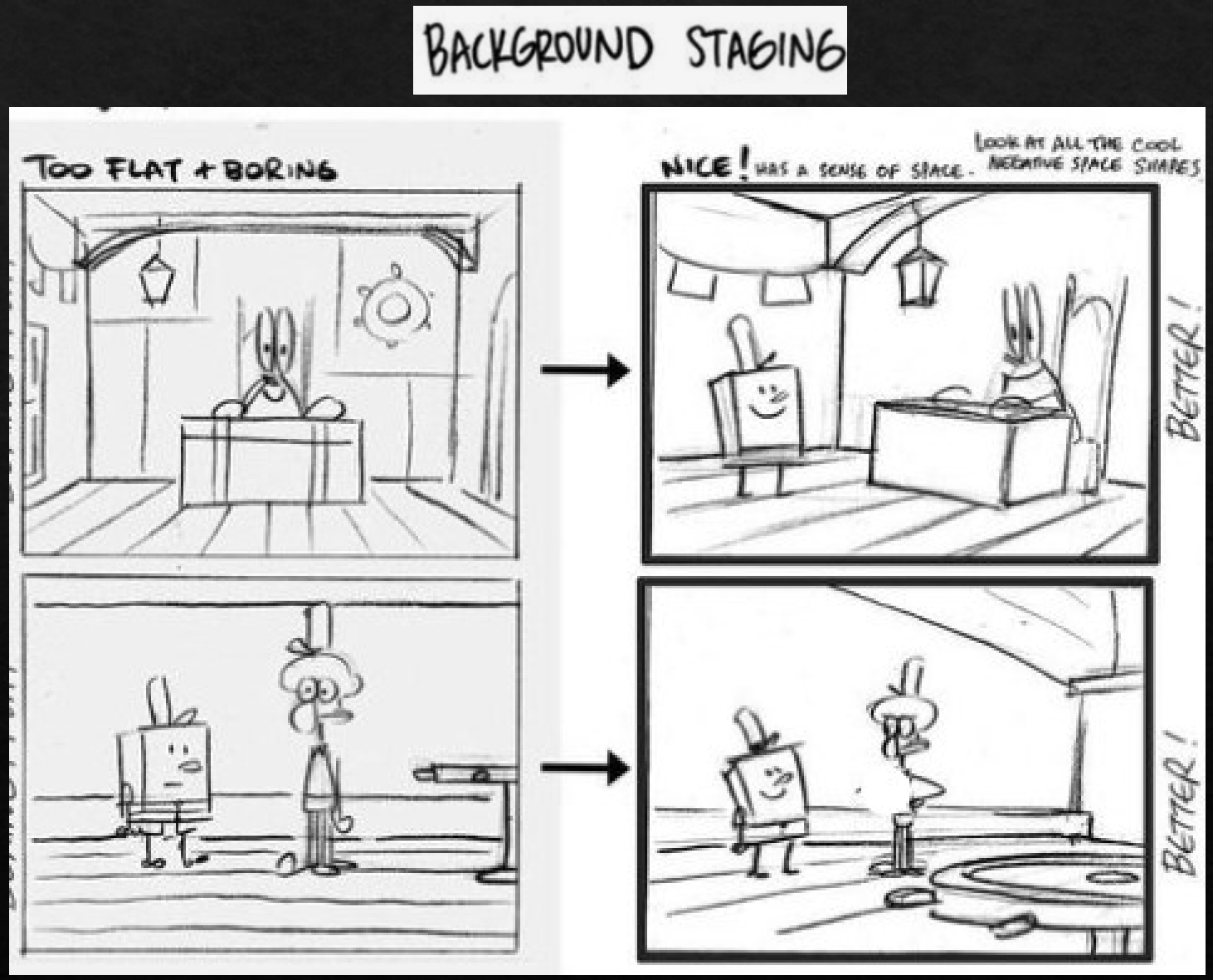
Storyboarding



Storyboarding



Storyboarding



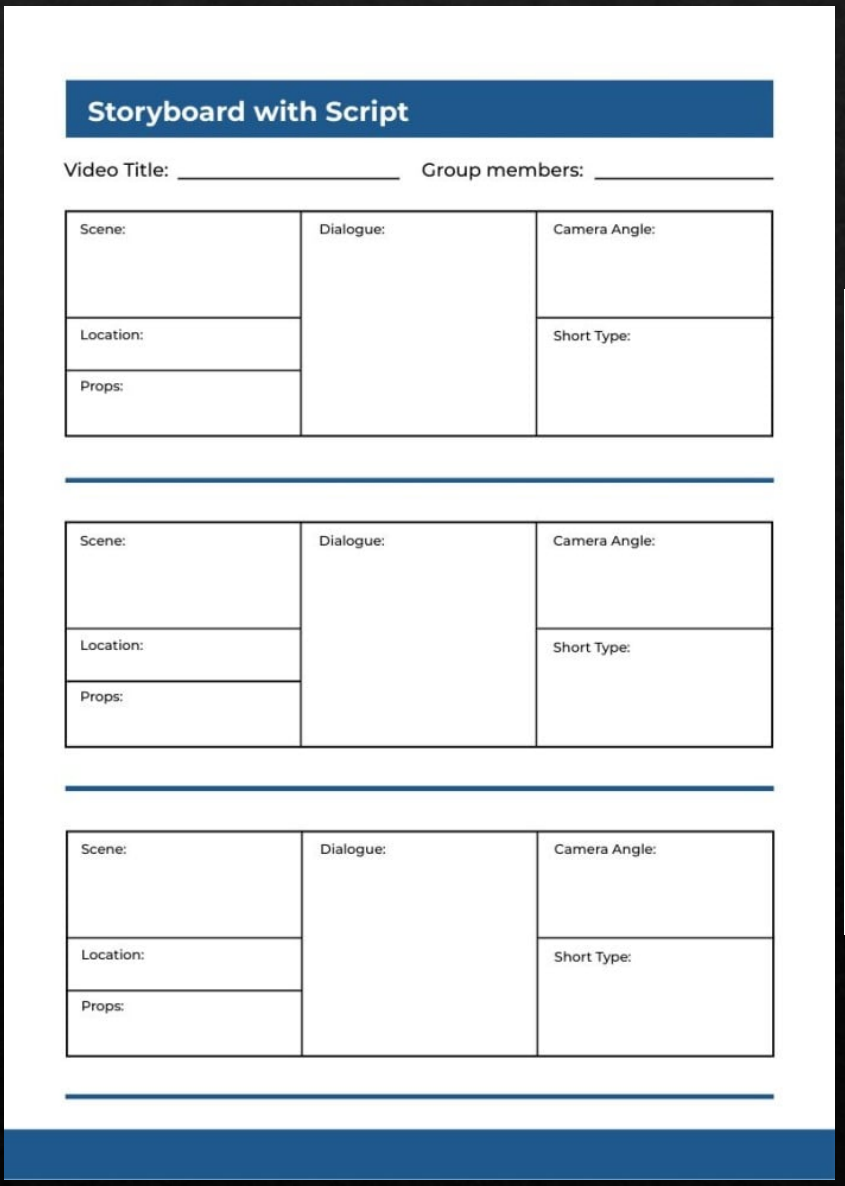
Storyboarding

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



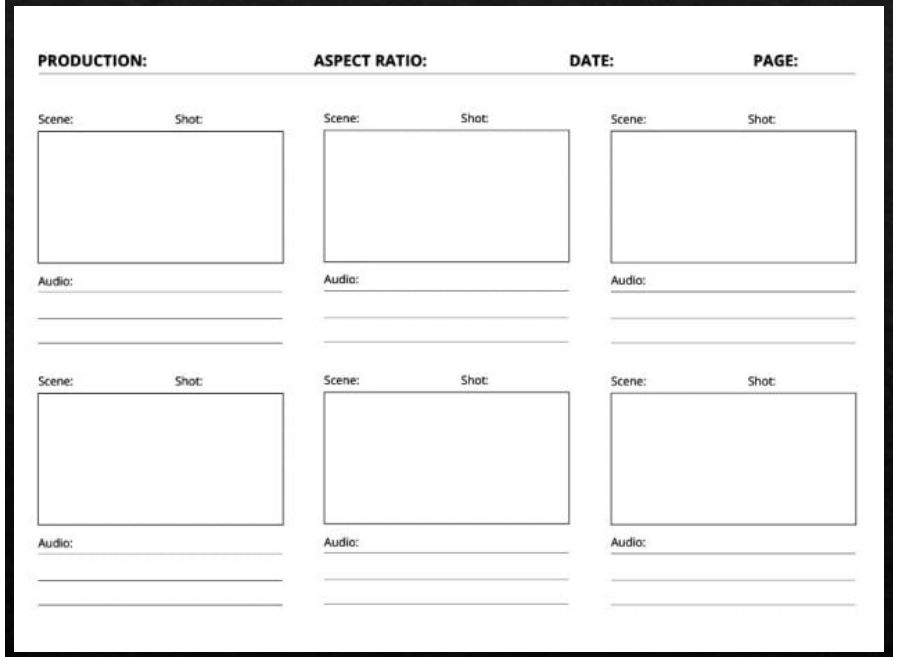
Storyboard with Script

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: Audio:

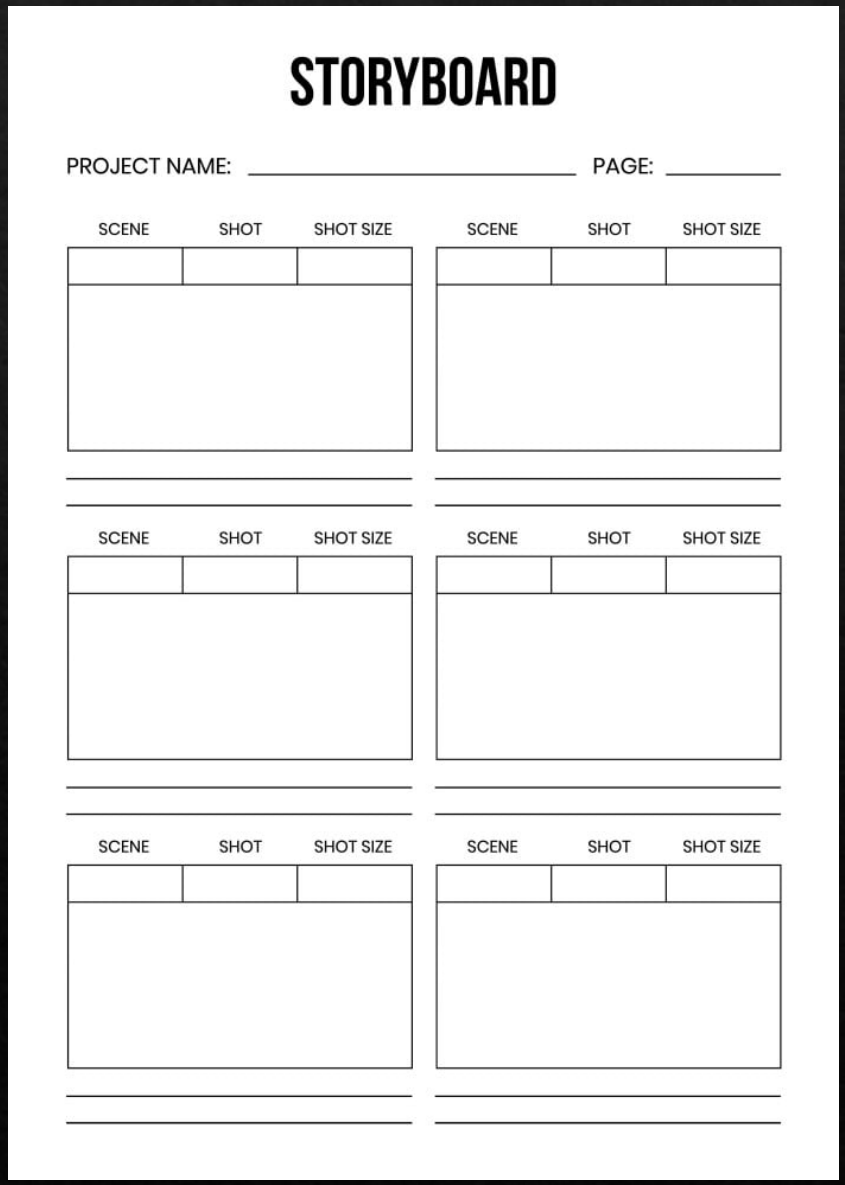
Scene: Shot: Audio:

Scene: Shot: Audio:

Scene: Shot: Audio:

Scene: Shot: Audio:

Scene: Shot: Audio:



STORYBOARD

PROJECT NAME: _____ PAGE: _____

SCENE SHOT SHOT SIZE

SCENE SHOT SHOT SIZE

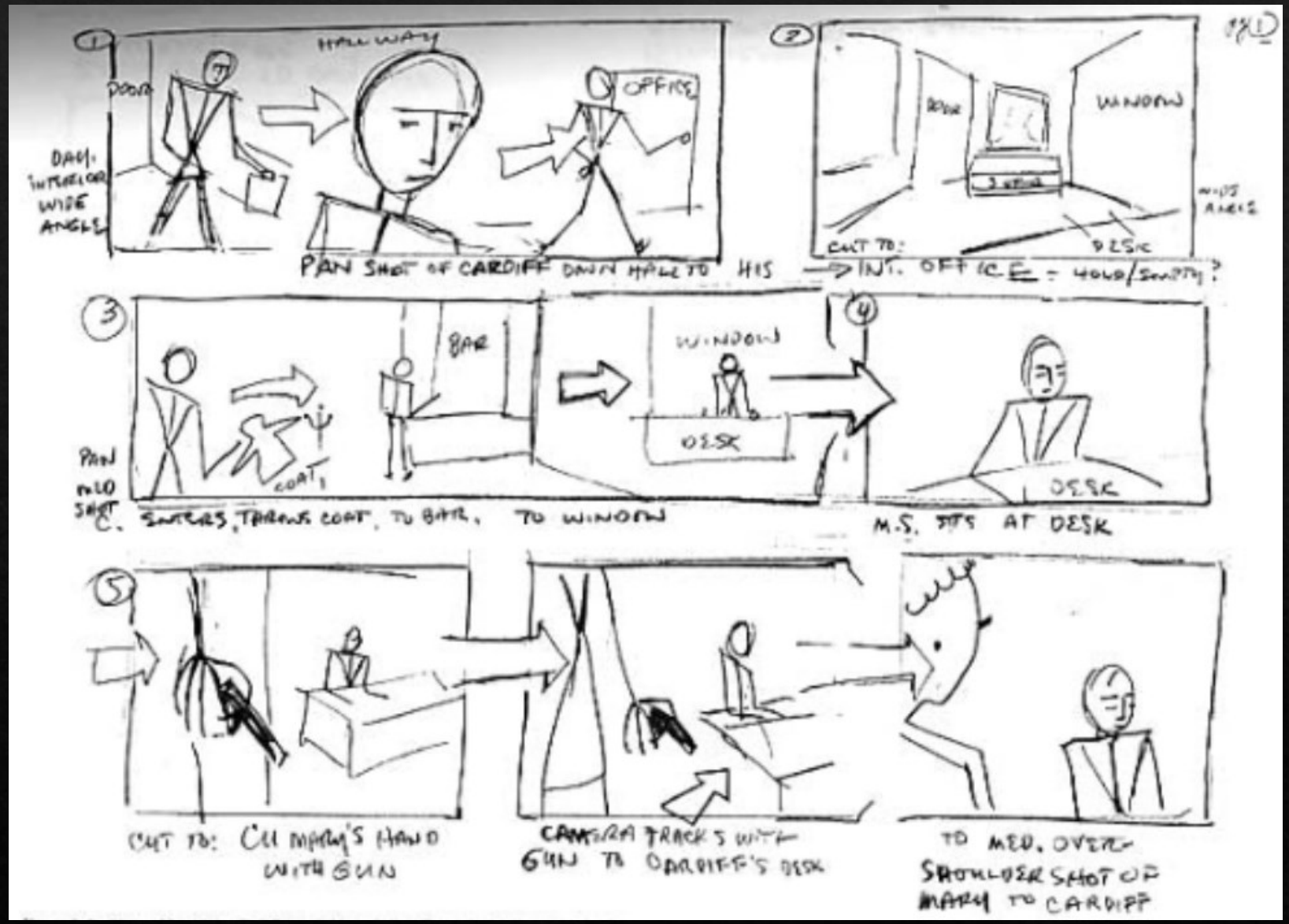
SCENE SHOT SHOT SIZE

SCENE SHOT SHOT SIZE

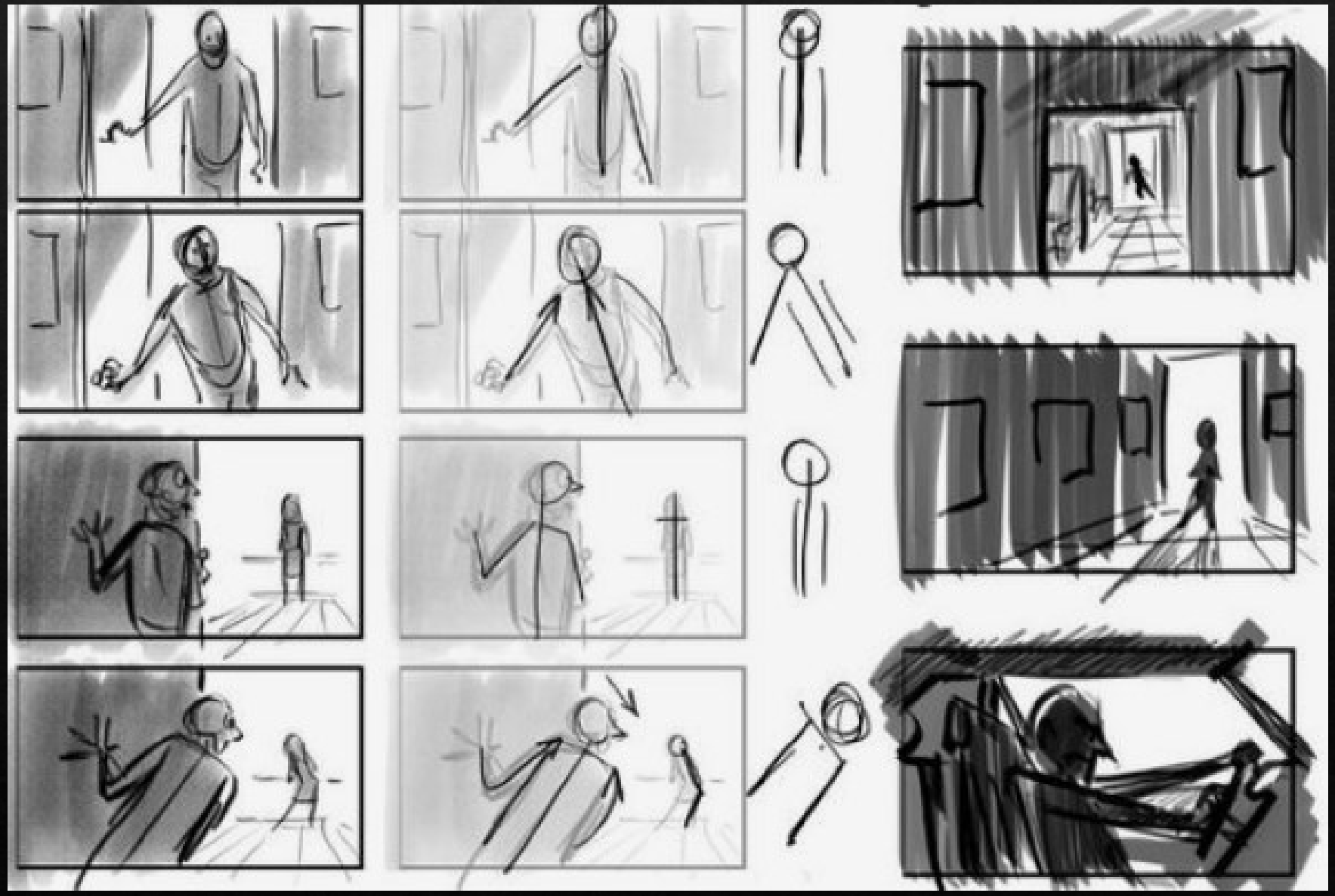
SCENE SHOT SHOT SIZE

SCENE SHOT SHOT SIZE

Storyboarding

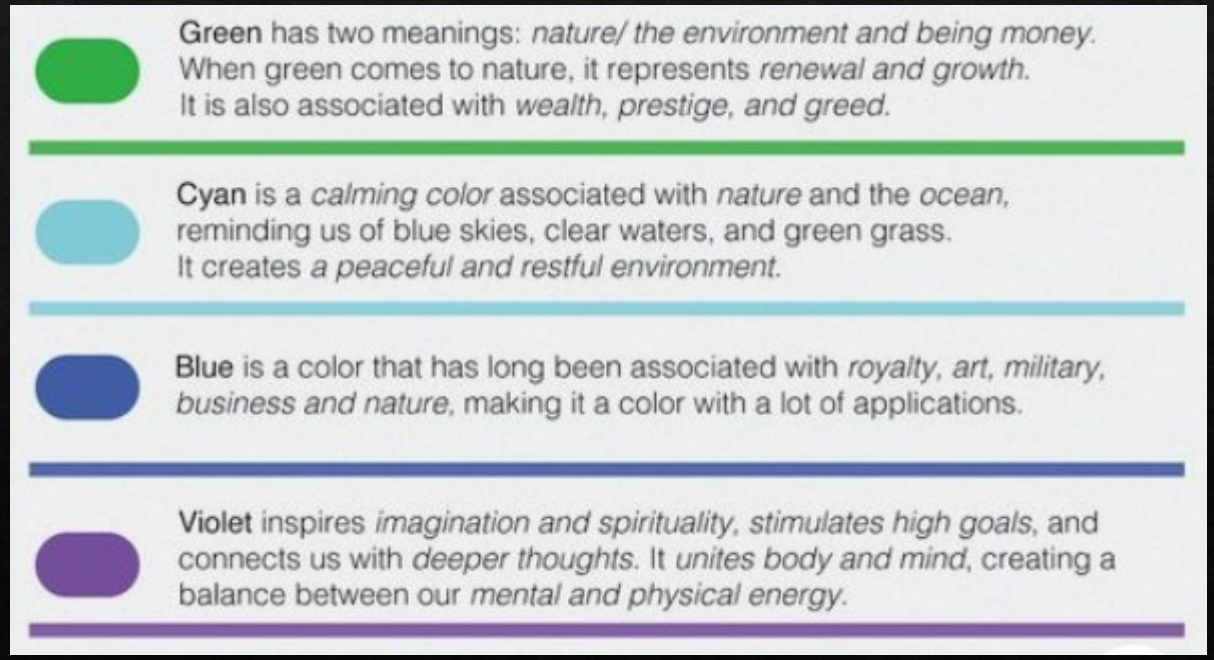


Storyboarding



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

Color Theory



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.

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

Video

3. Preproduction, Production

5. Final Video, Postproduction

Video editing software

Final cut

Adobe Premier

Adobe After Effects

Free video editing software

- DaVinci Resolve
- HitFilm Pro
- VSDC Free Video Editor
- Clipchamp
- Blender
- ActivePresenter
- Video Grabber
- iMovie
- Lightworks
- Adobe Premiere Rush
- KineMaster
- Kdenlive
- Kapwing
- Vimeo Create
- Shotcut
- OpenShot
- VideoPad
- VideoProc Vlogger
- ACDSee Luxea Video Edit...
- PowerDirector
- WeVideo

Video Art Design

Name

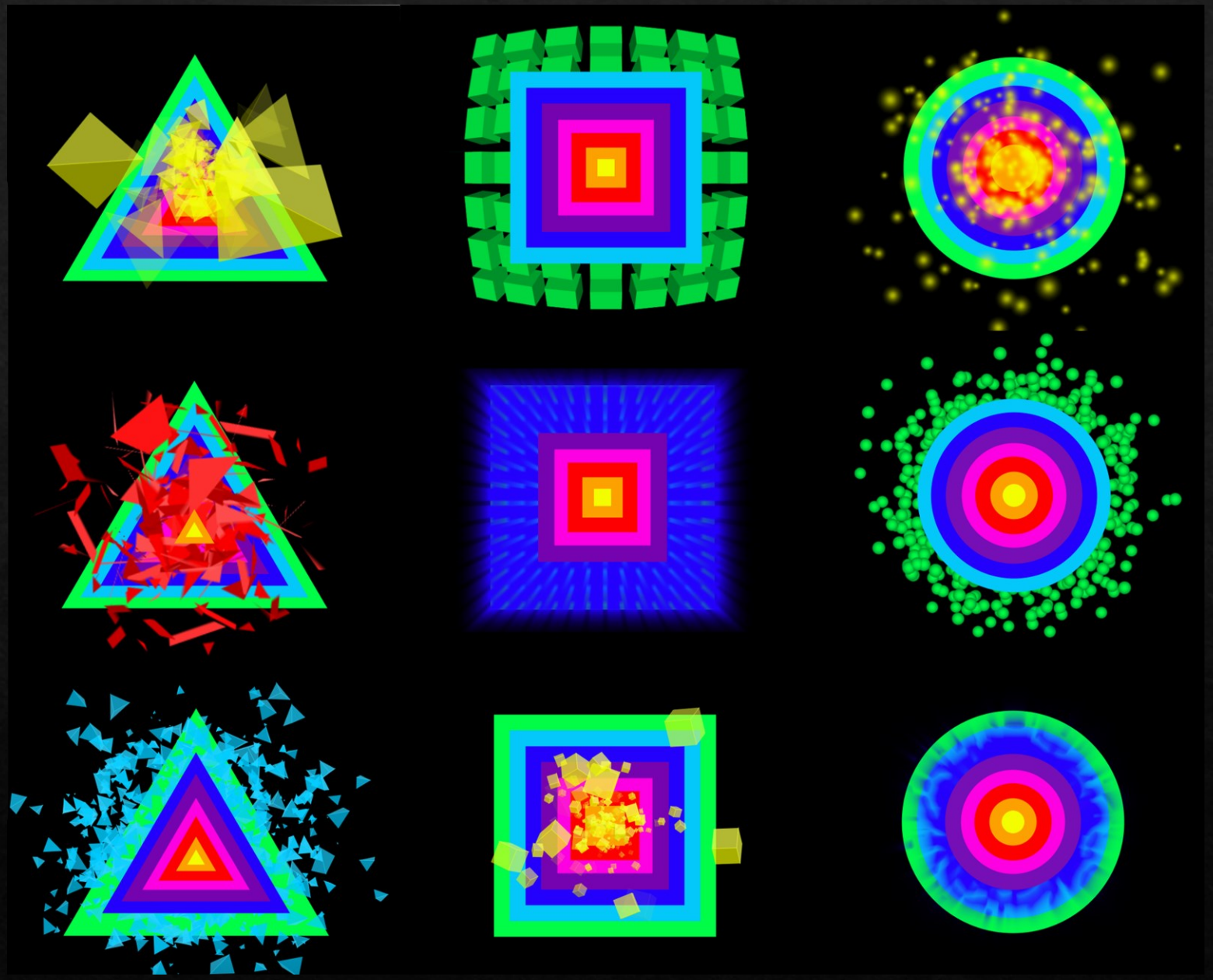
1. Recorded, references

2. Skatch, Story Board

3. Video, Preproduction, Production

4. Brief description

5. Final Video

Video Art Design

Jelena Rubil