



# Video Art Design

Jelena Rubil

7 session

# Time Management



Collaboration and Communication

Efficient Workflow

Coordination

# Time Management



Workflow and  
Coordination

8.1 Efficient Workflow: Organizing and managing the video production process to meet deadlines for content creation, editing, and integration into the production schedule.

8.2 Coordination: Coordinating with the production team to ensure that video cues are synchronized with other technical elements and performance cues.

# Time Management

Workflow and  
Coordination

Develop organizational skills to create and maintain a structured workflow for video production, including task prioritization, scheduling, and time management techniques.

# Time Management

Workflow and  
Coordination

8.1.2 Gain an understanding of the roles and responsibilities of different members of the production team, including directors, stage managers, lighting designers, and sound engineers, to facilitate coordination and integration of video cues with other technical elements.

8.1.3 Practice effective communication and collaboration with team members to delegate tasks, set deadlines, and track progress, ensuring that the video production process remains on schedule and within budget.

# Time Management

Workflow and  
Coordination

## VIDEO PRODUCTION PIPELINE

BRIEF

PRE

PROD

SHOOT

POST

PUBLISH

# Time Management

## Workflow and Coordination

To write an effective production brief, there are some simple questions to answer.

### *1. What is the video's purpose?*

The simplest way to answer this is to work out what are the objectives? What do you hope this video will achieve?

### *2. Who is the target audience of your video?*

Who will watch it? How and when?

### *3. What are the key messages to communicate?*

List the key messages / values that need to be conveyed to the audience. You might like to include examples.

### *4. How and where will the video be distributed?*

Will this video appear as a part of a bigger project? It's also a good idea to include which outputs are expected.

(For example, 1 x 30 second edit, 2 x 15 second edits).

### *5. What is the timeline of the deliverable elements?*

When do you need the first draft? Will the client expect to make changes throughout the production process?

When is the final deadline? Ensure that there is ample time from concept to completion, allowing the production company enough time to deliver a polished product.

# Time Management

Workflow and  
Coordination

## *6. What is the budget?*

As a client, you'll have a budget in mind. The production team may come back to you with a quote that is higher than expected, but before freaking out, talk to them. A production team will always quote to achieve the very best result, and it pays to take their advice on what you should and shouldn't skimp on.

## *7. Who are the main competitors of the brand?*

This allows producers to see what's already been done and to avoid using the same materials. It will help to establish a unique voice for your brand

## *8. Are there any mandatory elements that need to be included?*

These could include a style guide, fonts, graphics, colours, statistics, credits or information that legally must appear in any material. It is ideal to provide these elements sooner rather than later.

## *9. Are there any challenges that may hinder the project in getting the go-ahead?*

Be completely transparent with any obstacles that you foresee delaying the project – this is really helpful information for the production team.

As a client, you may have seen something that you think might be a good fit for the brand. You can provide visual examples to the production team to give them further insight into what you're hoping to achieve. These can include camera angles, lighting examples, colours or grade.



# Time Management

Workflow and  
Coordination

An image pipeline or video pipeline is the set of components commonly used between an image source (such as a camera, a scanner, or the rendering engine in a computer game), and an image renderer (such as a video or , a computer screen or projection, or cinema screen), or for performing any intermediate digital image processing.

# Time Management

Workflow and  
Coordination

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE

An empty slate

# Time Management

Workflow and  
Coordination

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE

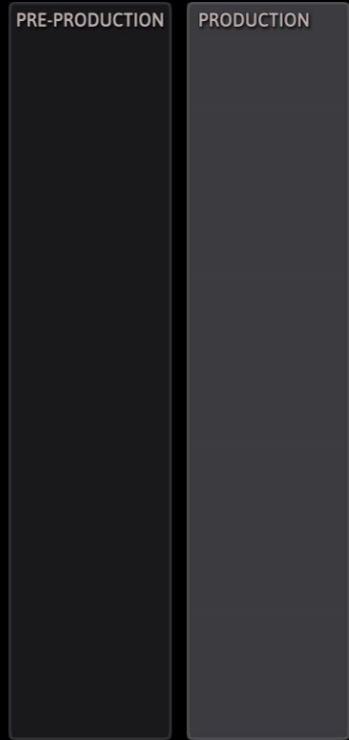
PRE-PRODUCTION

Pre-production

# Time Management

## Workflow and Coordination

A TYPICAL LOW budget CGI (gaming animation feature) PIPELINE



Production

# Time Management

Workflow and  
Coordination

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE

PRE-PRODUCTION

PRODUCTION

POST-PRODUCTION

..... Post-production .....

# Time Management

Workflow and  
Coordination

## 1. Pre-production and writing a brief:

Developing ideas, identifying the story and locations and planning for filming. If your videos uses actors or models, you may need to work with your director to develop a script, a storyboard and to organise a casting session.

## 2. Production:

Live-action filming and creating any complex graphics/animations created/music compositions if required

## 3. Post-production:

Creating the narrative with editing, applying text and effects, sound mixing, colour grading, sign-off and delivery

# Time Management

Workflow and  
Coordination

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE

PRE-PRODUCTION

PRODUCTION

POST-PRODUCTION

STORY

Idea

# Time Management

Workflow and Coordination  
Script and STORYBOARD

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE

PRE-PRODUCTION

STORY

STORYBOARD

PRODUCTION

POST-PRODUCTION

Storyboard



# Time Management

Workflow and Coordination  
Script and STORYBOARD



Storyboarding is the practice of producing storyboard sketches for a script/concept. It is an essential part of the preproduction process.

# Time Management

Workflow and Coordination  
Script and STORYBOARD

1. It is a step-by-step guide to the production process, so it helps manage timing in production, and it saves money.
2. Builds a connection with the viewer and between the production teams on a project, so all can communicate from one source of reference.
3. Helps communicate a vision and understanding of the story.
4. Helps in production direction.
5. Most importantly, it's used to sell/pitch the idea to clients to get funding in!

# Time Management

Workflow and Coordination  
Script and STORYBOARD

Depending on the type of shoot or budget, the director might sit down with the storyboard and video artist to present their vision and place their input in the storyboard process.

However, in most cases the budget isn't available, and you will need to break down the scenes and rely on your own experience to direct the shots as you see fit.

# Time Management

Workflow and Coordination  
Script and STORYBOARD

<p style="text-align: right;">Scene #</p> <p style="text-align: center;">PANEL</p> <p>Description: _____</p> <p>Notes: _____</p>	<p style="text-align: right;">Scene #</p> <p style="text-align: center;">PANEL</p> <p>Description: _____</p> <p>Notes: _____</p>	<p style="text-align: right;">Scene #</p> <p style="text-align: center;">PANEL</p> <p>Description: _____</p> <p>Notes: _____</p>
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# Time Management

Workflow and Coordination  
Script and STORYBOARD

## Common Aspect Ratio

**4:3**

TV + 16mm Motion Picture + SD

**16:9**

Also known as HDTV, Full HD  
or Analog widescreen television

## Widescreen Aspect Ratio

**2.39:1**

Known as 2.40: (technically 2.39:1) + Anamorphic

**1.85:1**

Standard Widescreen

# Time Management

Workflow and  
Coordination

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE

PRE-PRODUCTION

STORY

STORYBOARD

CHARACTER  
DESIGN

PRODUCTION

POST-PRODUCTION

Character design

# Time Management

Workflow and  
Coordination

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE

PRE-PRODUCTION

STORY

STORYBOARD

CHARACTER  
DESIGN

PRODUCTION

REFERENCE  
PHOTOS

POST-PRODUCTION

Reference Photography

# Time Management

Workflow and Coordination  
Script and STORYBOARD

The key to storyboarding is to practice, by understanding how moving productions work.

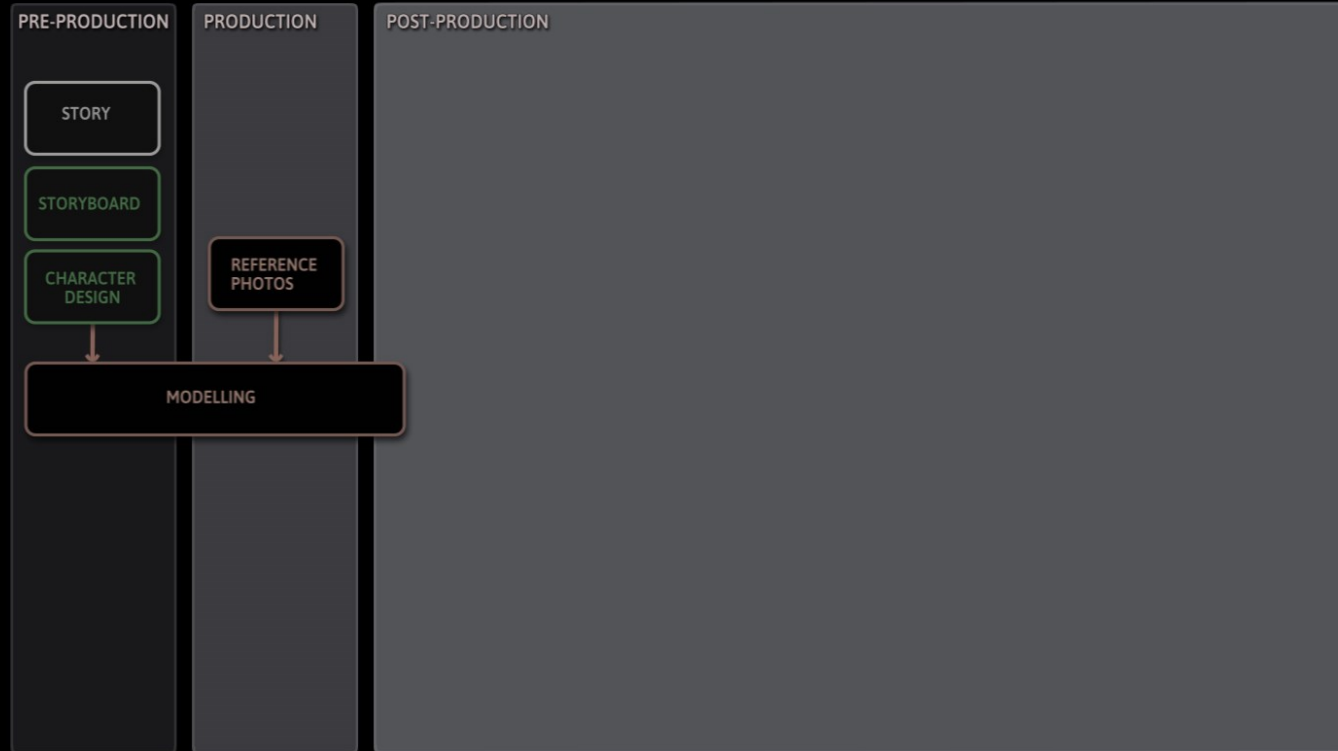
- Watch plenty of movies, videos, TV series or commercials, and try to study by sketching out the scenes as you watch.
- Look for camera angles and how a story is cut up and told visually.
- Keep in mind that storyboards are not a frame-by-frame breakdown, but more a scene-by-scene development, and each scene must serve a purpose in the storytelling



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Workflow and  
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A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE



**Modelling**

# Time Management

Workflow and  
Coordination

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE



High dynamic range enviromental photos

# Time Management

Workflow and  
Coordination

## Camera Shot Types

Establishing Shot · ES



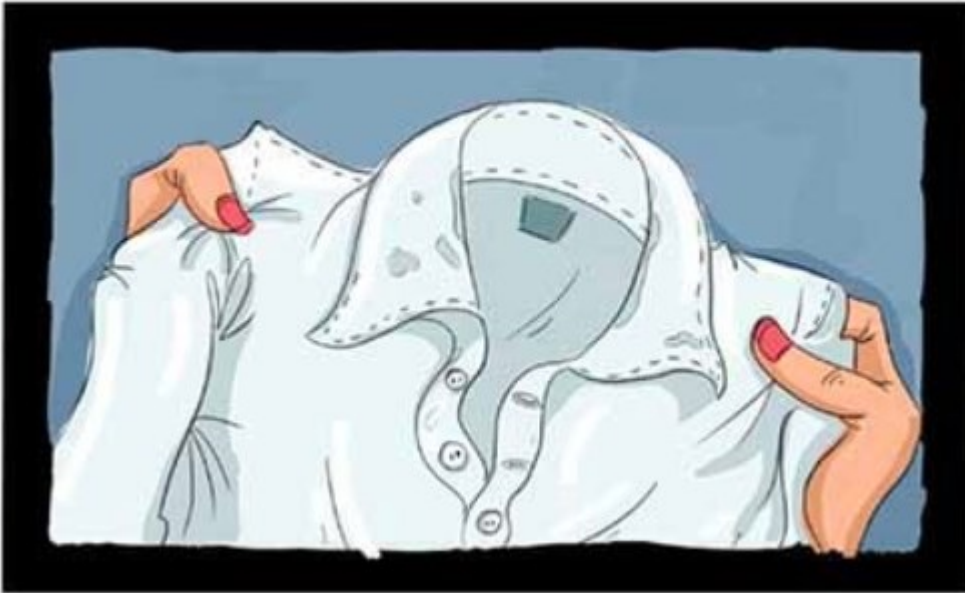
Close up · CU



# Time Management

Workflow and  
Coordination

Extreme Close Up · ECU



Mid Shot · MS



# Time Management

Workflow and  
Coordination

Medium Close Up · MCU



Long Shot · LS



# Time Management

Workflow and  
Coordination

Medium Long Shot · MLS



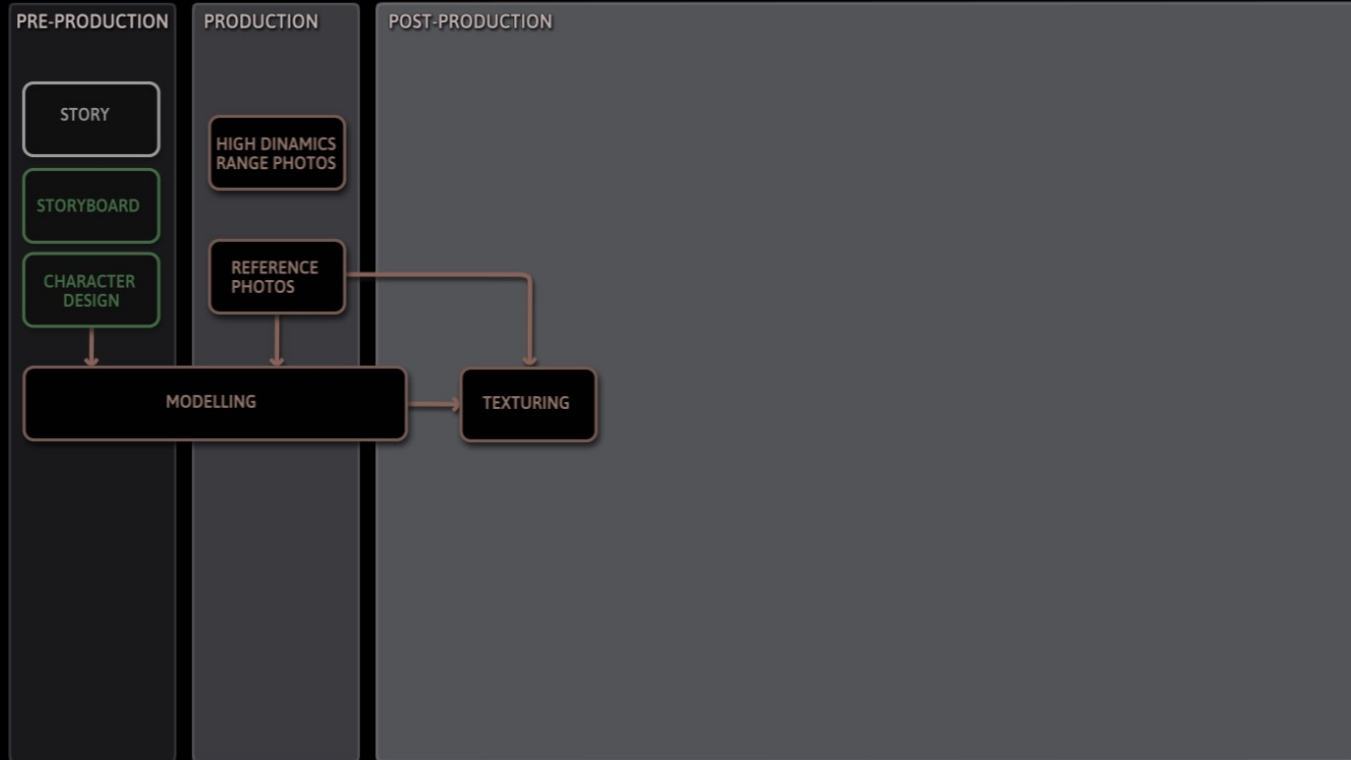
Extreme Long Shot · ELS



# Time Management

Workflow and  
Coordination

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE



Texturing, UVs, maps

# Time Management



Workflow and  
Coordination

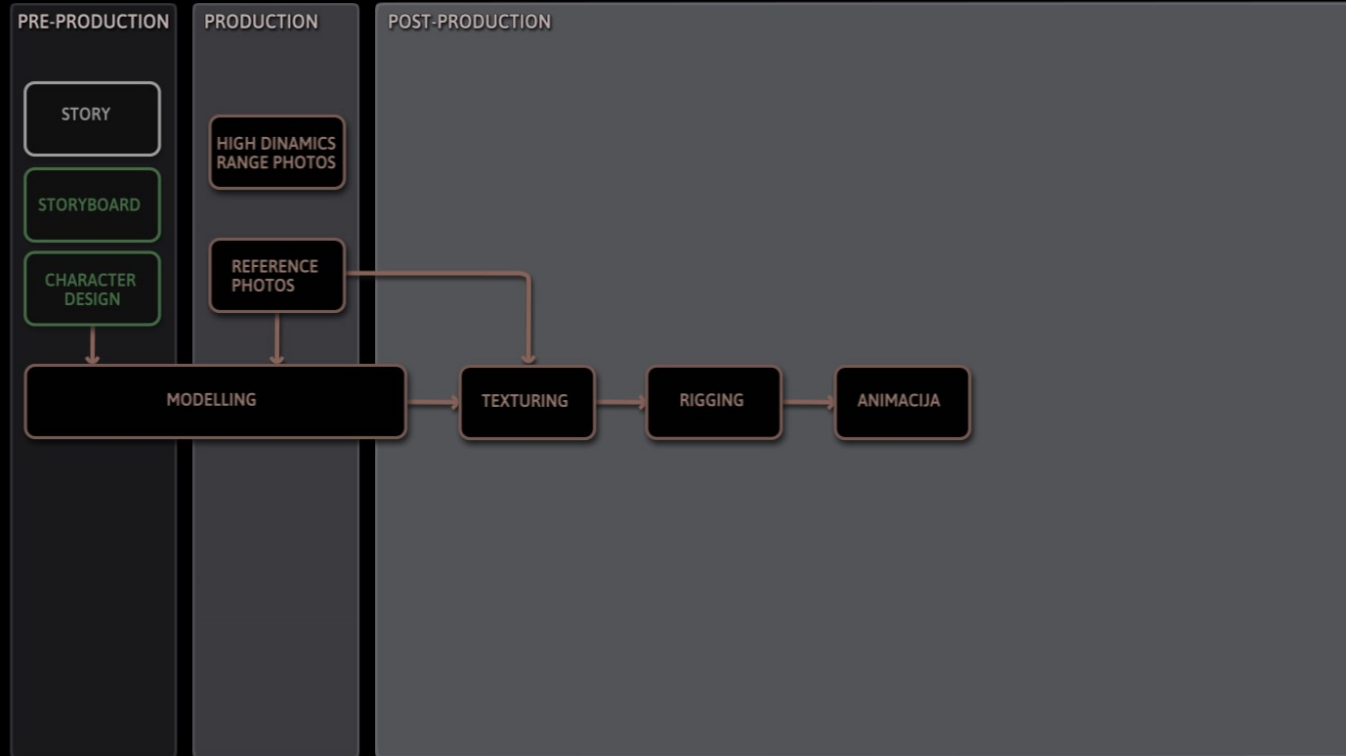
8.2.1 Learn strategies for optimizing efficiency in video editing and post-production processes, such as using keyboard shortcuts, templates, and automation tools to streamline repetitive tasks.



# Time Management

Workflow and  
Coordination

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE

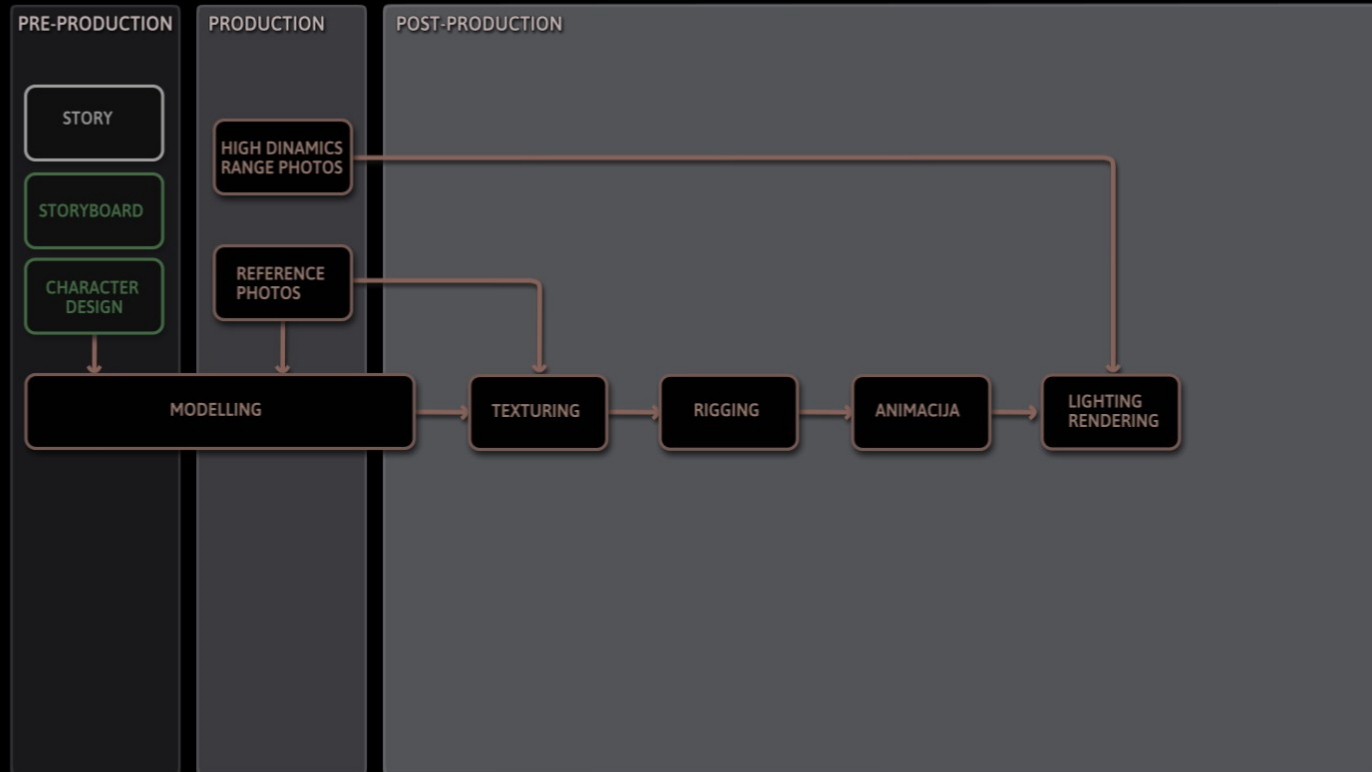


Animatic

# Time Management

Workflow and  
Coordination

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE

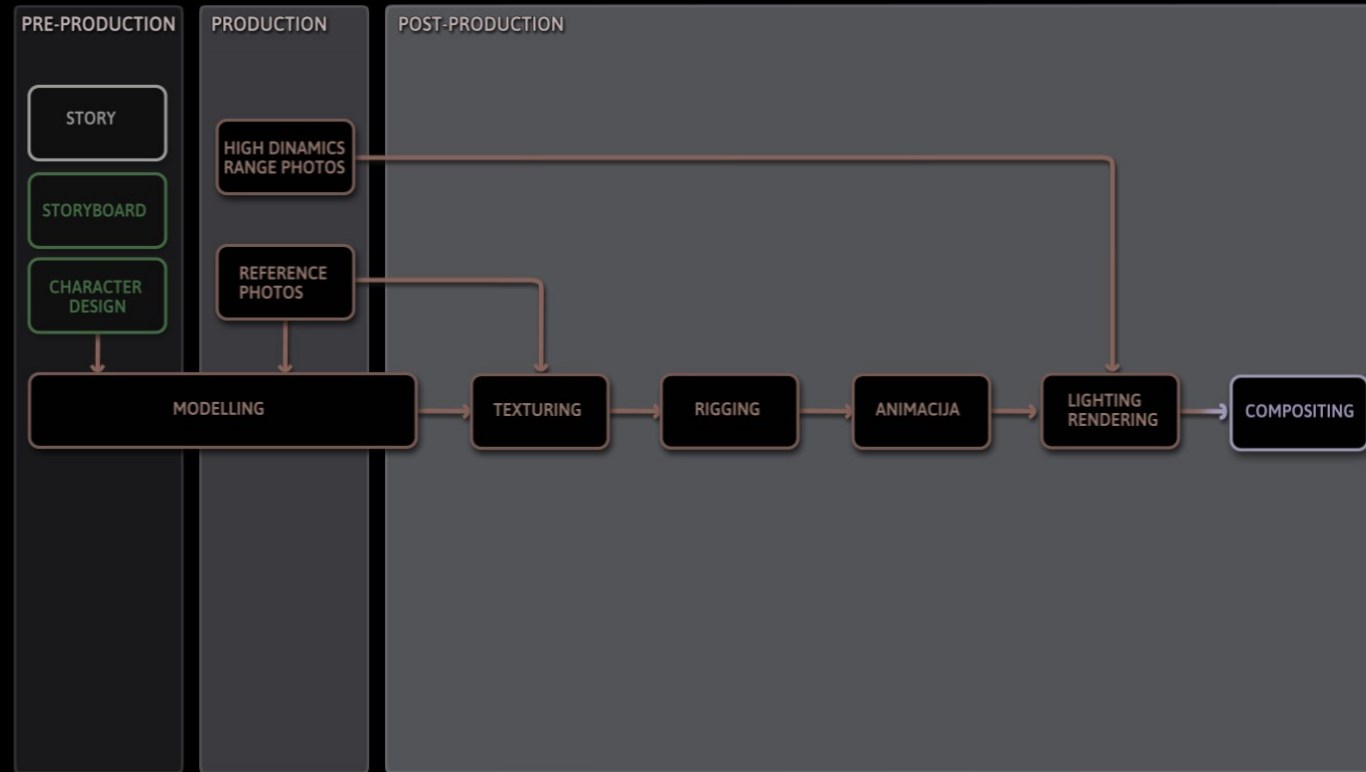


Lighting, shading

# Time Management

## Workflow and Coordination

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE

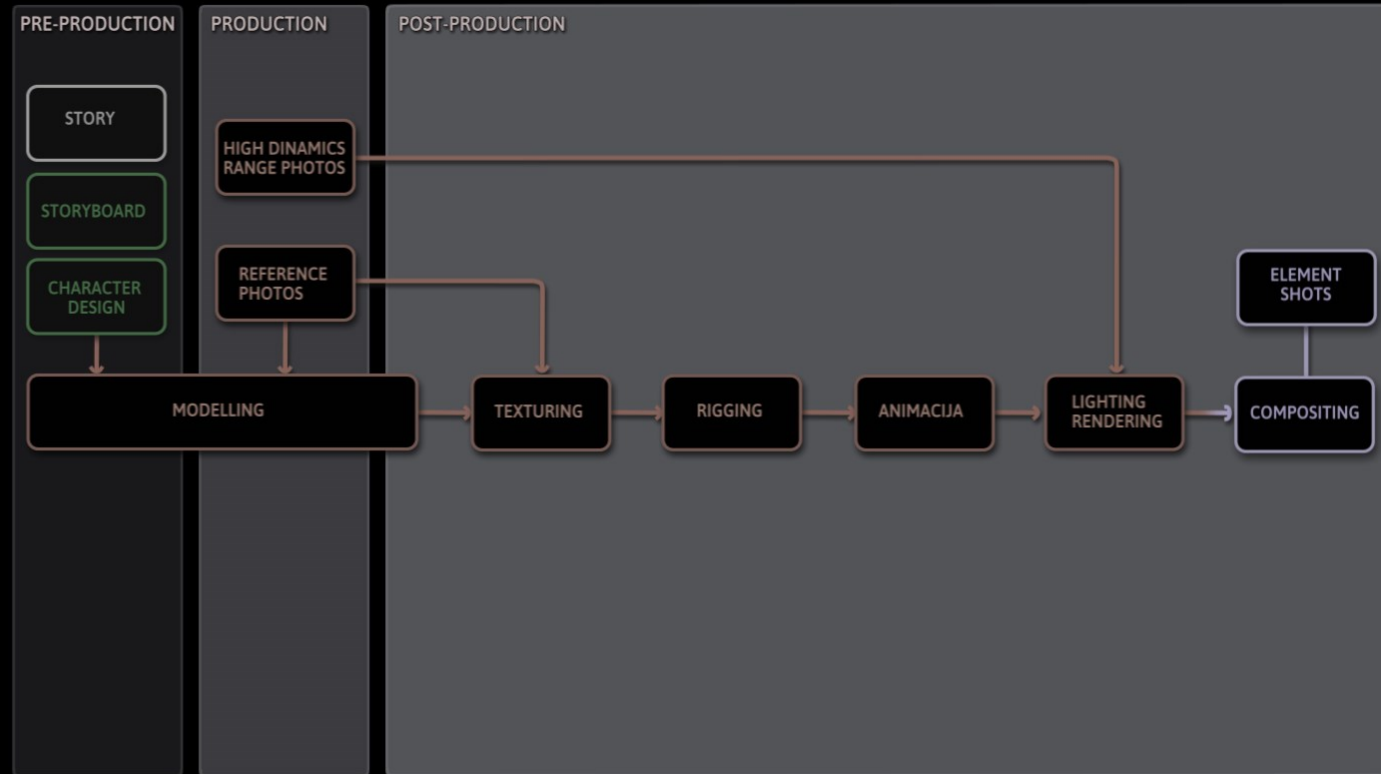


Compositing

# Time Management

Workflow and  
Coordination

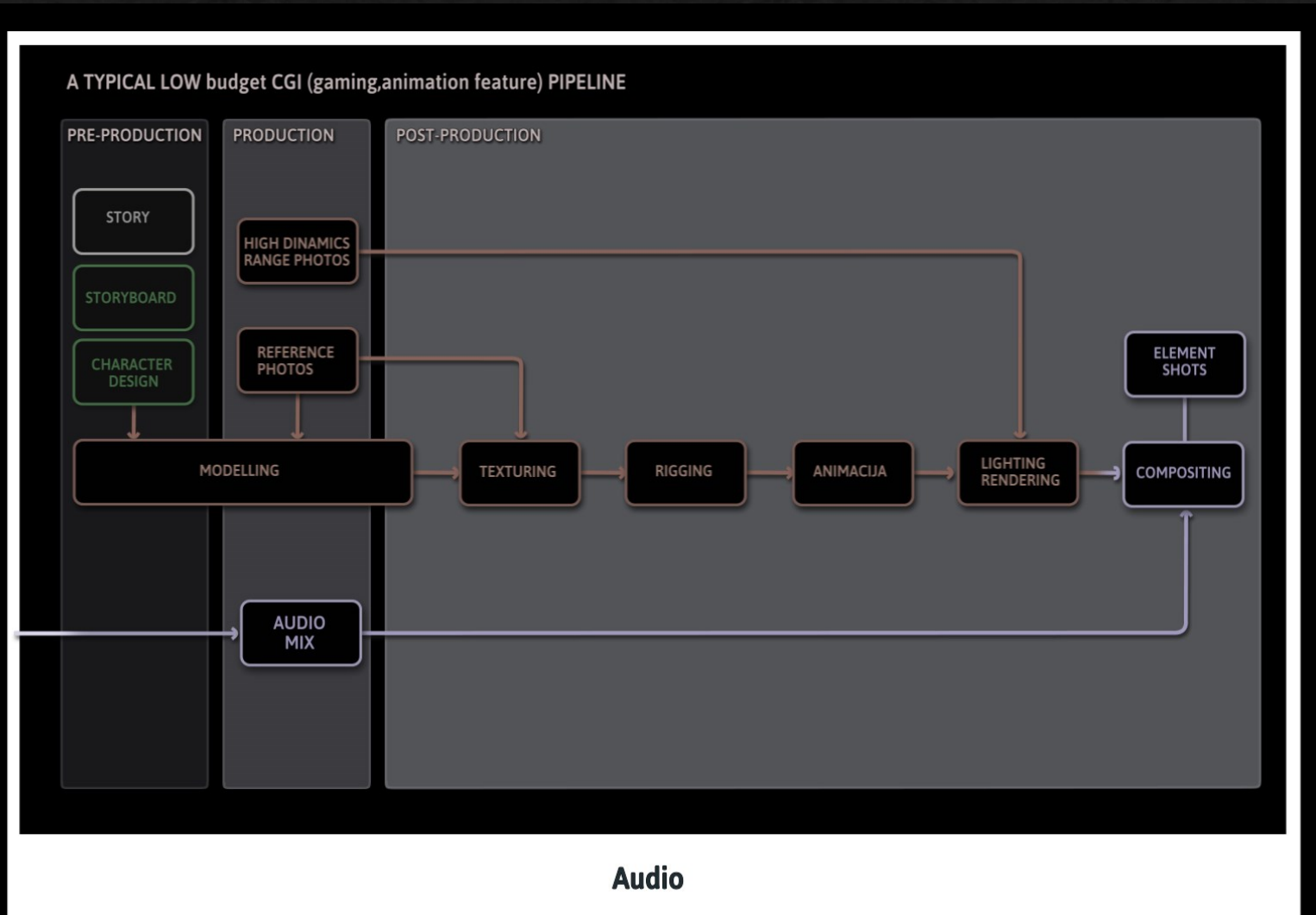
A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE



adding Elements

# Time Management

## Workflow and Coordination



# Time Management

Workflow and  
Coordination

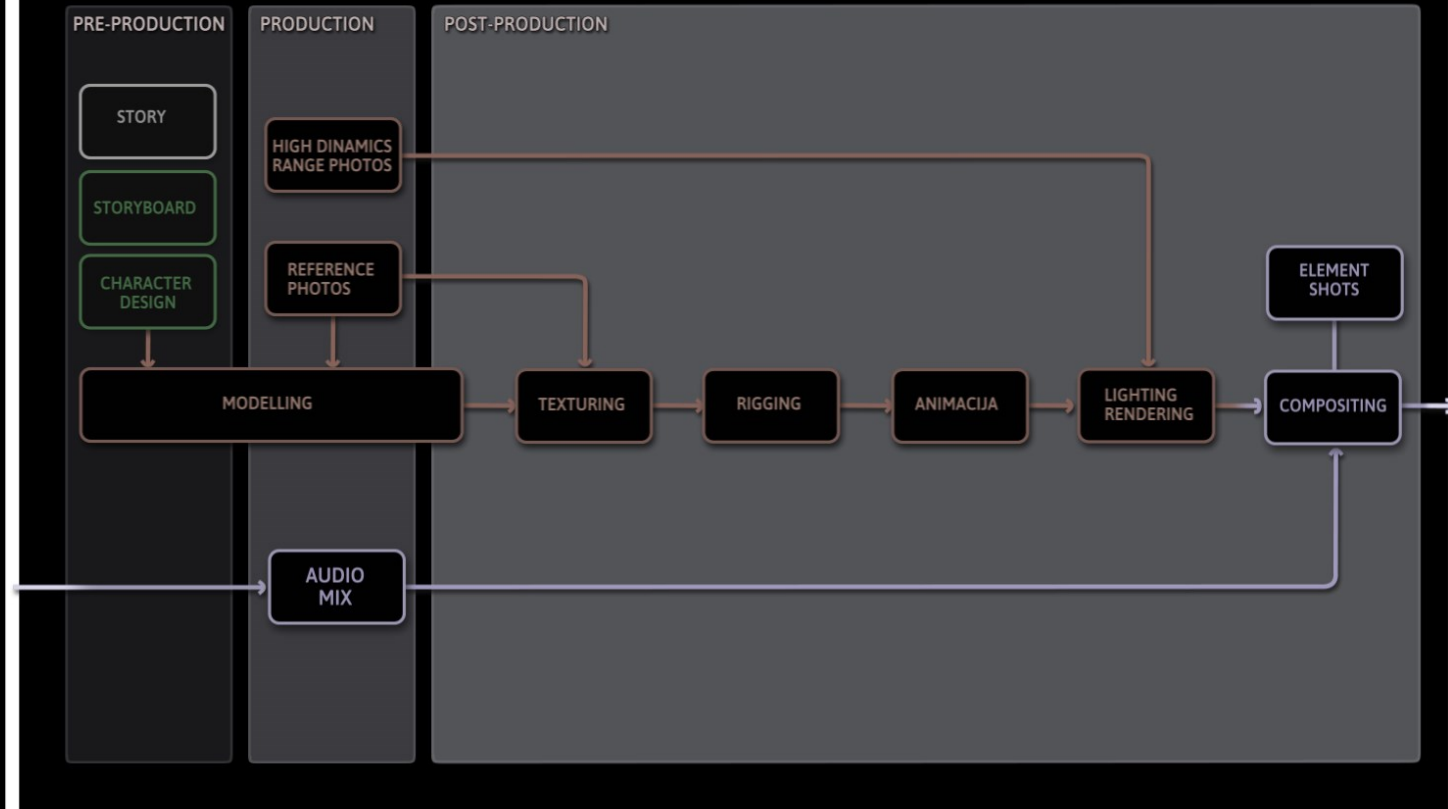
8.2.2 Learn techniques for cueing and timing video sequences to align with live performances, rehearsals, and technical cues, ensuring smooth transitions and synchronization with other production elements.

Embrace a flexible approach to video design!!!

# Time Management

## Workflow and Coordination

A TYPICAL LOW budget CGI (gaming,animation feature) PIPELINE



Distribution

# 7.3 Flexibility

Willingness to adapt video designs based on feedback

7.3.1 Embrace a flexible approach to video design, recognizing that adjustments and revisions may be necessary throughout the production process to accommodate changes in direction, feedback from stakeholders, or technical limitations.

7.3.2 Develop adaptability skills to respond quickly and effectively to unexpected challenges or disruptions, maintaining composure and focus while adjusting video designs to meet evolving requirements.

7.3.3 Learn to balance creative vision with practical considerations, demonstrating flexibility in making compromises or revisions to video designs without compromising the overall artistic integrity of the production.



# Time Management

Workflow and  
Coordination

How to make a video production pipeline

Start to Finish: Perfect Your Video Production Workflow!



# Video Art Design

Jelena Rubil

<http://www.tate.org.uk/visit/tate-britain> ,

<http://www.moma.org/> , <http://www.louvre.fr/en> ,

<http://www.khm.at/en/>

<http://www.museum-ludwig.de/> ,

<http://www.berlinischegalerie.de/> , [http://www.fine-arts-museum.be/site/EN/frames/F\\_peinture.html](http://www.fine-arts-museum.be/site/EN/frames/F_peinture.html) ,

<https://www.rijksmuseum.nl/nl/ontdek-de-collectie> ,

<http://www.stedelijk.nl/> , <http://www.belvedere.at/dem> ,

<http://www.khm.at/en/> , <http://www.musee-magritte-museum.be/Typo3/index.php?id=15> ,

<http://www.albertina.at/en> ,

<http://www.kunsthawien.com/> ,

<http://www.brusselmuseums.be/en/museum/98-royal-museums-of-fine-arts-of-belgium> ,

<http://www.vangoghmuseum.nl/vgm/index.jsp?lang=nl> ,

<http://www.nationalgallery.org.uk/> , <http://www.saatchi-gallery.co.uk/> ,

<https://www.henrimatisse.org/the-dance.jsp>

<https://www.musee-magritte-museum.be/en>

<http://www.vangoghmuseum.nl/vgm/index.jsp?lang=nl>

<https://www.filmtheory.org/pure-cinema/>

[https://www.youtube.com/watch?v=3sRwzbTz0\\_8](https://www.youtube.com/watch?v=3sRwzbTz0_8)

<https://www.youtube.com/watch?v=umfiwl-7I0M>