

KAMERA / LICHT / TON

ETH LET; 11. Juli 2017

Jeanine Reutemann

Research

Centre for Innovation
Leiden University, The Netherlands

Science Educational Videos

RedMorpheus GmbH



13:00-14:00

*Short Input: Schnitttechniken,
Workflow, Bild-Ton, Codecs,
Sound Design*

14:00-16:00

Do-it!

*1. Schnitt des Materials,
Sound Design, Rendern*

2. Kameraequipment Test

16:00-17:00

Sichtung, Auswertung, Feedback

Preproduktion – Produktion – Postproduktion

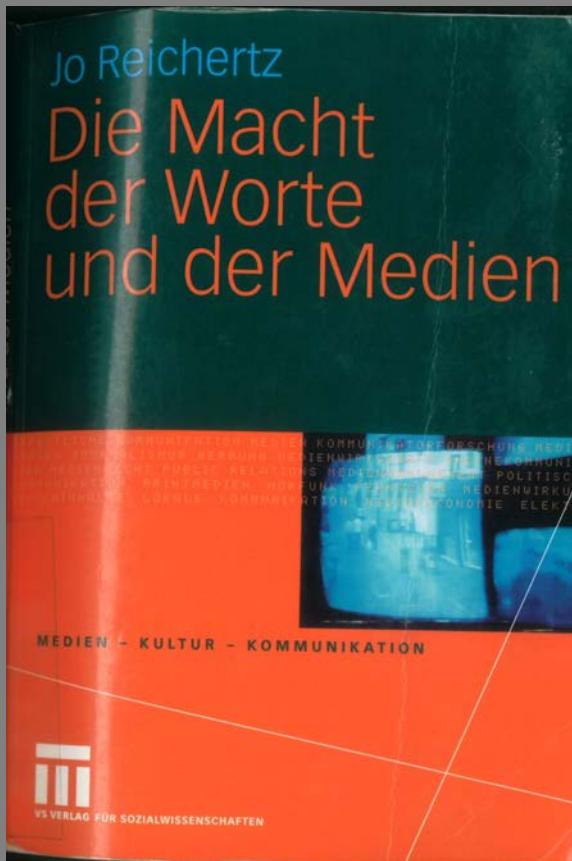
Preproduktion – Produktion – Postproduktion

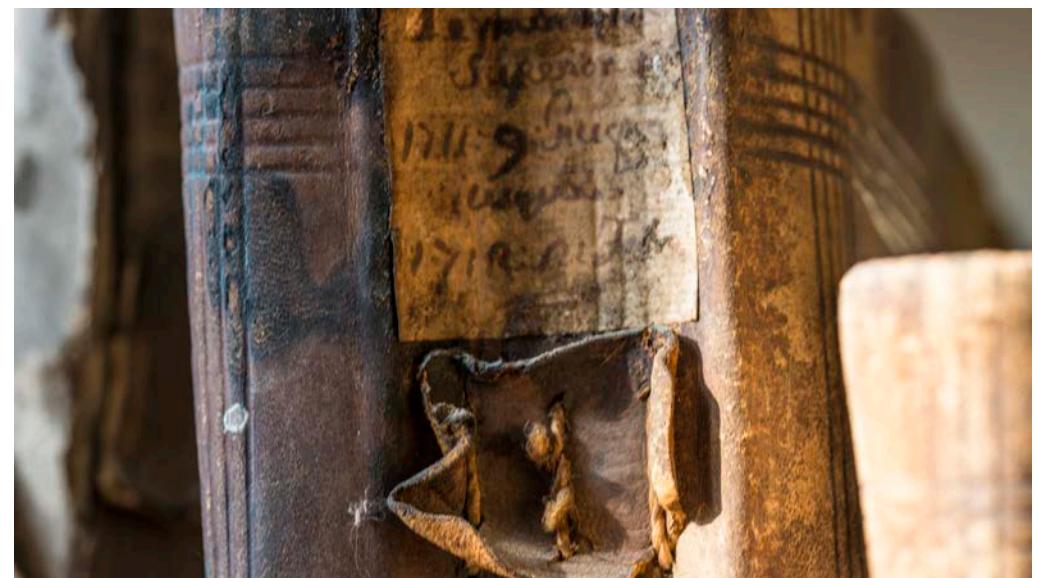
"Film allows me to authentically disseminate my research like no written and spoken word or photograph could ever do, and it gives my work credibility and charisma."

GERALDINE WERHAHN, HIMALAYAN WOLVES RESEARCH, WILDCRU UNIT, OXFORD UNIVERSITY, 2017.



Strukturelemente & Stilelemente







**Chair of Digital Humanities,
EPFL**

Prof. Dr. Frédéric Kaplan
Dr. Isabella di Lenardo



Cadre / Kadrage / Bildrahmung

Einstellungsgrößen

Einstellungswinkel



**Chair of Ecosystem
Management, ETH Zurich**
Prof. Dr. Jaboury Ghazoul







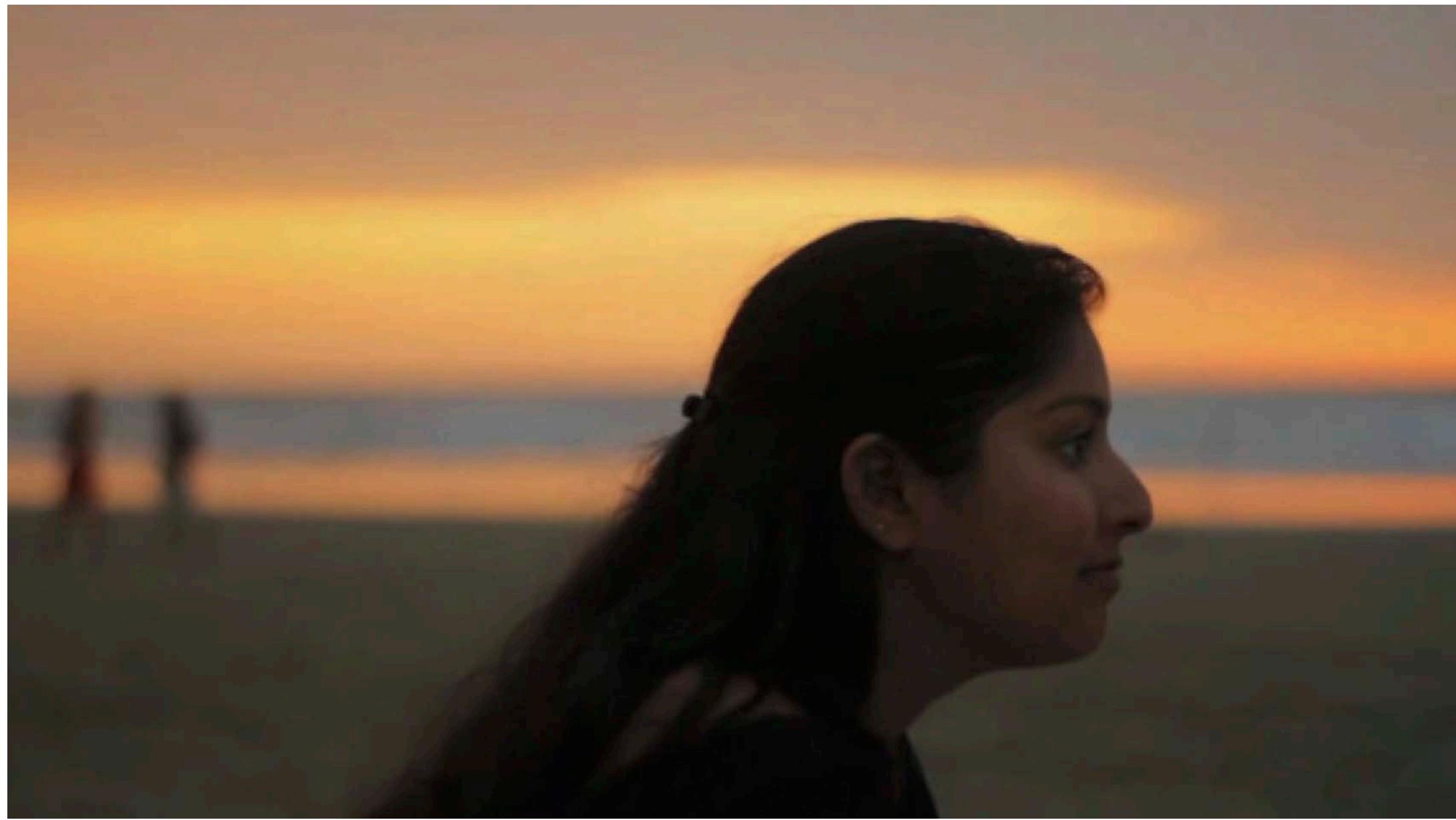
Cadre / Kadrage / Bildrahmung

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Einstellungswinkel

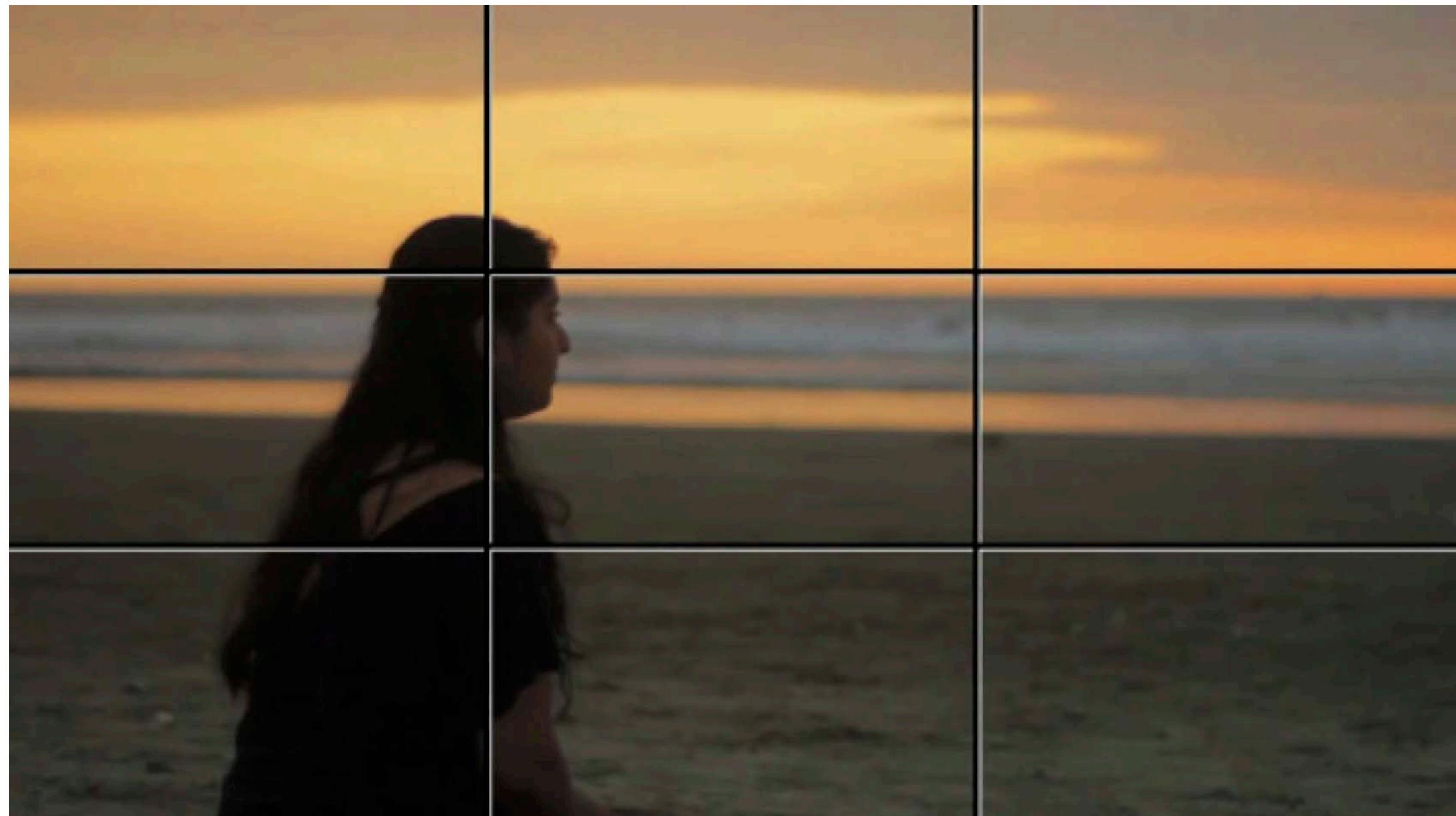
Dynamik des Bildausschnittes











Cadre / Kadrage / Bildrahmung

Einstellungsgrößen

Einstellungswinkel

Dynamik des Bildausschnittes

Bewegte Kamera, Stille Kamera? > Objektiv





100mm LENS



35mm LENS





Cadre / Kadrage / Bildrahmung

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Tiefenschärfe



**Chair of Ecosystem
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Case Study:
Scottish Highlands



Cadre / Kadrage / Bildrahmung

Einstellungsgrößen

Einstellungswinkel

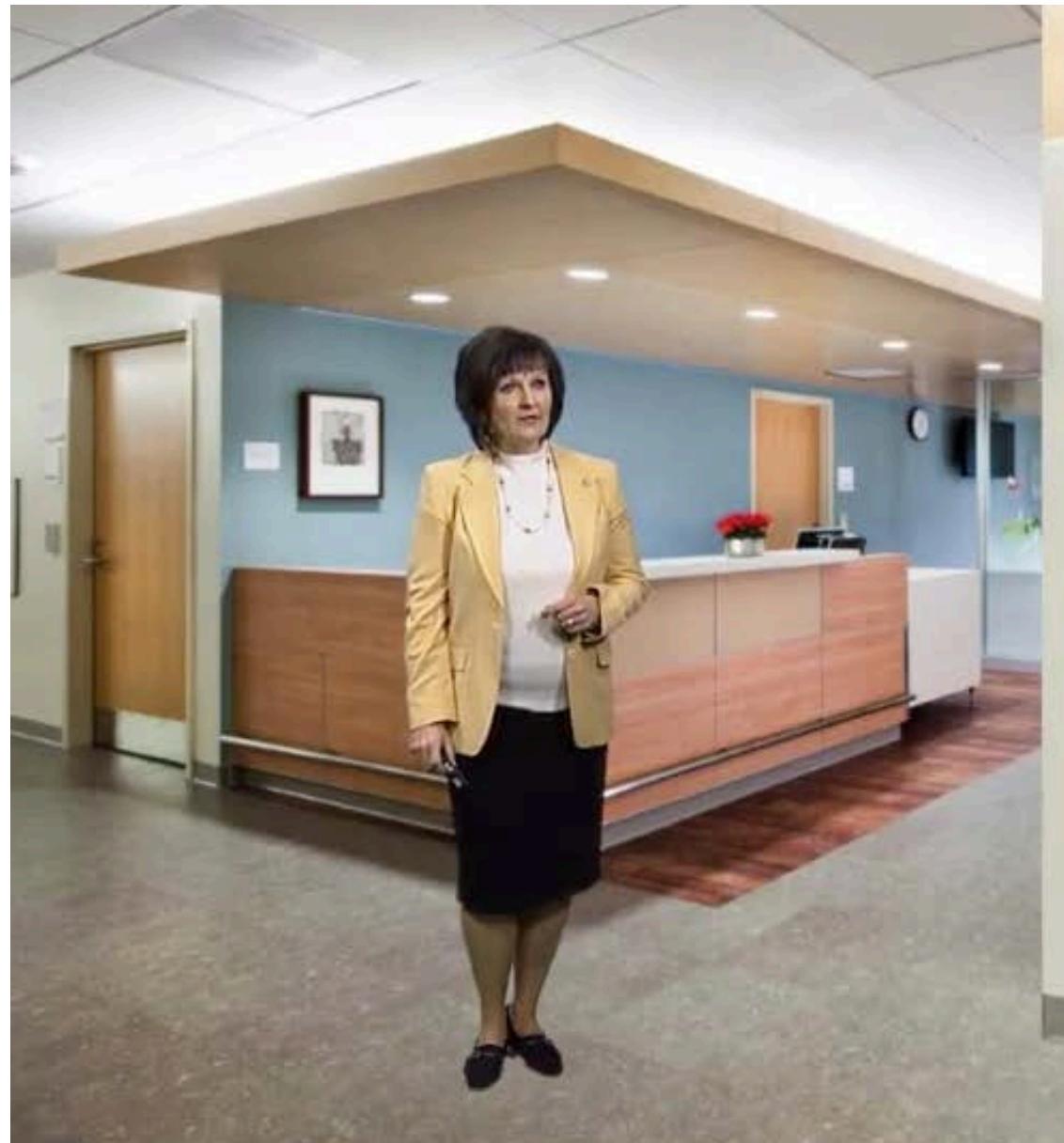
Dynamik des Bildausschnittes

Bewegte Kamera, Stille Kamera? > Objektiv

Tiefenschärfe

Licht: Kameraeigenschaften, externe Lichtquellen,
Tageszeit, Aussen oder Innendreh? Schatten oder Sonnenlicht?





Definition

- A group of people working together to achieve a common purpose for which they hold themselves mutually accountable.

Schoites, Joiner, Streibel (2003)
The Team Handbook



Cadre / Kadrage / Bildrahmung

Einstellungsgrößen

Einstellungswinkel

Dynamik des Bildausschnittes

Bewegte Kamera, Stille Kamera? > Objektiv

Tiefenschärfe

Licht: Kameraeigenschaften, externe Lichtquellen,
Tageszeit, Aussen oder Innendreh? Schatten oder Sonnenlicht?

Charakter Inszenierung: Background?

Distanzverhältnis: Background zu Charakter?

**Camera Technology
AND
Image Aesthetics**



**Camera Technology
AND
Image Aesthetics**



**Camera Technology
AND
Image Aesthetics**



**Camera Technology
AND
Image Aesthetics**



**«We never see the same thing when we also hear;
we don't hear the same thing when we see as well.»**

MICHEL CHION: «AUDIO-VISION: SOUND ON SCREEN», COLUMBIA UNIVERSITY PRESS, 1994, S. 19

Image / Sound

Diegetischer Ton („sichtbarer Ton“),
mit/ohne Dialog,
on-/off voice,
fiktionaler Charakter,
komplementäres Sounddesign,
Musik?

> Schnitt von Bild auf Ton oder umgekehrt?

IMAGE/SOUND REDUNDANCY

Human perception is
multimodal!



WSL, FiBL & ETH Zurich

David Frey

Better Gardens

Week 3

- This is the last week of module 1—which has focused on the nonprofit sector, nonprofit organizations and organizational governance.
- The focus this week is on the role and responsibilities of boards of directors in organizational governance.
- As in other weeks, the course wiki page contains the content, resources, and homework to complete by the end of the week.
- We will be drawing primarily from our SUNY Open Textbook, *Guidelines for Improving the Effectiveness of Boards of Directors of Nonprofit Organizations*. By now, you should have downloaded it for free from SUNY Open and iTunes.

February 16-22



Montage

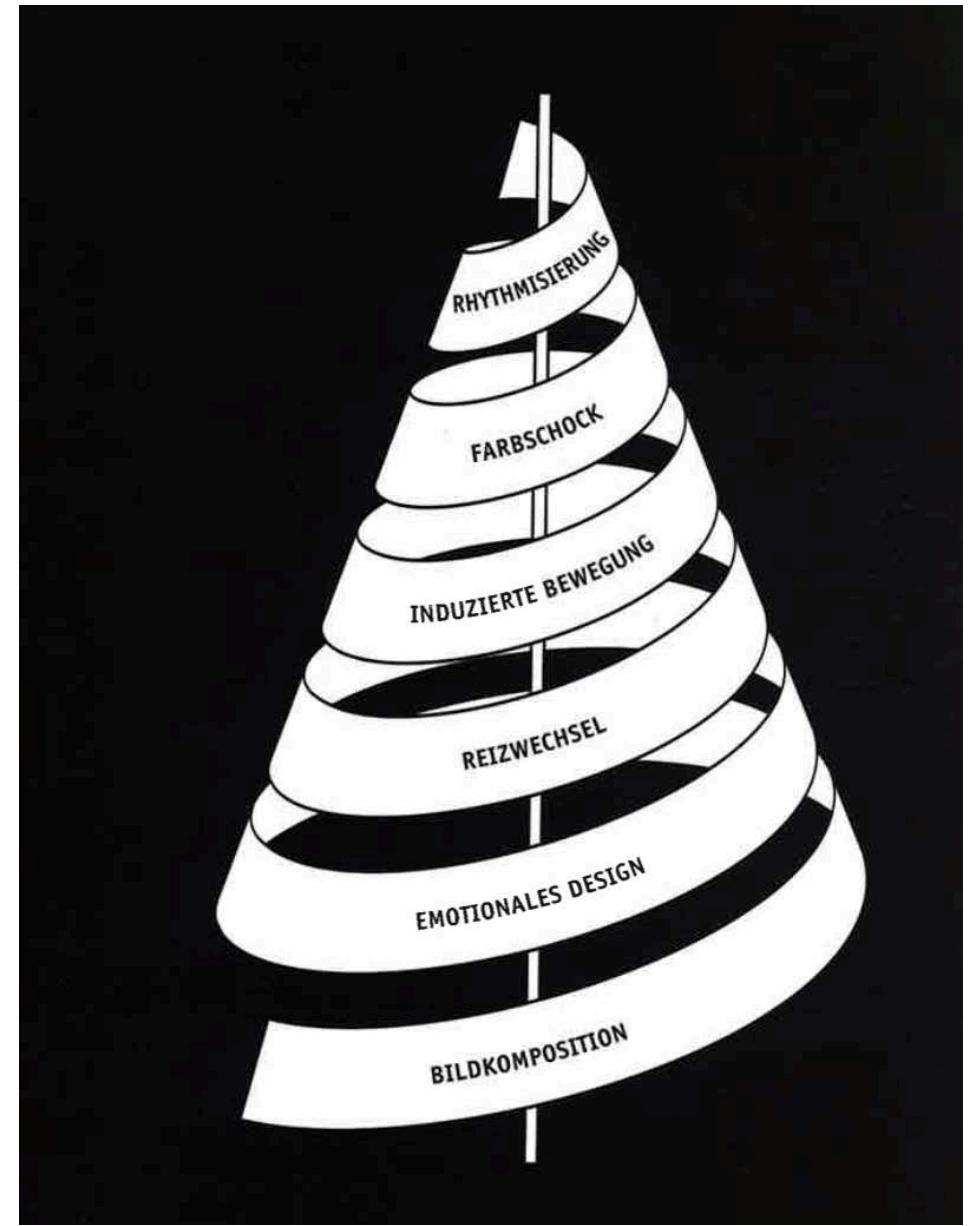
- > Planfahrt
- > Match-Cut
- > Jump-Cut
- > Continuity Cut
- > ...

180° Achsensprung Problem bei 2 Personen

**Bildspannung
Bilddramaturgie
Bilddynamik**

> Bildkomposition

MIKUNDA, CHRISTIAN (2002).
KINO SPÜREN. WIEN.



RESPONSIBILITY OF CO-DESIGN



EXPERTEN-/ INTERVIEWS MIT VIDEO

13:00-14:00

14:00-14:45

14:45-15:00

15:15-16:15

16:15-17:00

Besprechung, Sichtung Material

101 Experteninterviews

mit Kamera

Q & A

Do-it Experten-Statements

Sichtung, Auswertung, Feedback

„Wir setzen ihn so und so hin [zeigt Position]. Und pass auf, musst ein bisschen weit winkliger sein. Der ist ein Tiger, der schwankt hin und her. Oder du kannst dich ohne Weiteres auf ihn konzentrieren. Kannst selbst mal herunterfahren auf die Hände und wieder hoch. Der geht dir nicht aus der Schärfe raus.“

PETER HERTLING, FILMMAKER & PROFESSOR, EXPERT INTERVIEWS, KIEL 2015.

Experteninterviews; Statement



**Empathies Conference 2017
Universität Basel**

Experteninterviews; Statement



**Empathies Conference 2017
Universität Basel**

Experteninterviews; Statement



**Chair of Ecosystem
Management, ETH Zurich
Prof. Dr. Jaboury Ghazoul**



MTech, ETH Zurich
Prof. Dr. Volker Hofmann

Corporate Sustainability



INSZENIERUNG VON SPRECHERN

2 Light Sources; One Camera



VISIBLE SPEAKERS

2 Light Sources; One Camera > a Thousand Possibilities



VISIBLE SPEAKERS

2 Light Sources; One Camera > a Thousand Possibilities



VISIBLE SPEAKERS

2 Light Sources; One Camera > a Thousand Possibilities

MTech, ETH Zurich
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Corporate Sustainability

VISIBLE SPEAKERS

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Experteninterviews; Statement

1. Blickfokus

Experteninterviews; Statement

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2. Bewegungsradius Sprecherin

Experteninterviews; Statement

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3. Überprüfen des Satzanfangs

Experteninterviews; Statement

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3. Überprüfen des Satzanfangs
4. Zunicken

Experteninterviews; Statement

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5. Keine “mhm’s”

Experteninterviews; Statement

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6. aktives Zuhören

Experteninterviews; Statement

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6. aktives Zuhören
7. Reformulierung der Antwort

Experteninterviews; Statement

1. Blickfokus
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4. Zunicken
5. Keine “mhm’s”
6. aktives Zuhören
7. Reformulierung der Antwort
8. Aufbauen auf der Aussage

THERE IS NO EMPTY ROOM **NEVER**

- no measurement of size
- lack of 3D room effect
- 100% focus on the speaker
- no place to hide
- meaning making out of facial expressions, gestures, body tonus, clothing, eye bags...

nakedness. Create security with (power pose) mobiliar, thematic objects, different light settings



IT'S ALL ABOUT THE PERSPECTIVE

- frog or bird
- dimensions and distances
- challenges of a convincing green screen



ICT – a critical infrastructure

- ICT is an infrastructure itself
- Failure: Huge financial implications!
- Failing internet will have a big impact on society because of interdependencies

A photograph of a man in a suit standing outdoors in front of a white van. The van has "COMMUNICATION" and "112-232-2020" printed on its side. The man is speaking. In the foreground, there is a large black cable reel and some orange traffic cones. A text overlay at the top reads "ICT – a critical infrastructure". Below it is a bulleted list of three items.

NARRATION; MEDIALITÄT; INDIVIDUALISIERUNG

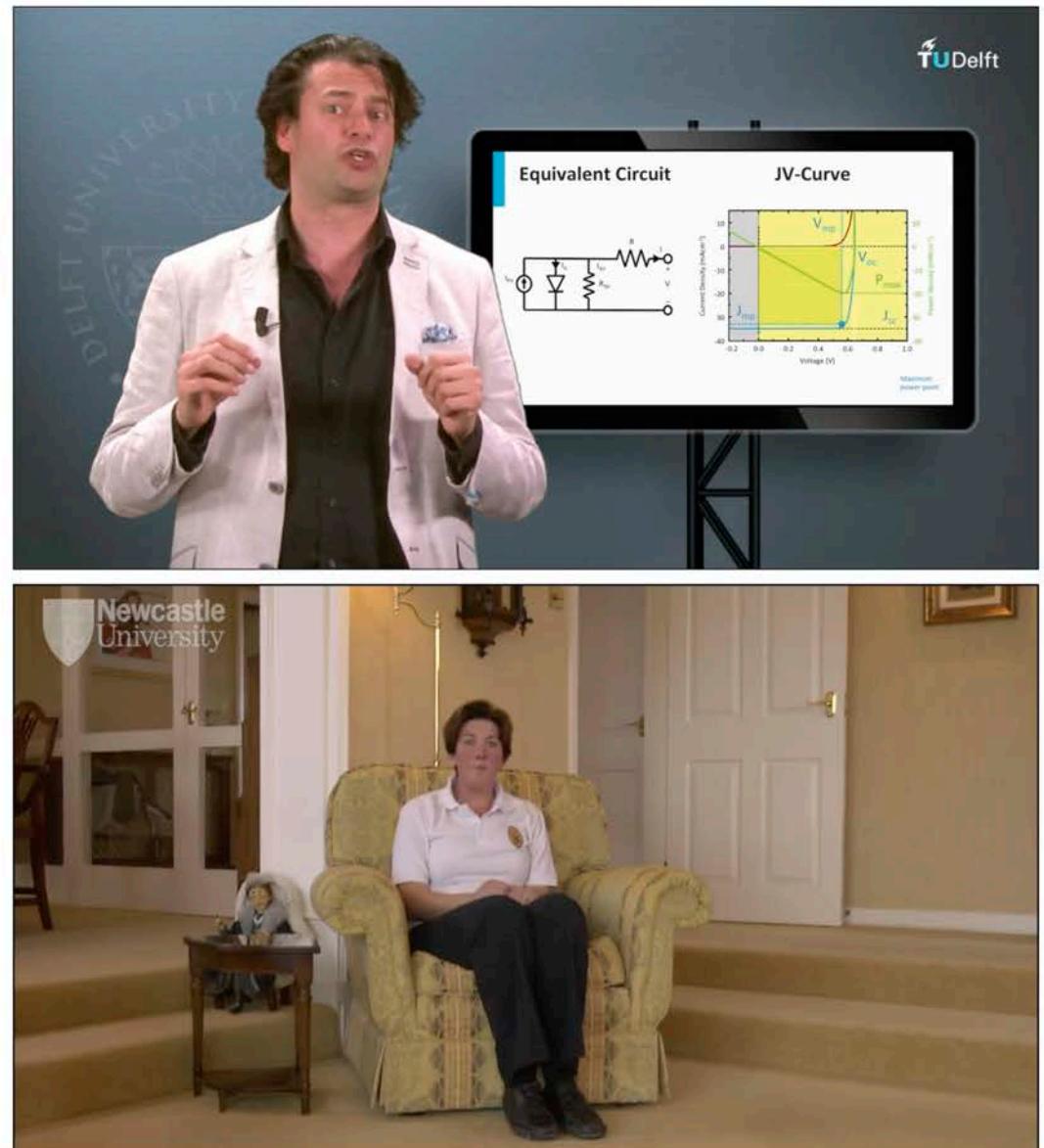
**«It is often the case that
the same language
is free in one speaker,
foolish in another,
and arrogant in a third.»**

MARCUS FABIUS QUINTILIANUS (C. 35 – C. 100 CE)

SITTING; STANDING; WALKING **PERSONALITIES**

- different person, different (body)-language
- open the space
- master of the topic: speak & think at the same time – deeply understand the content
- Expertise: What is your ‘unique selling point’ in educational training?
- no performance plagiarism

**hyperactive or timid;
handheld or static camera**

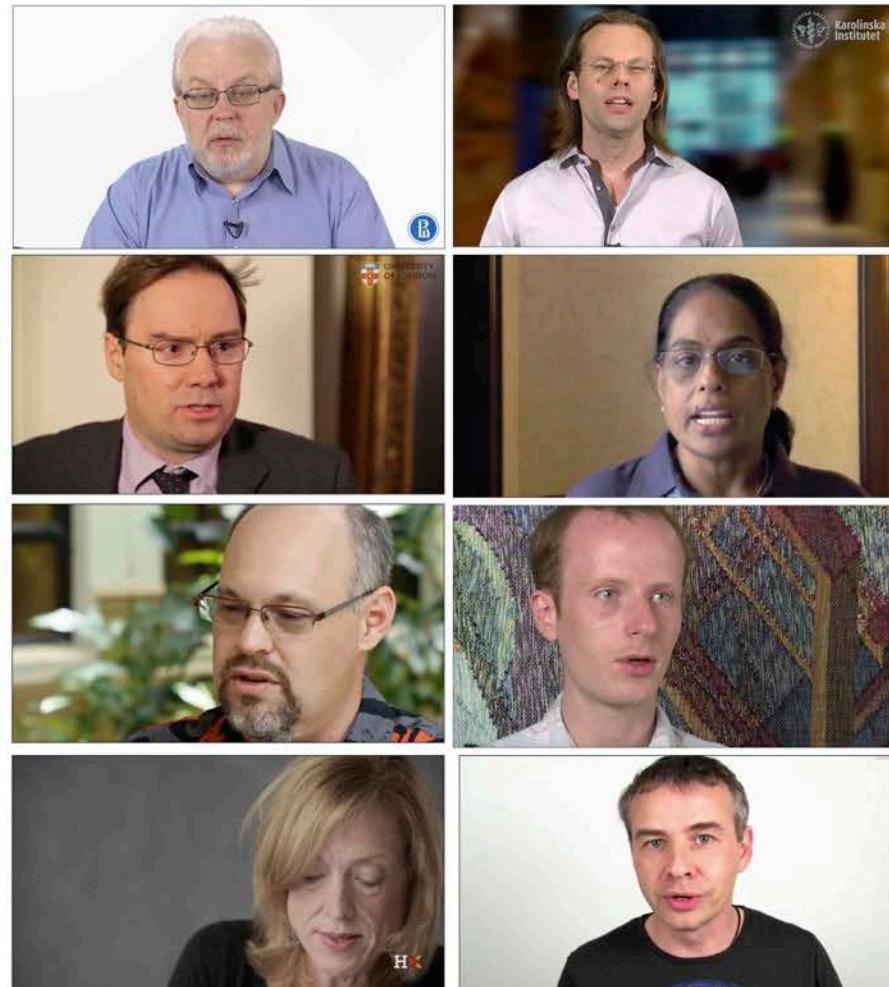


THE CLOSER I COME TOO CLOSE

- interpersonal distance
- characteristic of speaker
- framing sizes
- technological aspects (4K)
- and a question of the camera lense!

The closer the framing the bigger the facial and bodily movements – design the range space for different speaker types.

»I wasn't sure that I wanted to see all the facial expressions. In someways, that was a bit distracting from the content [...]« Sotaro Kita 2015





THE SCREEN AND ME TECHNOLOGY



THE SCREEN AND ME TECHNOLOGY



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MOOC: Venice Time Machine



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Oxford University
Geraldine Werhahn
Himalayan Wolf Project

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Case Study:
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WSL, FiBL & ETH Zurich
David Frey

Better Gardens, Zurich

THE FUTURE OF HISTORY

World-Wide-Publication;
Shoulder of Giants;
Infinite Archive;

