

4. Lights and whites and why



5 Lessons



8 to 16 hours



Filming techniques

- Talking about audiovisual (AV) language
- Creating a story, focussing on the creation of a manuscript in the form of AV media
- Handling the camera in terms of picture creation, considering whites, light and shadows
- Creation of a whole: directing and editing
- The image language and media work analysis, media literacy

Anyone can press a camera's capture button, but expressing emotion with an image, choosing an effective angle and setting the composition in such a way that provides as much information as possible about the image require a clear understanding of the fundamentals of photography. Therefore, these subjects are reviewed in this course through the lens of a camera, i.e., by taking pictures.

Further, course participants must be able to focus on their subject—other than the image, this focus can be on speech and writing or on synthesis and making, which are an audiovisual aspects. These themes are reviewed through the creation of a story, the writing of manuscripts, and the vitality of a dialogue.

Finally, one needs to be able to see the "big picture", be able to make choices to create this big picture, and if necessary, narrow down the topic to look for new angles. The topics of *Options* and *Scheduling* are examined through the creation of the entire setup and installation.

Goal

The aim of the course is to distribute and consolidate the effects of visual imaging from basic knowledge.

The goals of the course are to learn the basic rules of AV language, to learn to use it, to practise and to gain a critical view of film language.

Content

Lesson 1: Create a storyboard

- First, we draw different images. Blank A4-sized paper can be used, for example. It is important that each element drawn is somehow congruent to the previous one.
- Then, we create sentences from these images.
- After that, we compose stories from the sentences. Our stories will vary according to the images we use.

These stories give us the basis for visualising our film ideas. Our storyboard can be viewed in detail or more generally. We analyse whether the whole story is understandable, interesting, and original.

Lesson 2: Camera work and basic composition

Basic composition, 10 basic elements for setting up a composition:

- rule of thirds
- balancing elements
- leading lines
- symmetry and patterns
- viewpoint
- background
- depth
- framing
- cropping
- experimentation

Lesson 3: Light, shadows and white balance

Basic knowledge of light and white tones is covered, and pupils are instructed to use them as needed.

Light is not always “one and the same”; light has different tones, depending on its source. The human eye is much more sensitive than a photocell. Daylight also has different tones. We cover the basics of these tones, looking at what creates them and how to balance them. We go through the different uses of light and white tones, and we consider how to achieve the “perfect” white light. We learn how to use the cameras’ possibilities and technology and how to set the light equilibrium.

Lesson 4: Practical work

The task is for the pupils to create a film according to their developed scenario, using the knowledge they have learned. The main sequence must be captured during the filming, but editing and setting the rhythm will happen at a later time.

The practical work will be carried out according to existing conditions, and the work can be more or less abstract, as opportunities open up.

Lesson 5: Image language and media work analysis – media literacy

Media literacy has been defined as the ability to access, analyse, evaluate and create media in a variety of forms. Definitions, however, evolve over time, and a more robust definition is now needed to situate media literacy in the context of its importance for the education of students in 21st century media culture.

Media literacy can be viewed as a 21st century approach to education. It provides a framework to access, analyse, evaluate, create and participate with messages in a variety of formats— from print to video to the internet. Media literacy builds an understanding of the role of media in society as well as the essential skills of inquiry and self-expression that are necessary for citizens of a democracy.

Media criticism is the act of closely examining and judging media. When we examine the media and various media stories, we often find instances of media bias. *Media bias* is the perception that the media is reporting the news in a partial or prejudiced manner.

The method for this lesson involves watching (a lot of) movies and analysing them. The analysis should consider the text, images and body language, and the result of the analysis will be compared with the author's original vision.

Appendix

<https://youtu.be/LvqlcHwQZQM>

1. Composition rules, Photography mad
Source: <https://www.photographymad.com/pages/view/10-top-photography-composition-rules>
2. White balance, text by Jim Zuckerman
Source: <https://www.shutterbug.com/content/what-white-light-how-your-camera-%E2%80%9Csees%E2%80%9D-color>
3. White balance, text by John Bosley
Source: <https://photographylife.com/what-is-white-balance-in-photography>
4. Shadows and lighting, text by Monika Zagrobelna
Source: <https://design.tutsplus.com/articles/improve-your-artwork-by-learning-to-see-light-and-shadow--cms-20282>
5. Photography light and shadow
Source: <http://www.photographyvox.com/a/photography-light-shadow/>
6. More pics about lighting and white balance
Source: <https://www.poppoto.com/gallery/top-10-photography-lighting-facts-you-should-know#page-10>
7. Basic storytelling in Wikipedia
Source: https://en.wikipedia.org/wiki/Three-act_structure
8. Visual school: <https://www.youtube.com/user/FilmmakerIQcom>
9. Materials, theory about media and media literacy
Source: <http://www.medialit.org/media-literacy-definition-and-more>
text by Davis Foulger, Brooklyn College
<http://evolutionarymedia.com/cgi-bin/wiki.cgi?IntroductionToMediaCriticism>