

## Presentation Zen: Storytelling Through Video

### Section 1

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### Course Description

Film and video are powerful mediums of communication. Today, it's expected that professionals have skills in visual storytelling and video creation. In this class, we'll explore why video is such a powerful medium today and how you can become a more skilled and creative visual communicator through the medium of video. There are three stages of video creation: (1) preparation or pre-production, (2) production or the shooting of video, and (3) postproduction or editing. We will look at the history and evolution of video including the myriad lessons from film, TV, and internet. We will examine how to prepare, shoot, and edit high-quality video that can get and keep the viewer's attention.

### Course Objectives

At the end of this course, you will be a better visual storyteller and better able to express your ideas through professional-looking videos. You will understand the principles behind planning, shooting and editing high quality video. You will be able to independently create professional-quality videos for various purposes and genres such as educational, business/marketing/promotion, travel, and interview.

### Instruction to Students

You do not need expensive camera equipment or software. If you have a smartphone and basic editing software on your computer (or phone), you have the tools to make excellent videos.

### Grading Criteria

Final Exam: 10%

Quizzes: 10%

Work outside classroom: 20%

Presentations/videos: 60%

### Textbook

There is no textbook for the class but there will be links provided for online video resources. Reading material and links will be provided in class.

	<b>Schedule</b>	<b>Work outside of class</b>
<b>Lecture 1</b>	Orientation	Prepare a 1-minute self-intro video.
<b>Lecture 2</b>	Fundamental graphic design principles.	Review basic graphic design principles discussed in class.
<b>Lecture 3</b>	What is visual storytelling?	Review key concepts discussed in class and in video regarding visual storytelling
<b>Lecture 4</b>	Ideation and working out your ideas before shooting.	Watch: "Visual Storytelling 101"
<b>Lecture 5</b>	Planning & preparation process.	Brainstorm ideas for possible videos you'd like to create this semester.
<b>Lecture 6</b>	Storyboards and shot lists.	Practice steady shooting by preparing a 1-minute video introducing your neighborhood.
<b>Lecture 7</b>	Principles of composition	Rule of thirds. Practice shooting 5-second clips that are framed using rule of thirds (and bring them to class).
<b>Lecture 8</b>	Framing the shot.	Review the fundamentals of shooting. What are some of the bad habits of amateur video shooting? Find examples for class.
<b>Lecture 9</b>	Shooting techniques.	Look for examples of your favorite educational, informative, or inspiring videos on Internet or other media.
<b>Lecture 10</b>	Fundamentals of sequencing.	Create a 30-second sequence of some aspect of your life and show to class.

	Schedule	Work outside of class
<b>Lecture 11</b>	Editing: Principles & techniques.	Watch: "JAPAN - Where tradition meets the future   JNTO" Good example of clean and fast editing.
<b>Lecture 12</b>	Editing: Principles & techniques.	Watch: "Discover Kyoto" on Youtube. Great example of excellent composition.
<b>Lecture 13</b>	Editing: Principles & techniques.	Review class content & readings
<b>Lecture 14</b>	Sound design & where can you get good music for videos?	Watch: "4 Framing & Composition Techniques for Beginners"
<b>Lecture 15</b>	Using music and audio in storytelling.	Watch videos regarding audio design from class handout.
<b>Lecture 16</b>	How to create a travel video.	Watch: "How To Make a TRAVEL VIDEO - 10 Tips you need to know"
<b>Lecture 17</b>	How to shoot and edit an interview.	Create a one-minute "This is Me" video and prepare to show in class.
<b>Lecture 18</b>	Using PowerPoint/Keynote to make animations for video.	Experiment with PowerPoint of Keynote and make a short animation and export it as a video clip.
<b>Lecture 19</b>	Student videos & critique (1-minute promotional video).	Be prepared to participate in class and give assessments of student videos.
<b>Lecture 20</b>	Student videos & critique.	Review class content. Ask yourself how the videos you've seen could improve. What things did you like in terms of shooting and editing?

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<b>Lecture 21</b>	Principles of documentary filmmaking.	What are some of your favorite documentary films. Be prepared to talk about them in class.
<b>Lecture 22</b>	Lessons from the the world of digital storytelling.	Watch: "JW Marriott Hotel Nara - The Making of a Luxury Hotel"
<b>Lecture 23</b>	Review: key vocabulary of shooting & editing.	Create a list of some of your favorite YouTube channels which are good examples of well prepared, nicely shot, and professionally edited content.
<b>Lecture 24</b>	Advanced editing techniques.	Watch: "9 Cuts Every Video Editor Should Know"
<b>Lecture 25</b>	How to continuously improve as a video creator.	Work on your final video
<b>Lecture 26</b>	Student videos and analysis	Review class content
<b>Lecture 27</b>	Student videos and analysis	Rewatch the videos we saw in class and offer feedback.
<b>Lecture 28</b>	Student videos and analysis	Rewatch the videos we saw in class and offer feedback.
<b>Lecture 29</b>	Student videos and analysis	Rewatch the videos we saw in class and offer feedback.
<b>Lecture 30</b>	Review	Make a plan for continuous improvement.