

J202 WEEK 10

AUDIO AND VIDEO

FOCUSING ON THE EAR

THE POWER OF AUDIO

SOUND TYPES: NATURAL

- NATSOT
- puts at scene
- boosts interaction

SOUND TYPES: SOUNDBITE

- SOT
- provides facts
- adds credibility

SOUND TYPES: VOICEOVER

- VO
- provides bridge
- enables comprehension


SOUND TYPES

PLAY ▶

CNN kicker

AUDIO ADVANTAGES: ADS


- personal
- market segmentation
- cheaper
- repetitive
- pervasive
- mental imagery
- support marketing



Remember, any orthopaedic experience is shaped by the people who take care of you.

Without a caring staff of doctors, nurses and physical therapists to help you recover, does it feel like you might as well go it alone? At Columbia St. Mary's, we're dedicated to a higher level of patient care. We're known for it. And for the advances we pioneered. Our Orthopaedic Group performed the first hip replacement in Wisconsin. Rest assured, you'll be treated by people who have a passion for patient care. And maybe that's the best break of all.

For more information call 414-963-WELL.
Or visit us at www.columbia-stmarys.org

 **Columbia St. Mary's**
A Passion for Patient Care

AUDIO ADVANTAGES: NEWS

- immediate
- personal
- pervasive
- cheaper
- easier

AUDIO DISADVANTAGES

- clutter
- lack of control
- itchy trigger fingers
- fleeting medium
- mental processing
- distractions
- goal = attention + retention

AUDIO WRITING

- for ear, not eye
- simplicity and clarity
- convey in limited time
 - 16 lines = 1 min
- Rule of 20
- story in 3 words
- pronunciation

NPR weather story

CLARITY IN AUDIO: LANGUAGE

- everyday words
- conversational, informal
- concise

CLARITY IN AUDIO: STYLE

- short sentences, phrases
- subject-verb-object

CLARITY IN AUDIO: ATTRIBUTION

- name/context before info
- less formal titles

CLARITY IN AUDIO: IDEAS

- single central theme
- hit idea immediately

AUDIO LEADS: DON'T

- past tense
- unfamiliar name
- numbers
- quotation
- long intro phrase
- wordiness
- question

AUDIO LEADS: DO

- most immediate point
- fresh angle
- short sentence
- present tense
- conversational tone

COMMON PROBLEMS

- excessive modifiers,
phrases
- excessive alliteration
- passive voice
- weak verbs
- creeping
conversationalism
- spoken quotations

AUDIO ADS: MUSIC

- improves memorability
- promotes brand ID
- sets buying mood
- breaks clutter
- hook notes and memorable devices

AUDIO ADS: AMBIENT SOUND

- builds mental imagery
- connects to creative concept

AUDIO ADS: SOUND EFFECTS

- establish creative concept
- grab attention
- use restraint
- clutter, cliches, clamor

AUDIO ADS: CHARACTERS

- lend credibility
- promote mental imagery

AUDIO STORIES: SOUNDBITES

- interview with active listening
- direct questions
- rephrase to re-get
- VO = facts
- bites = feeling, emotion, interpretation
- audible breathing, responses

Auctioneer

LaCrosse
Living Wills

AUDIO ETHICS

- editing
- audible garbage
- changing meaning
- context
- music
- balance, fairness
- profanity

AUDIO SLIDESHOW

- elements
 - images
 - NATSOT
 - SOT
 - VO
- story arc
- timing
- captions

SOUND AND SIGHT COMBO
VIDEO PRINCIPLES

STORYTELLING



FOCUS: WIDE



FOCUS: MEDIUM



FOCUS: TIGHT



RULE OF THIRDS



TRANSITIONS



PAN



3-WORD STORY



POWER OF VIDEO

- sight/sound combination
- motion
- characters
- emotion

Old Spice

RULES FOR NEWS VIDEO

- tell a story
- make it visual
- make it audible
- let action speak
- emphasize emotion



Snow shoveling

PROBLEMS IN NEWS VIDEO



Newswipe

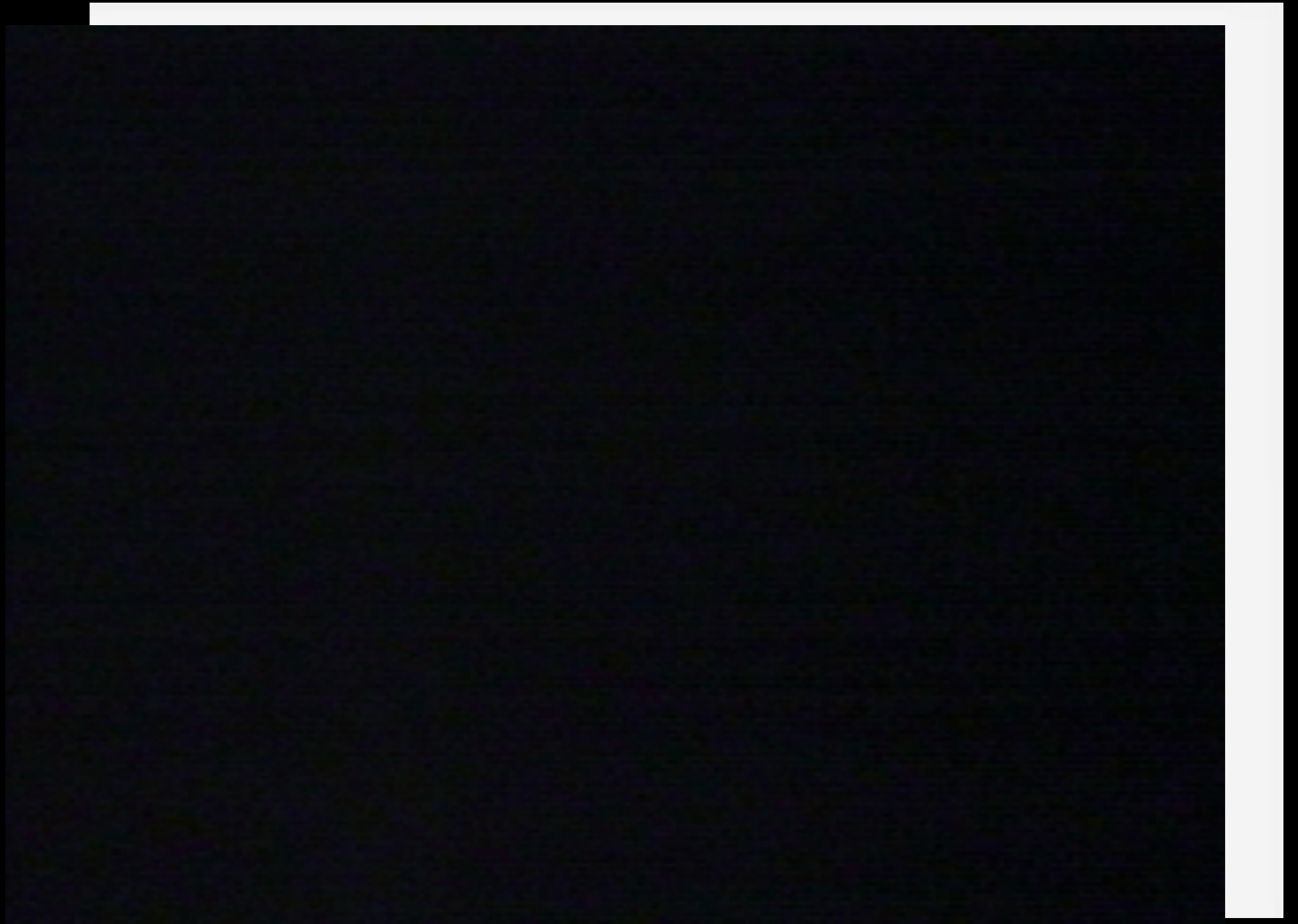
RULES FOR AD VIDEO

- single creative concept
- visuals to match
- music to match
- originality



Dove Evolution

VIDEO PACING



Apple 1984
Election

ETHICS QUESTIONS

- music
- privacy
- effects



North Korean Army

Luis

hold shots > 10 seconds

VIDEO HOW-TO

keep camera steady

VIDEO HOW-TO

get close to subject

VIDEO HOW-TO

fill the frame

VIDEO HOW-TO

wide/medium/tight every shot

VIDEO HOW-TO

rule of thirds

VIDEO HOW-TO

camera to the (fill in the blank) side

VIDEO HOW-TO

move physically, not mechanically

VIDEO HOW-TO

monitor sound

VIDEO HOW-TO

opening and closing shot

VIDEO HOW-TO

shoot far more than you think you need

VIDEO HOW-TO

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