

# Getting the Most out of Visual Art (Video)

»» Siobhán Clancy

# Workshop Content

- ▶ (Critical) Media Literacy – Use What's There
- ▶ Media Production – Fly, DIY and Pro
- ▶ Learning from Each Others Struggles (with Framing)
- ▶ Sharing is Caring
- ▶ Resourcing Video-makers

# (Critical) Media Literacy

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# (Critical) Media Literacy

Sample links for discussion about hierarchies of inequality and representation in response to 3 questions (recommended in small groups):

1. Where is the power in this piece of media?
2. Why do you feel it is in that position?
3. How could power be ,ore equally distributed?

- ▶ <https://www.youtube.com/watch?v=1k-bIM5ZLtl>
- ▶ <https://www.youtube.com/watch?v=mV0-IIQTsl8>
- ▶ <https://www.youtube.com/watch?v=t6FUXeHZi88>
- ▶ <https://www.youtube.com/watch?v=h2MsY8jkYLg>
- ▶ <https://www.youtube.com/watch?v=sZMPP97uk7k>



# Media Production

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# Media Production: Fly, DIY and Pro

Sample links for discussion about approaches to media production:

1. **On the Fly:**  
<https://www.youtube.com/watch?v=Qn7zOngJpwk>
2. **DIY:** <https://vimeo.com/92879170>
3. **Pro:**  
<http://www.belongto.org/campaign.aspx?video=yes&videoid=10931>

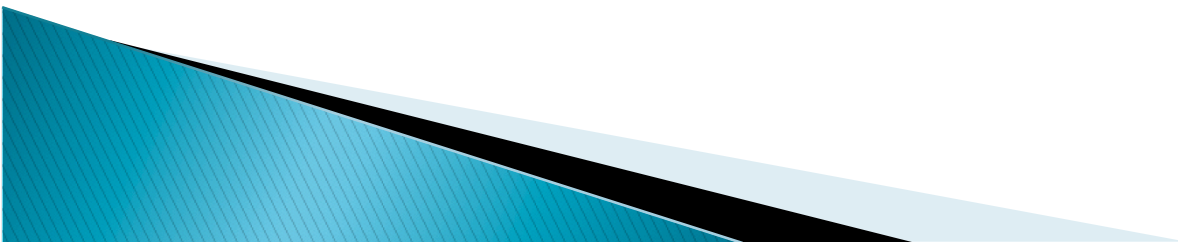
# Media Production: Process

- ▶ Consultation
- ▶ Contracts & Consent
- ▶ Treatment
- ▶ Script
- ▶ Storyboard
- ▶ Pre-Production
- ▶ Production
- ▶ Post-Production

# Media Production: Post-Production & Proofing

1. Logging & 2. First Assembly
3. Rough Cut
4. First Cut
5. Fine Cut
6. Final Cut
7. Exporting

<http://www.raindance.org/the-6-stages-of-editing-as-a-film-director/>



# Learning from Each Others Struggles (with Framing)

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## 1. Poor Placement of Subjects in Foreground >>

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# 1. Placement of Subjects in Foreground Cheat >>

– Bring subject close to camera

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## 2. Poor Placement of Objects in Background >>



## 2. Placement of Objects in Background Cheat >>

- Avoid 'Monument Growing Out of Head' effect by changing camera position





### 3. Distractions/Junk in Background »»

- Move them off the subject – don't let image suffer from distracting objects/colours

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## 4. Too Much Backlighting >>

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## 4. Bad Lighting Cheat >>

– Break the rules with lens flare

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## 4. Bad Lighting >>

– Break the rules with silhouettes

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## 5. Eyes Closed >>

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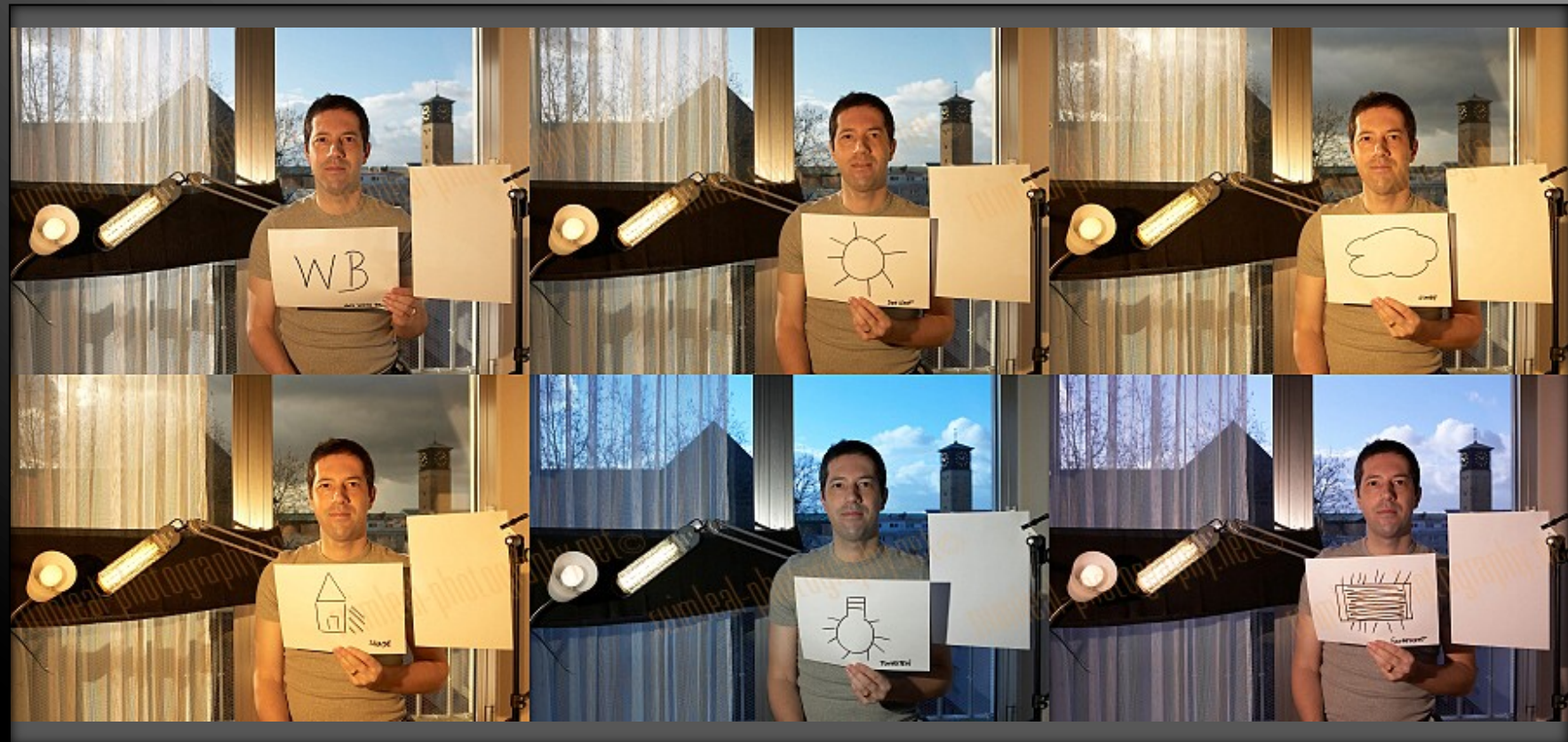




## 5. Eyes Closed/Poor Composition Cheat >>

– Edit a photo composite IF NECESSARY (note: v.v.v. time consuming)

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## 5. Inappropriate Lighting »

From left to right, reading top to bottom: White Balanced, Natural Daylight, Clouded Natural Light, Flourescent Lighting, Tungsten Lighting, Lighting w/gel

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## 5. Good Composition Guide >>

Use Rule of Thirds

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## 7. Problematic Angles »»

[http://dslr.nikon-asia.com/amateur3/portraits\\_print](http://dslr.nikon-asia.com/amateur3/portraits_print)

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## 7. Angles Cheat >>

Always take photo at the eye level of the subject

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# Sharing is Caring

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# Sharing is Caring: Youtube vs Vimeo



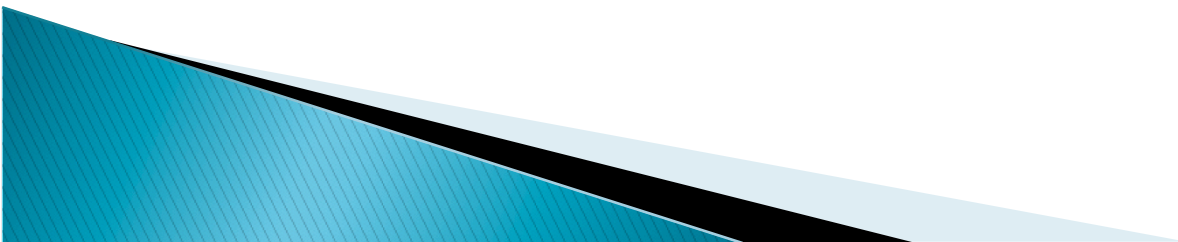
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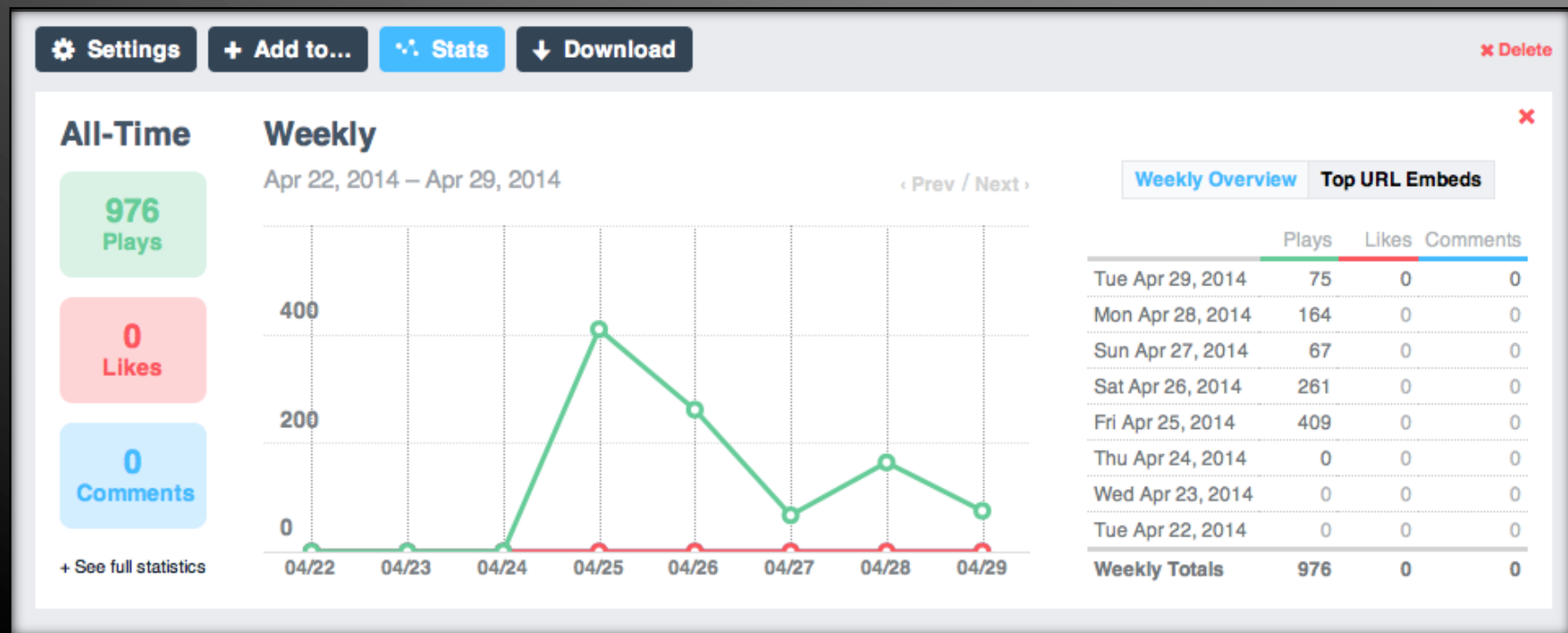


# Video File Formats (Containers)

- ▶ .mov
- ▶ .avi
- ▶ .mp4
- ▶ .wmv
- ▶ .flv

<https://library.rice.edu/services/dmc/guides/video/VideoFormatsGuide.pdf>

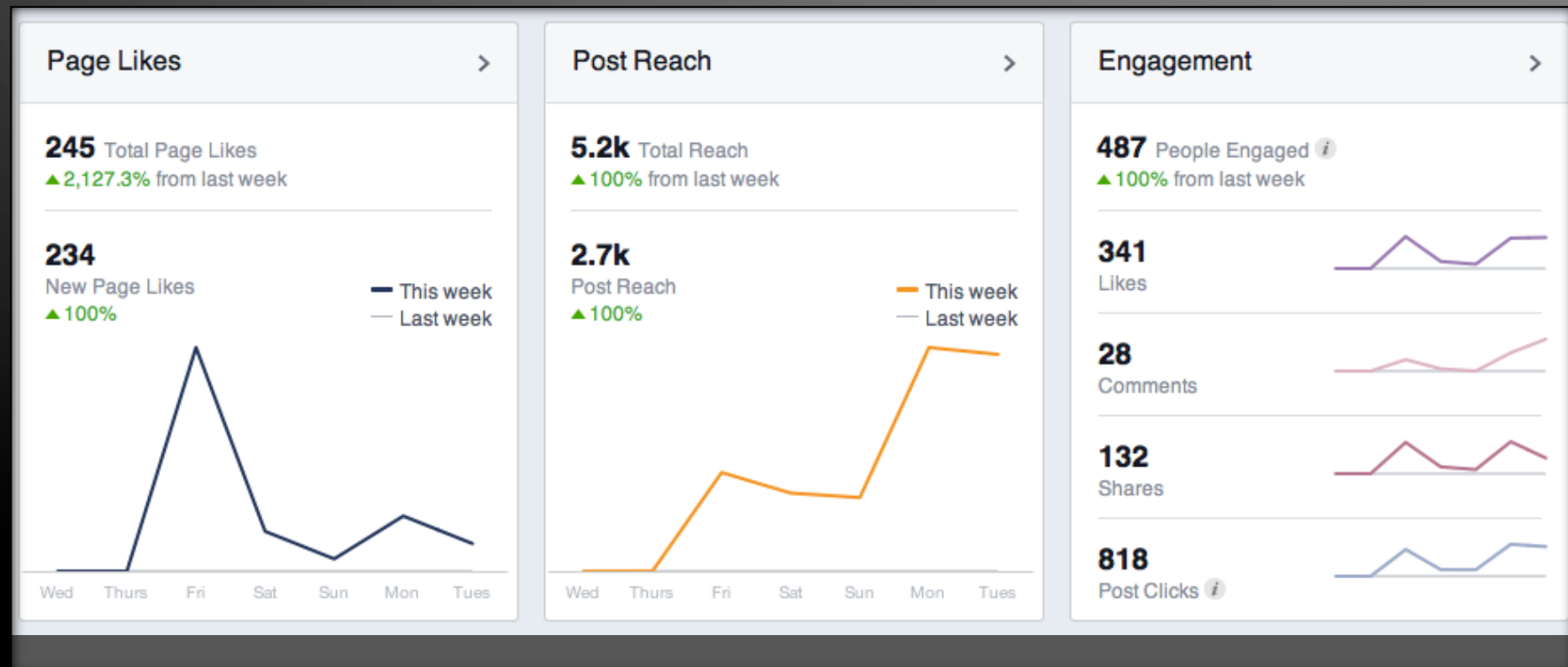




## Stats on Vimeo »

Useful for monitoring and evaluation

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## Stats on Facebook »

Useful for monitoring and evaluation

- Only available on Facebook Pages (not personal profiles)

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## Your 4 Most Recent Posts



■ Reach: Organic/Paid
 ■ Post Clicks
 ■ Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
25/04/2014 12:20	 Donegal Centre for Independent Living is excited to launch our new web video 'Independent Living in			48 <div style="width: 10px; height: 10px; background-color: orange;"></div>	12 12 <div style="width: 10px; height: 10px; background-color: blue;"></div> <div style="width: 10px; height: 10px; background-color: pink;"></div>	<a href="#">Boost Post</a>
25/04/2014 12:16	 Can't make it to the DCIL 3 Year Strategy Plan Launch at 2.30pm on 29th April in the Radisson Blu			289 <div style="width: 20px; height: 10px; background-color: orange;"></div>	7 19 <div style="width: 10px; height: 10px; background-color: blue;"></div> <div style="width: 10px; height: 10px; background-color: pink;"></div>	<a href="#">Boost Post</a>
25/04/2014 08:54	 Welcome to our new DCIL Facebook Page! You can stay up to date on our news and events by clicking			250 <div style="width: 20px; height: 10px; background-color: orange;"></div>	21 30 <div style="width: 10px; height: 10px; background-color: blue;"></div> <div style="width: 10px; height: 10px; background-color: pink;"></div>	<a href="#">Boost Post</a>
25/04/2014 00:01	 Donegal Centre for Independent Living's cover photo			52 <div style="width: 10px; height: 10px; background-color: orange;"></div>	1 0 <div style="width: 10px; height: 10px; background-color: blue;"></div> <div style="width: 10px; height: 10px; background-color: pink;"></div>	<a href="#">Boost Post</a>

[See All Posts](#)

## Post Reach Stats »»

Useful for monitoring and evaluation

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#### Independent Living in Donegal

DCIL (Donegal Centre for Independent Living) presents

Like · Comment · Share

6 4

89 people saw this post

Boost Post



#### Donegal Centre for Independent Living

26 April · Edited

It's a family affair! Independent Living has a positive impact that reaches far beyond the individual. Check out our new video to see what Independent Living means for people with disabilities, our families and friends here: <http://vimeo.com/donegalcil/its-my-life> Like and share if you want to support DCIL's 3 Year Strategic Plan to make Independent Living a reality in Donegal!



Like · Comment · Share

3

Áine Emmanuella Friel, Marcus McCormack, Nina Byrne and 2 others like this.



Write a comment...



139 people saw this post

Boost Post



#### Donegal Centre for Independent Living shared a link.

25 April · Edited

Donegal Centre for Independent Living is excited to launch our new web video 'Independent Living: It's My Life'. Featuring leaders, staff and supporters of DCIL from all over Donegal, it presents statements that support the rights of people with disabilities to

## Post Material »

Still Images used in Slideshows make great material for posting

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# Crowd source to make it viral!



**APR 29** Help Make Our Video Go Viral!

Public · Hosted by Donegal Cil

29 April at 14:30  
about 3 weeks ago

Donegal Centre for Independent Living  
Letterkenny

Video: <http://vimeo.com/donegalcil/its-my-life>

Donegal Centre for Independent Living invites you share the new DCIL Video 'Independent Living: It's My Life'... See more

Hosting

**I VOTE**

Nina, Marian and 36 other friends are going

GUESTS  
49 going 5 maybe 430 invited

POSTS

**I VOTE** Donegal Cil  
29 April at 13:08

With 90 mins to go to blast off we have reached a phenomenal 951 plays of 'Independent Living: Its My Life'!!

It is now also available on Youtube and already there have been 25 plays! So it looks like we might make our first 1000 by launch time! It might just take one more push and we will have achieved something amazing together in just 98 hours since upload!! Well done all the sharers! 😊

**All-Time** **Weekly**  
Apr 22, 2014 - Apr 29, 2014

951 Plays  
0 Likes  
0 Comments

Weekly Overview

Plays	Likes	Comments
Tue Apr 29, 2014	50	0
Mon Apr 28, 2014	164	0
Sun Apr 27, 2014	87	0
Sat Apr 26, 2014	281	0
Fri Apr 25, 2014	409	0
Thu Apr 24, 2014	0	0
Wed Apr 23, 2014	0	0
Tue Apr 22, 2014	0	0
<b>Weekly Totals</b>	<b>951</b>	<b>0</b>

Like · Comment · Share

👍 KellyMarie Fannon, Rosalie Connor, Peter Lambrechts and 11 others like this.

💬 View 1 more comment

Jane Page Deeney I have shared on twitter and fb x  
29 April at 14:28 · Unlike · 1

**I VOTE** Donegal Cil We are climbing up thanks to our launch guests! 968 and going up!!...  
29 April at 14:40 · Like · 1

Marion Harkin I sure will  
29 April at 18:06 · Like

**I VOTE** Write a comment...

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# Resources

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# Resourcing Video-makers

- Visual Artists Ireland – Submit Opportunity:  
<http://visualartists.ie/contact/ebulletin-submit-opportunity/>
- Visual Artists Ireland – Submit Event:  
<http://visualartists.ie/contact/ebulletin-submit-event/>
- ▶ Voluntary Arts Ireland – All about volunteering
  - Sign up to eNewsletter here: <http://runningyourgroup.org/>
- ▶ Create Database of Collaborative Artists– All about volunteering
  - <http://www.create-ireland.ie/>
- ▶ Activelink.ie
  - Sign up to eBulletin: <http://bulletin.activelink.ie/>
  - Free Software for Non-profit use: <http://www.activelink.ie/node/2875>
  - Read and submit tenders: <http://www.activelink.ie/content/vacancies>
- ▶ The sites above also frequently publicise funding opportunities.
- ▶ You can also place call outs on your own Facebook Page/Twitter Account – chances are someone who follows you will share your values making for good collaborative possibilities.