Media Arts 221 — **VIDEOGRAPHY**
NEW MEXICO HIGHLANDS UNIVERSITY | Assignment 1
Video as Time-Based Medium: "Biological/Processes"

Introduced in 1965, the Sony Portapak was the first portable video recording device affordable enough for the general public. Many early video artists used the Portapak to record performance-based works directly onto tape.

Because editing equipment was often unavailable, their work rarely included any edits. Instead the artist turned on the camera and then performed in front of it. The best videos started with a strong yet simple creative idea that could be communicated visually.

This assignment is designed for you to learn the basics of professional video camera operation through a simple yet fun assignment. Please follow all of the required steps.

Checklist of required steps

Before shooting, conceptualize your idea around the idea of "natural" time-based processes. You will be assigned to work in teams of two or three.
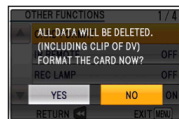
1) **Always reformat your SD card in the camera before shooting!**

Formatting SD Memory Cards

1 **Set the POWER switch to ON.**
(Page 30 of Vol.1)

2 **Press the MENU button.**

3 **Select YES for the CARD FORMAT item in the setting menu OTHER FUNCTIONS screen, and press the ENTER button.**
 • Press the MENU button to close the menu display.
 • Press the left button of the cursor button to return to the previous screen.

OTHER FUNCTIONS		1 / 4
CARD FORMAT	YES	
IR REMOTE		FF
REC LAMP	NO	FF
BEEP SOUND		ON
RETURN	EXIT MENU	

4 **Select YES on the confirmation screen, and press the ENTER button.**
 • The SD Memory Card will be formatted.

| OTHER FUNCTIONS		1 / 4
ALL DATA WILL BE DELETED. (INCLUDING CLIP OF DV) FORMAT THE CARD NOW?		OFF
REC LAMP		OFF
YES	NO	ON
RETURN	EXIT MENU	

5 **Select EXIT and press the ENTER button.**
 • When an SD Memory Card is formatted, all data (including clips recorded in DV mode) recorded on the card will be erased and will not be restorable.
 Save all important data to your computer.
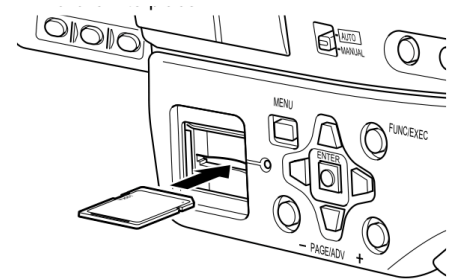
2) Adjust the aperture & gain so your picture isn't too bright or too dim. Zebra patterns will help with this.

Setting the aperture and gain
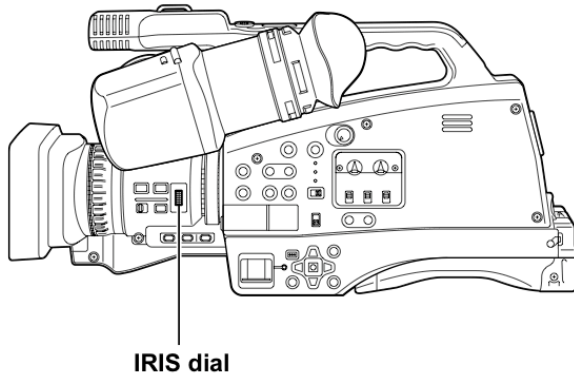
IRIS dial

1 Use the AUTO/MANUAL switch to set to manual mode. (Page 5)

2 Press the IRIS dial to switch the method of adjustment for the aperture of the lens.
The method switches to AUTO IRIS or MANUAL IRIS with each press of the dial.
AUTO IRIS: Adjust the iris automatically.
MANUAL IRIS: Adjust the iris manually.

3 Turn the IRIS dial to adjust the aperture of lens when in the manual iris mode.

Zebra pattern

Pressing the ZEBRA button in CAMERA or PHOTO mode displays zebra patterns and markers on the viewfinder, allowing you to check the brightness of a subject.
Parts that may be whited out through over exposure are shown as a zebra pattern.
• Very bright
• Reflecting parts
You can remove most overexposed parts by adjusting the iris and shutter speed in the manual mode to remove the areas with zebra patterns.
The display changes as follows each time you press the ZEBRA button.

ZEBRA
ON
↓
MARKER
ON
↓
ZEBRA
OFF
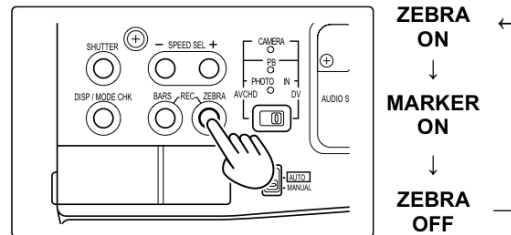
You can set brightness levels for the zebra patterns with the ZEBRA DETECT item in the setting menu SW&DISP SETUP screen. (Page 108)

3) Adjust the White Balance so that colors are represented accurately.
• Set the AUTO/MANUAL switch to Manual.
• Place a white card or shirt in front of the camera making certain the light on your ward card matches your scene.
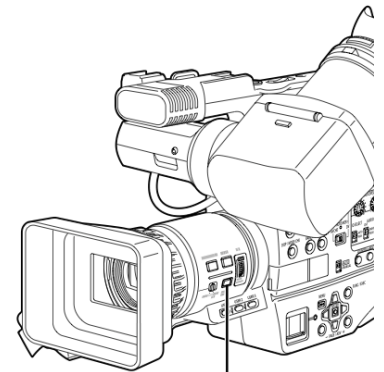
WHITE BAL button

Press the WHITE BAL button to display Ach or Bch.
The mode changes in order from ATW→ATW LOCK→P3.2K→P5.6K→Ach or Bch→ATW with each press of the button.

Press the FUNC/EXEC button to display the Function Menu.

Press the ENTER button and select Ach or Bch.
The mode switches between Ach and Bch with each press of the ENTER button.

Press and hold the WHITE BAL button.
• Adjustment takes a few seconds.
(The following messages appear on the screen.)

Message during adjustment
| AWB ABB |
| ACTIVE |

Message after adjustment
| AWB ABB OK |

• An error message appears on the viewfinder screen when white balance adjustment is not possible.

Message when adjustment cannot be done
| AWB NG |

4) Camera should be on tripod or other support during shooting (i.e.: sandbag). *If you choose to handhold the camera, you must keep any movements steady and smooth!*

5) Always start the camera 10 seconds before "action" and roll it for 10 seconds after the action has been "cut". If you do not follow this step, you will probably have to reshoot.

After the shoot:

6) Create a new empty folder on your hard drive and label it (e.g.: *2012 bioprocesses*)

7) Connect your SD card to a computer and transfer entire PRIVATE folder into the new empty folder. Do not take anything out of the PRIVATE folder. Do not add anything else to the folder!

8) No editing of the footage is allowed. None! Nada! Zilch! (except the head and tail, i.e. pre-roll and post-roll). You cannot turn off your camera in the middle of the shot—that is an edit.

9) Your final file MUST be compressed in Quicktime using h.264 video compression and AAC audio compression. No other formats will be accepted.

10) Your final file MUST use the following naming convention so I can identify it: *FirstnameLastname_01.mov*

Files with different names will not be accepted (if it were my assignment, I would call it call my movie: *CasondraSobieralski_01.mov*)

DATE REMINDERS:

August 27:   Demo on how to set up project & transfer files into Final Cut Pro

August 29:   Work day, please bring your footage (SD card) to class.

August 31:   Critique. Films must be finished before the beginning of class.
                FAILURE TO ATTEND THE CRITIQUE WILL RESULT IN FAILING
                GRADE FOR THE PROJECT.