Introduction: Digital Video And Communication

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Me Story

- Pre-production competency: with completed story outline (25 pts.) and storyboard (25 pts.) @ 50 pts. for both
- Editing competency - with proficient use of final cut pro and mastery of sound a video editing @ 50 pts.
- Story telling competency - with a clear flow from the main exposition -> conflict -> resolution @ 50 pts.
- Creative use and inclusion for the required video, graphical, and audio elements within the time limit of between 1:30 sec. and 5 min. total runtime: (10 still picture or graphic elements / a video element recorded and capture by you / a sound element recorded by you (ex. voiceover) and included in the project / and a musical element or sound effect included in the project) @ 50 pts.

Video

- Example: Me Story by Adam Lenz
Communication

- Digital media is a form of communication
  - This includes digital video
- Defined as an exchanging of understanding
- For our proposes it is consists of transmitting information from one person to another
- This class and my lecture are great examples of communication

Communication

- In class example
  - Sender
  - Information
  - Encoder
  - Transmitter
  - Medium or media
  - Receiver
  - Decoder
Simple Communication
- A Lasswell's maxim: Who says what to whom in what channel with what effect
- An example of simple - one way communication

Feedback Loop
- Communication Feedback Loop

Basic Communication
- A sender transferring a message containing information to a receiver
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