

Example Commercials...

Healthy Eating & physical activity

<http://www.drawthelinewa.com.au/default.aspx?MenuID=18>

Alcohol

<http://www.youtube.com/watch?v=h1e9KGAJeko>

<http://www.youtube.com/watch?v=DmL2owgaVdw&feature=related>

<http://alcohol.feelinggood.com.au/default.aspx#watch-the-ad>

<http://www.guardian.co.uk/media/video/2008/jun/17/advertising.health>

http://www.dailymotion.com/video/x65y1q_alcohol-know-your-limits-binge-drin_news

Basic FILMING Tips

Plan what you will film first, as you can't edit shots into a film if you don't have the required shots first!

A camera is 2 dimensional so you need to know lots of tricks to make shots look 3 dimensional or you can use this to your advantage.

Give audience enough information to know what the characters are feeling, sensing, smelling, as these senses can't be seen eg. Is a mug hot or cold – you can convey this with acting.

When holding the camera, turn your body into a tripod and lock your arms. This helps with smoother movement and filming.

Rehearse the movement of the camera first. Plan how long the shot will take and which way you will move to shoot it and practice before shooting.

Shots can be full eg. full body of person

¾ eg. from head to knees of person

mid eg. from head to waist

close-up eg. just face

macro close- up is a close-up of an object.

Grounded shot – capture scene with subject in foreground

Over the shoulder shot - shoot over the shoulder of one of the people to capture the facial expression/emotions of the other person in the conversation.

Movement of camera – only move to follow action or change the size of the shot – closer or further. There are different ways to create movement to make a better shot, eg. helicopter take off from the back of a truck so you can film at a better angle.

Cutting – can be used to increase the tempo of the film eg. if a person has to put their hands in all their pockets to find keys do a shot of one hand going in one pocket and another shot of the other hand coming out of another pocket. Makes searching for keys process quicker.

Opening/establishing shots – Can start by showing the broad scenery, then the next shot could be the building in which the scene is, then shot of person 1, then person 2, then a look between the two people. This sets the scene of what is happening.

The angle of the shot can reflect an emotion or what is happening eg. if you are shooting as if you are the other person looking out and are looking down on another person, can show authority or that one is standing and one is sitting. Can make someone look taller/more powerful or smaller/less powerful by angle as well.

2 dimensional field can be used to advantage, eg can look like you are walking into a wall when you are not, you can fall a short distance by jumping from a small height and make it look like you are jumping from a high height.

Microphone – will reflect physical distance and not visual distance so if you film a scene that is supposed to be in the distance up close, the sound will be close. Can use a directional mike to manage this.

Lighting – use a white sheet or paper to lighten a face so eyes don't look like dark circles through the camera or to remove dark shadows from the face.

Battery – keep a spare and use wall socket power where you can to preserve battery.

Script

Protagonist – 2-3 main characters – heroes/heroines – show them performing certain behaviours to build their character.

Antagonist – obstacle / inciting incident.

Create drama by having people in conflict / a triangle.