



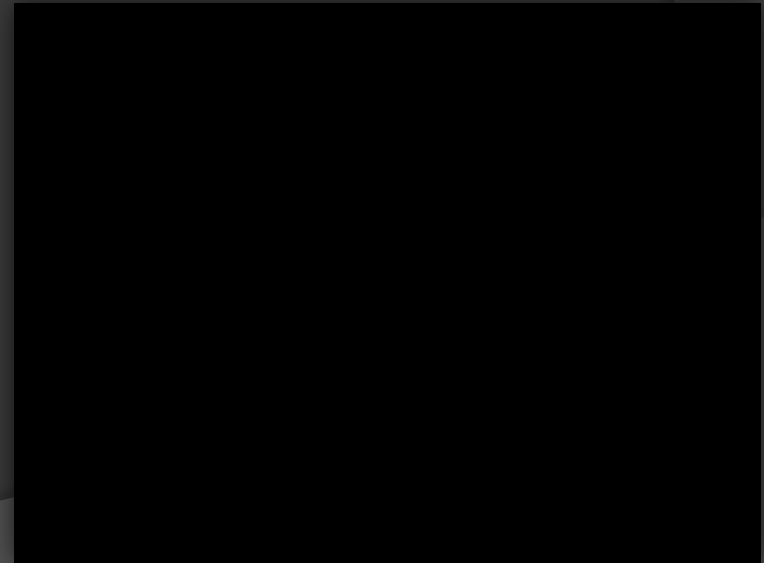
Special Effects

CREATING MOVIE MAGIC IN STUDENT PROJECTS

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Introduction

- Video is the medium of today's students
- YouTube has several hundred thousand videos uploaded each day – 10 hours of video are received every minute!
- Video creation tools have grown in power and ease of use
- Video is the new desktop publishing



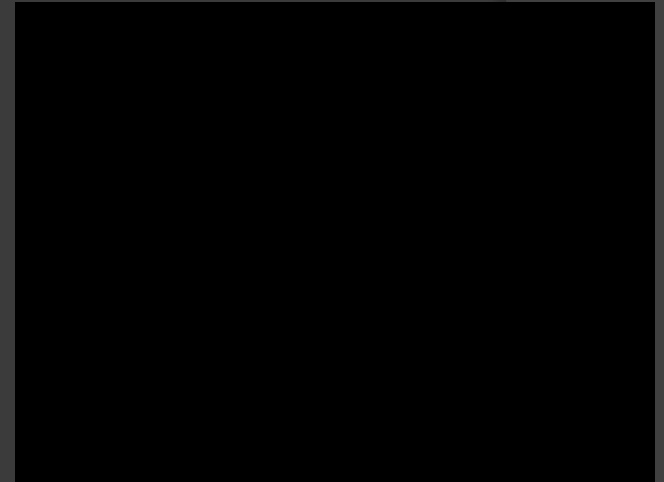
Video Creation is Much Cheaper

- A simple Flip video camera is about \$120
- A basic digital flash camcorder is about \$300
- Video editing software with advanced features is under \$100

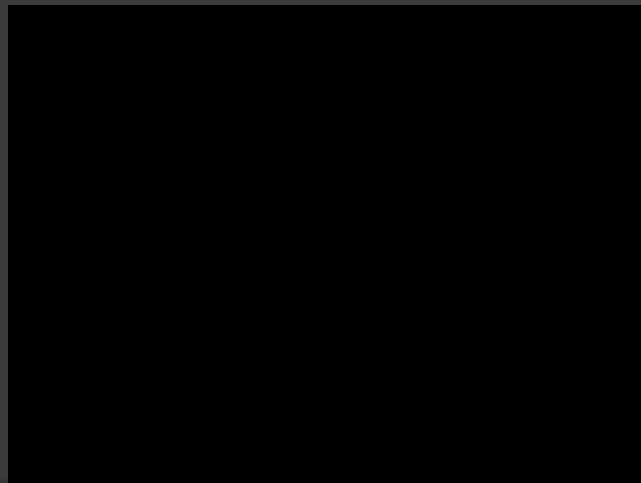


Physical Effects

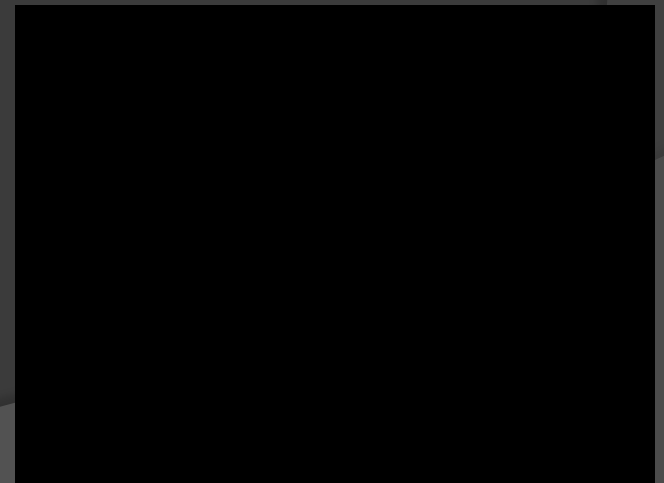
Teachers and students can use basic physical effects when creating videos



Stem Cells



Virus



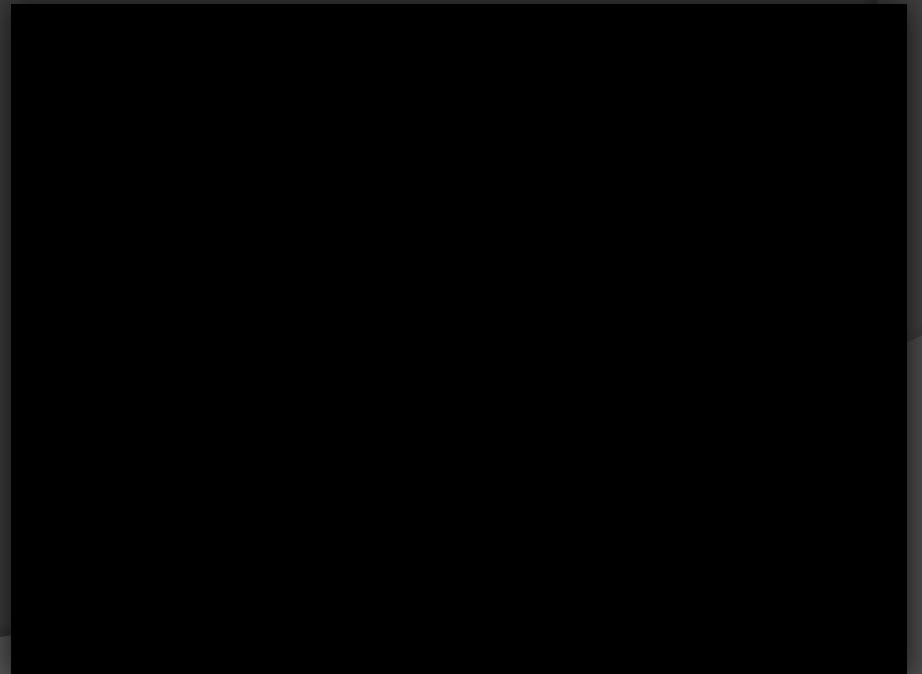
Bill Gates

Special Visual Effects

- The power in a typical video editing application is not always evident
- Students and teachers alike may not understand the options buried in the sub menus
- The visual effects available to teachers and students is something that can be utilized in student projects

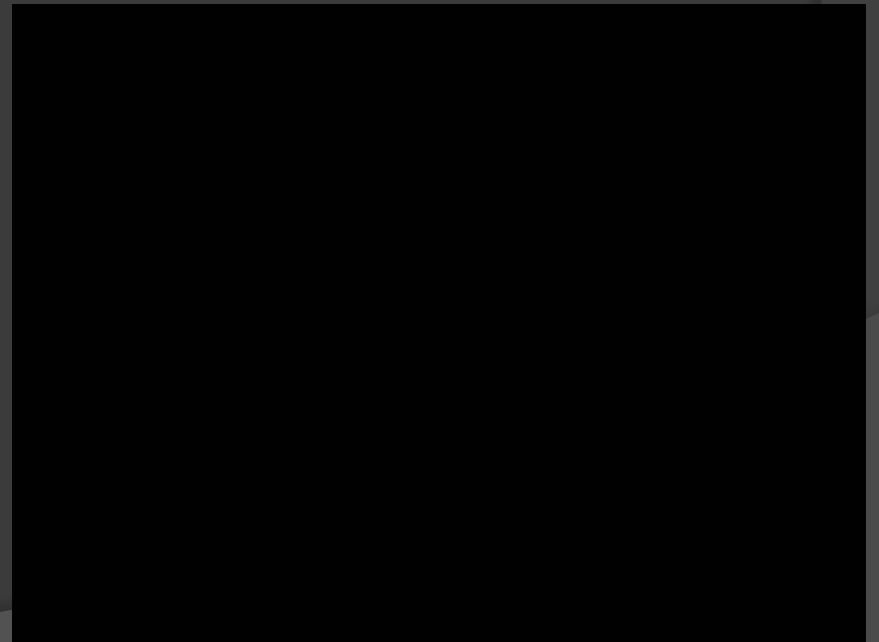
Types of Visual Effects

- Filter / Plug-in Effects
- Pan & Zoom
- Picture-in-Picture
- Chroma Key
- 3D Animation
- Particle Effects



Filter / Plug-in Effects

- Filter / Plug-in effects are some of the simplest visual effects to achieve
- The effects are created using software that manipulates the visual information in the video



Pan and Zoom

- Pan and Zoom (aka Ken Burns Effect)
- Often used when photos are used
- Allows you to control the focus of the viewer such as to reveal or hide
- Can be used with video as well



Picture-in-Picture

- ⦿ Allows a secondary picture or video to be shown at the same time inside the primary video
- ⦿ Great for providing secondary illustration
- ⦿ Can also be used to create “clone” effects or shots like in “24”



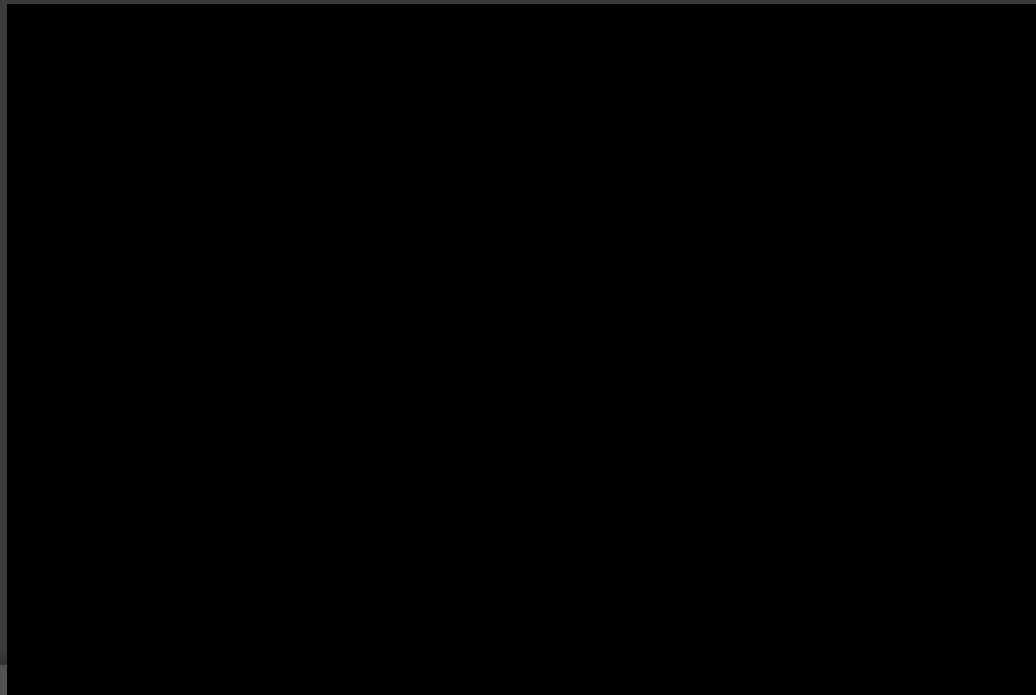
A Special Effects Project

It all starts with a need and an idea...



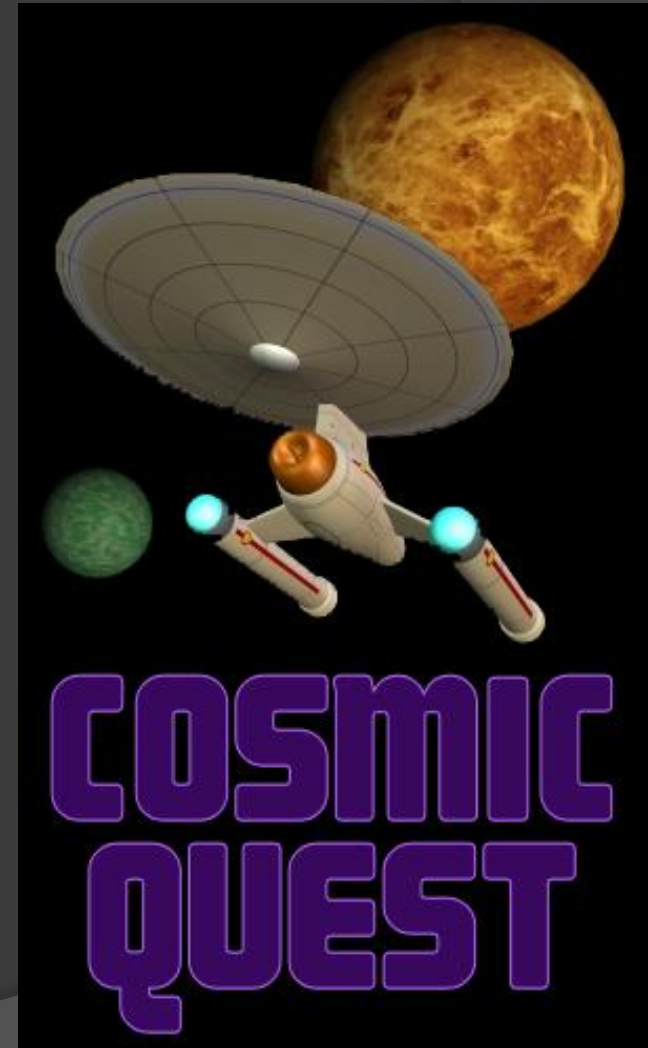
Tech Camp 2007

- Movie Mania – grades 3 through 8
- 1 week, 4 groups, 1 ½ hours a day
- 7 ½ hours total production time



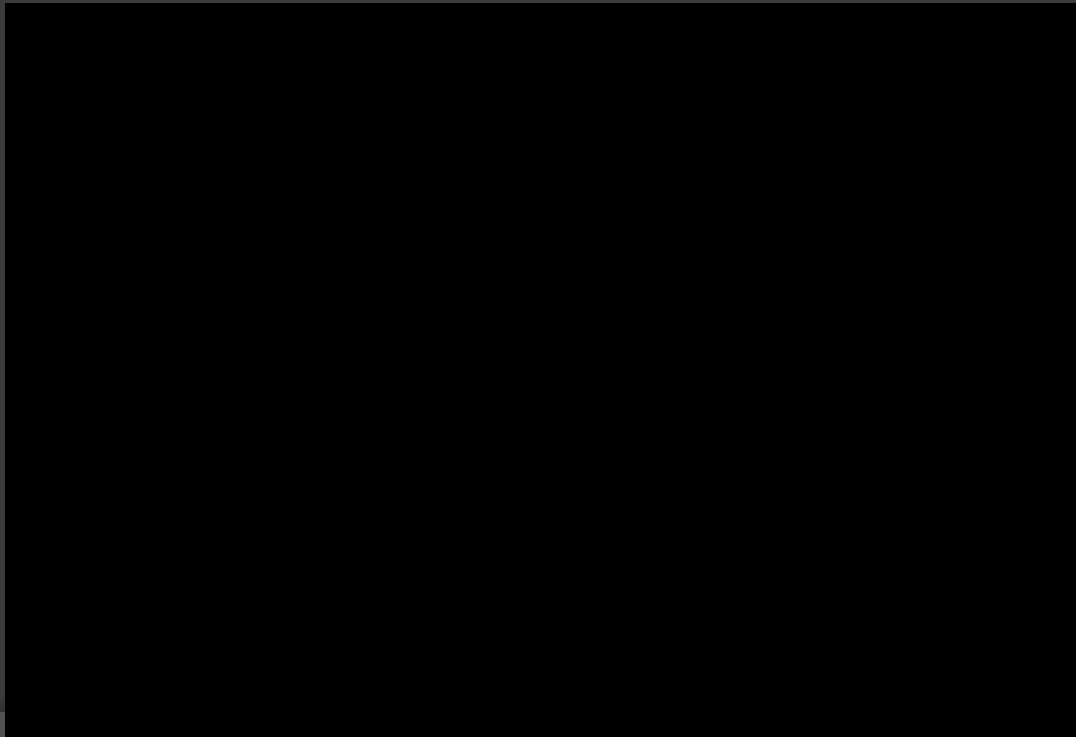
Project Idea

- Create a movie trailer for a fictional movie called “Cosmic Quest” based on the *Star Trek* movies
- Incorporate 3D animation
- Incorporate virtual 3D sets
- Incorporate chroma key scenes
- Use video editing software to combine individual pieces into a final product
- Students have never used any of the software before



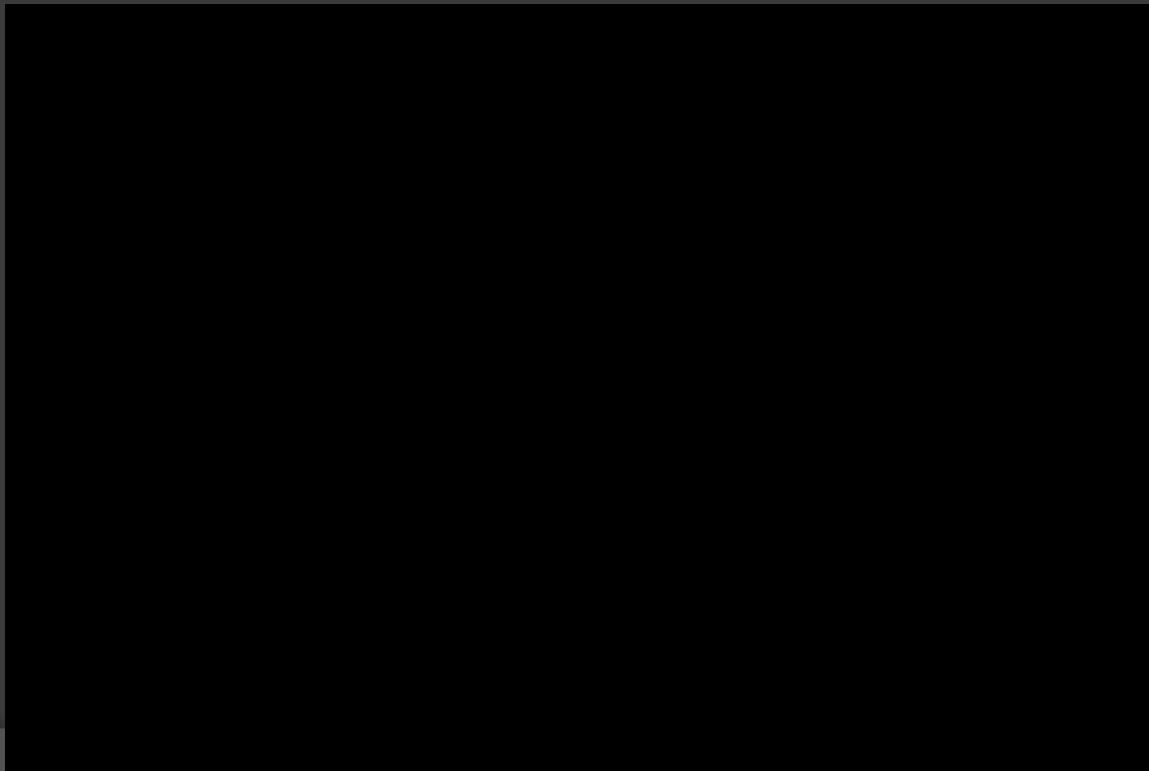
Sample Trailer Video

- Sample movie trailer used as an example
- Trailer from Star Trek: The Motion Picture (bad movie, great music)



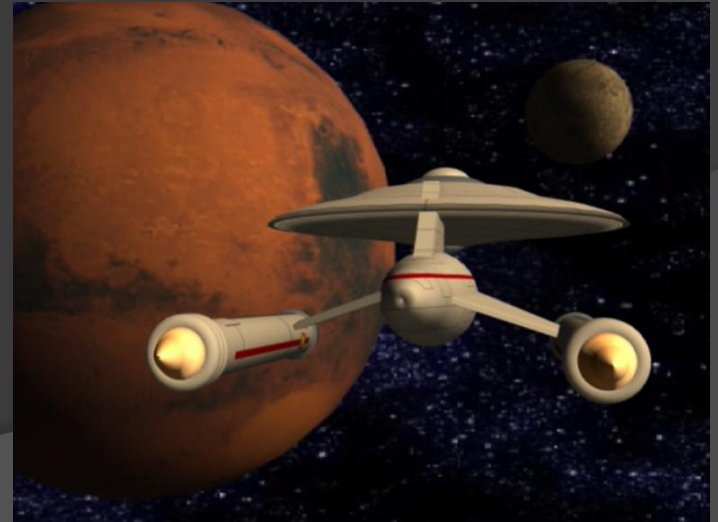
Proof of Concept

- ⦿ Create a sample to aid in planning the activity & to use as example
- ⦿ May be a rough sample – not perfect



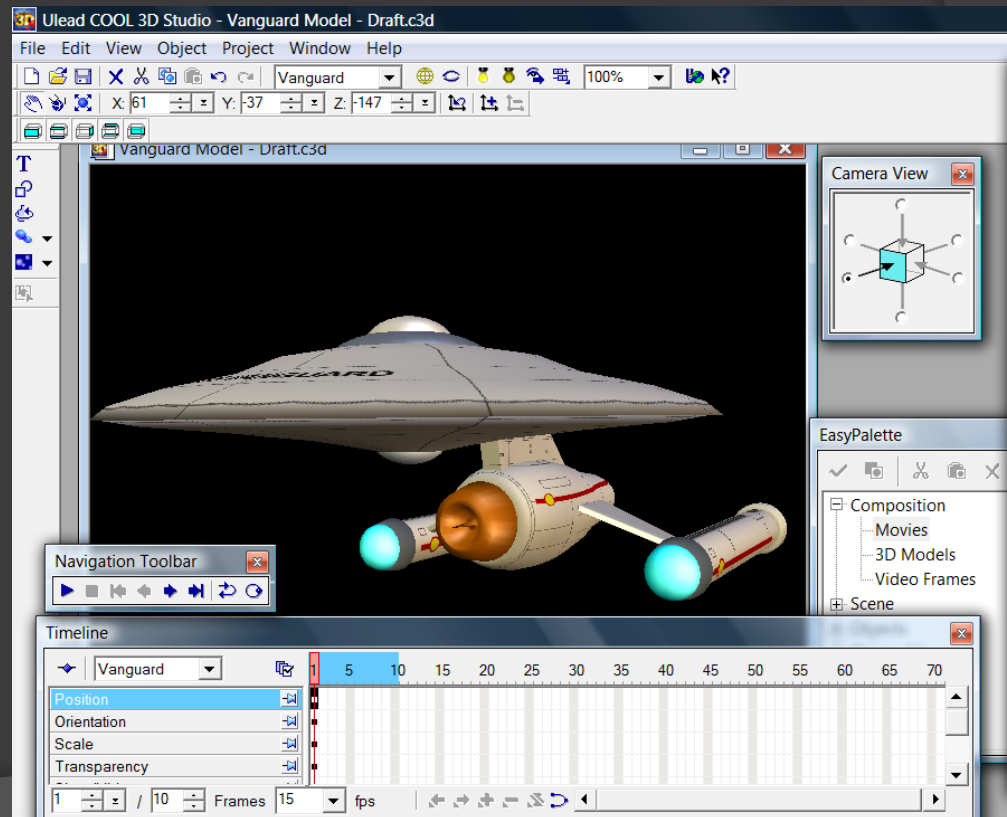
Cool 3D Studio Work

- Students went through quick session on moving and animation in Cool 3D
- Models and planets already created because no time available to create from scratch
- Students were instructed to create 5 or more animation videos using the 3D models



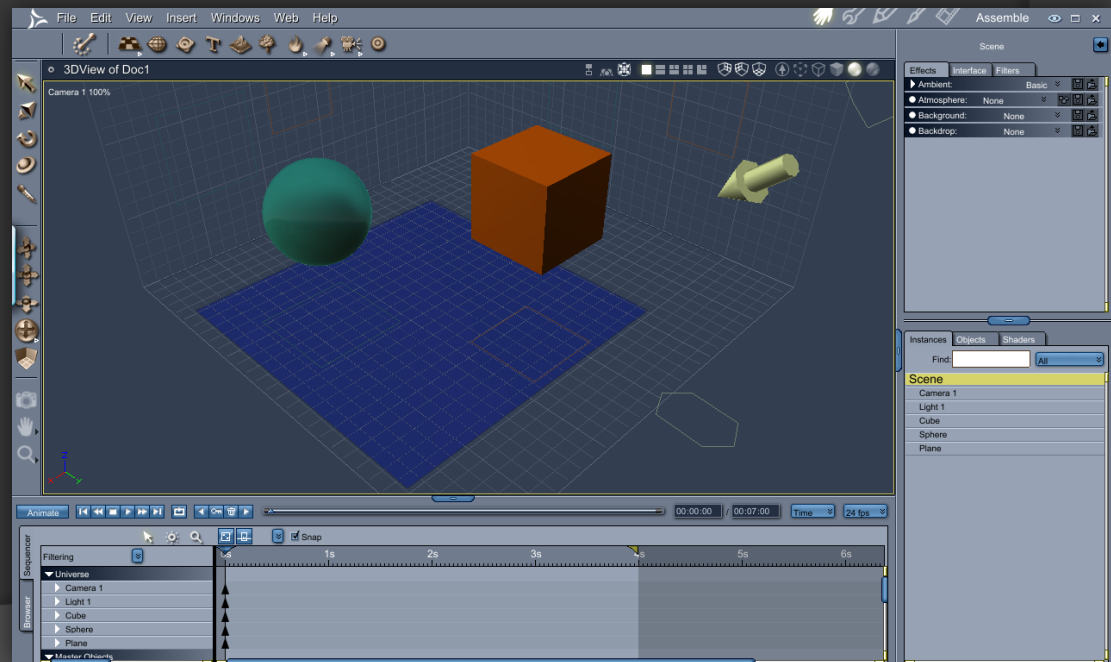
Cool 3D Software

- Easy interface
- Create animations quickly
- Inexpensive
- Simple effects



Carrara 3D Express

- More powerful & in some ways easier
- User interface has a little longer learning curve but lots of drag & drop / wizards
- Output may require longer render times
- PC / Mac
- Education Price \$35 (a bargain)



Chroma Key / Virtual Sets

- Chroma key is a technique that combines two videos into one where one of those videos has a blue or green area
- The colored area is treated as “invisible” so that the second video can show through
- Projects can use “virtual sets” to place students in exotic or imaginary environments



Chroma Key Video

- Students divided into groups of 5
- Two scenes shot – A bridge shot and a planet “beam-down” shot
- Large green cloth used for background so it could be replaced later with a virtual set
- Green marks used to mark where students were to stand or point

Chroma Key Set

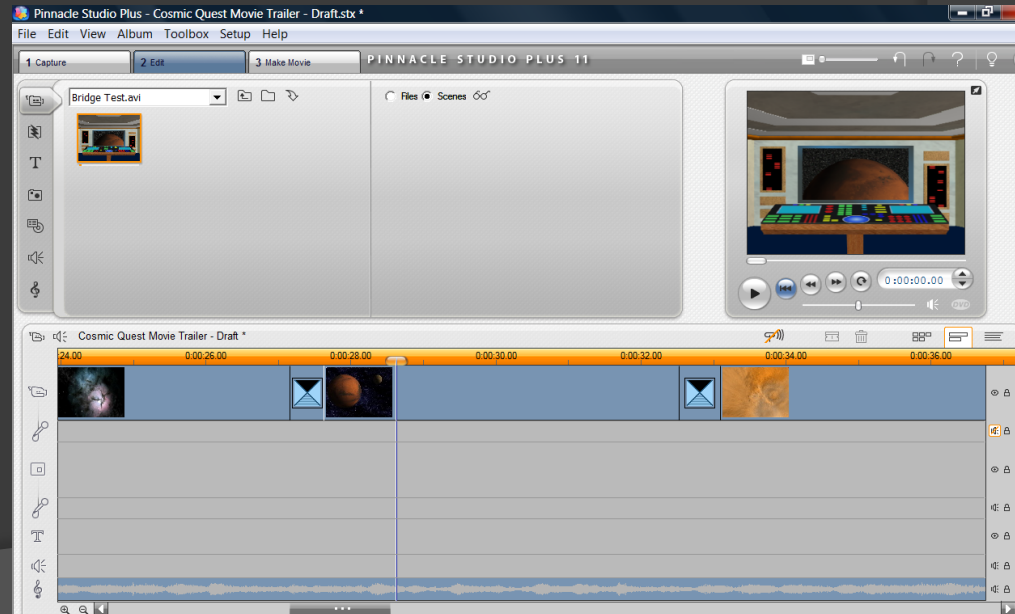


Chroma Key Elements



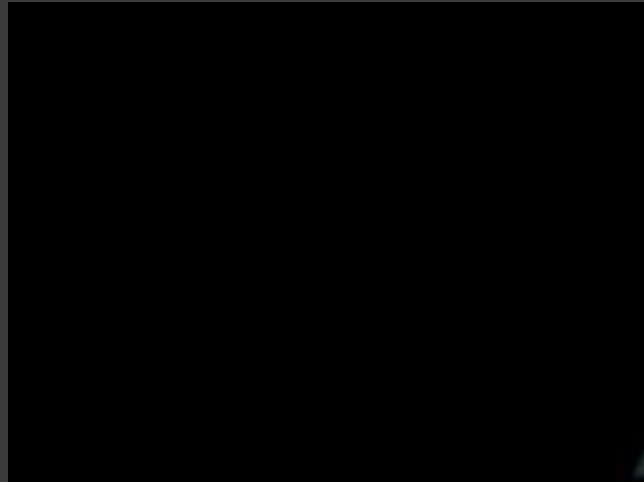
Editing & Visual Effects

- Pinnacle Studio 11 Plus (Now Studio 12 Plus)
- Easy user interface
- Goes beyond basic editing to allow effects such pan and scan, picture-in-picture and advanced transitions
- Chroma key effect created here
- Students inserted music once editing was done

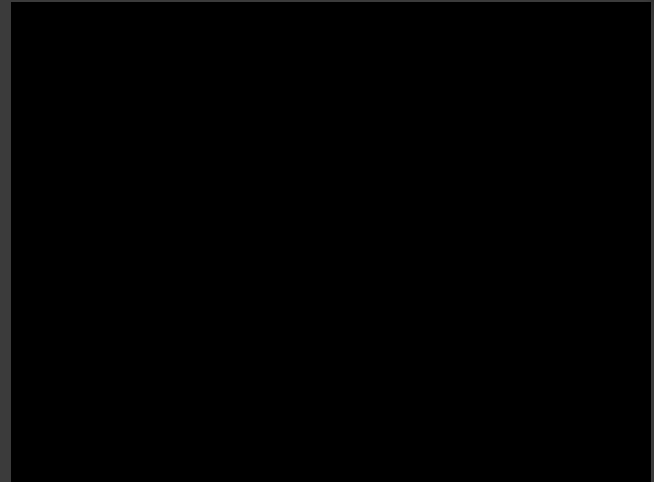


Finished Products

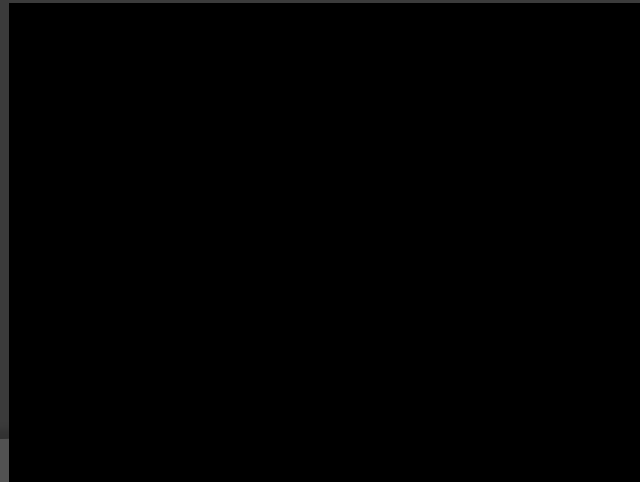
7th – 8th Grade



5th – 6th Grade



3rd Grade



If there had been more time...

- Student-created models and sets
- Better use of composition
- More rehearsals for chroma key scenes
- Work more on tightening editing
- Student created scores

Moving to Next Level

- ◉ Summer 2008 Project
 - 15 Teachers that already had laptops
 - Pinnacle Studio Plus
 - Canon video camera
 - Tripod, microphone, external hard drive, green screen cloth
 - Total cost about \$500
 - Four classes (3 hours each) on video technique and creation



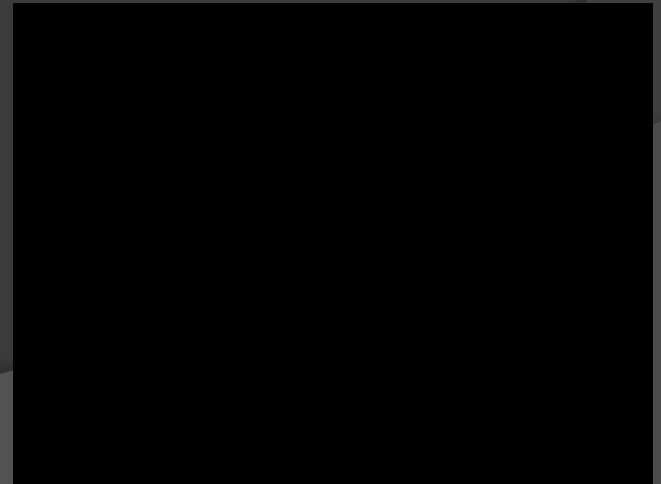
Student Examples Utilizing Special Visual Effects



Spanish Class



Biographies



Depression PSA

Video Project Tips

- End product is the goal – the elements are the benchmarks
- Plan big – but be realistic
- Design project so elements can be dropped if time is an issue
- Give students choice – but limit the number of choices – creativity within bounds
- Break project into phases that could be done over a larger span of time
- Make students stick to time tables – just like in Hollywood

More Information

- Website:
<http://www.cpsb.org/presentations> and look for “Special Effects” link
- Lagniappe: Check out “Amazing Animation” and “Video Production Resources” on the same page
- Email:
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