



AUDIO-VISUAL COMMUNICATION



Basic Bites

Introduction to Audio-Visual Communication

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- The history of audio visual communication, started with different inventors creating different devices to give the human senses an experience or perception of 'motion' in a still picture.
- It all started off as manipulation of the senses. Tricking the mind to make it look like a picture is actually moving.
- The motion did not exist it was only perceived to move.

Audio–Visual Communication is...

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- ❑ The manipulation of the senses.
- ❑ Using effective technical tools put together and to tell a story.
- ❑ Audio aspects are namely spoken words, music and sound effects.
- ❑ Visual aspects such as images, acting, reenactments, graphics and animation.



Audio–Visual ...communication is

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- The communication of news, events shared through reality, reenactments, drama and other forms of story telling to inform, motivate, persuade or simply entertain a targeted audience.
- The different types of Audio-Visual Communication are film, television, cinema and theatre.
- It is that which is transmitted through the senses of hearing and sight.

Narrative Analysis

- A narrative is a story. Narrative analysis pertains to watching and dissecting the different elements of a story told.
- This helps us understand how stories are built and put together.
- Analyzing, understanding and explaining different narratives is an exercise that trains the eye and mind on what to look for when telling a story.

Film Types

- ❑ Realism Film – documentary, non actors, no special effects and choppy editing.
- ❑ Formalism film – a story that's the opposite of realism. Special effects, alternate worlds, realities and universes.
- ❑ Classical Film – drama romance, untapped potential, bar fights.



Pre-Production

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- Planning and developing your story.
- Putting together ideas for your story.
- Storyboarding – is a chronological basic idea of the story we have chosen to write or adapt.
- Mood boards and treatments are more loosely organized. They Reference the style and theme we would like our story to look like.

Production The Camera...

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- ❑ The camera is the viewers eye, we need to understand how it works so we can tell our stories effectively.
- ❑ White balance is set to give the camera the correct reference to the colour spectrum. Just as white sky light emitting the colours of the rainbow.
- ❑ Setting the correct reference of white helps the camera register the colours being filmed accurately.

...production the camera

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- Focus – Main subjects clarity.
- ISO – A metric that controls the amount of light your camera lets in.
- Iris – F-stop or aperture, controls the amount of light your lens lets in, which also in turn affects focus areas clarity.
- Shutter – The rate at which the shutter flaps to let the eyelid to allow light in.



...production the camera

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- ❑ Composition- The elements that are in your frame. Symmetry, rule of thirds and leading lines.
- ❑ Frames – Extreme close up, close up, medium close up, medium shot, wide shot, long shot.
- ❑ Depth of field – Distance of the elements within your frame. Nearfield, mid field far field.
- ❑ The 180 degree line – the imaginary line between the cameras should not cross to break the illusion.

Production Lighting...

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- We set moods in the stories we tell. Whether we are telling a happy story or a sad one.
- Understanding how lighting works, how to control and manipulate light will assist in achieving our most desired mood for the story.
- Our greatest source of light is the sun and daytime.



...production lighting

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- Practical lights – These are light sources that fit into daily life such as laptops, phones and side lamps. This is anything that looks natural in the scene but emits lights that enhances your picture.
- Three point lighting – Uses three source lights that balance out your scene. The three lights are namely the key light, the backlight and the fill light. You can use as many lights as you see fit for each position

Production Sound...

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- The common types of microphones used to capture sound for video - boom, lapel and a shotgun microphone.
- Optimizing your sound signal - We do this to achieve the best possible quality.
- We monitor (listen) to the subject speaking while leveling their voice to a desired pleasing to the ear level while avoiding a signal that is too hot.

...production sound

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- ❑ Lapel microphone – a small microphone that can be discreetly placed on your subject with tape or a clip.
- ❑ Radio microphone – Using a transmitter and a receiver set on the same frequency/channel. The transmitter carries a signal to the receiver via the sound source (your subject). Sits concealed on your subject
- ❑ Boom microphone – this is a microphone that can be flexibly placed above or below your subject directed between their diaphragm and throat.

Post Production...

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- Video Editing - Piecing together the different scenes of the story we filmed into a final combined story.
- Final Mix – Mixing the sound of your video project to make it sound balanced and ready for broadcast.



...post production

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- ❑ The timeline is the main window where you compile your footage and build your edit.
- ❑ Fade to black transitions from your visual to a black blank image.
- ❑ Fade to white transitions from your visual to a white blank image.
- ❑ The cut is cutting from one point of a scene to another scene.
- ❑ Film Dissolve is one scene dissolving into another. It can be used to emphasize passing of time.

Audio for Video

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- ❑ Microphone placement - Keep the microphone as close to the source as possible this allows for a clean audio signal.
- ❑ Use headphones - Always monitor your recordings with headphones to hear the details and ensure the quality of your audio. This helps in catching any noise or technical issues during the recording process.



- HD – High Definition video also known as 1080p.
- Pro res – A format owned by apple that produces high quality and high performance files. It comes in different flavours such as HQ, 422 and LT.
- RAW – There are different variations of raw. They give you control of exposure and more control on the detail of your video files during your edit. You can change things like exposure, white balance and more without losing any quality in the file.
- H264- Compresses the video file into a manageable file size output. It is also known as MPEG-4.

Terms

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- ❑ **Automation** - is programming movement of controls that can move up and down left or right, on or off, taking it from one position to another. This can be done with volume controls, panning, or an application of an effect.
- ❑ **Lead room** - The area or space in front of where your subject is moving or facing.
- ❑ **Gaffer tape** – This is a specialised tape that is used for heavy duty application such as rigging lighting and camera equipment.
- ❑ **Focus** - The visually clearest parts of a moving or still picture.
- ❑ **Composition** – The elements that make up a picture be it moving or still.
- ❑ **Crop** – This is to trim out the top, bottom or left and right edges of a frame.
- ❑ **Master shot** – The main shot of your scene.
- ❑ **Manual focus** - Controlling the focus on your lens manually with your hand relying on your eye and focus peaks for accuracy
- ❑ **Latency** - a digital delay between the source and it being audible. The sound is not being heard in real time due to the digital delay.
- ❑ **Kelvin** - Unit used to measure colour temperature.
- ❑ **Key light** – This is our main lamp that lights up the main focus of our scene.

Audio-Visual Communication Summary

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- ❑ Learn and understand the rules.
- ❑ Practice makes permanent.
- ❑ Be experimental within the bounds of the knowledge you have learnt.
- ❑ Break the rules you are a creative.