

Welcome!

In the following week we will be working with production of video as a tool for generating and evaluating ideas.

There is a lot to learn, and there is no such thing as "done".

It is important that you work with the media while reflecting on your work.



Structure?

We are here to support you in your reflective work!

Each morning we will meet and questions and problems will be discussed.

During the day challenges that might apply for multiple groups will be discussed (perhaps solved) in the studio.

You will work hard and have fun!



How?

No writing and drawing with pen and paper, unless you are creating materials for your video productions (not the first day at least!).

Video is your media.

Help each other – this work might require many different skills.



What?

You will be producing a range of videos.

Based on these you might see that different techniques tend to influence the outcome.



When?

Work all week!

Friday we will have a crit starting at 13.00 – (bring your lunch!)

Each group is given 15 minutes (includes presentation and discussion).

You will present at least one video and some reflections on how the did / did not help in bringing your ideas forward.

Document how you do your productions.



What can video do?

We can use video to investigate and try out activities that happen over time.

Video can make different elements come together in a linear narrative.

Producing video makes us focus on the set and the activity.

We might consider physical, social and cultural aspects as we act out the activity.



Why is that good?

Especially when working with interaction design video might come in handy to help us understand the nature of our design when confronted with human behavior or responsive contexts. Looking at a definition of interaction design...

**“Interaction design is design of the acts that define intended use of things.”
(Hallnäs, L. and Redström, J. 2006)**

...we can use video to try out these intentions and evaluate their feasibility when placed in a specific context.



What is video actually?

It is all about a few pixels...

...and in some cases sound.

These ingredients make up frames.

A number of frames make up a video.

Yes, there are multiple formats!



Techniques!?

There are many different ways of producing video.

We are interested in you reflecting in the making.

However, mastering a tool will expand your perspective on possible ways to go forward.

We will give some examples ranging from high to low fidelity videos.



Examples: Stop-motion

Video is basically a sequence of still images. In stop motion you exploit this by dissecting the video production down to single frames. When you consider this simple, however time consuming, technique you will find that it is very useful for making simple interaction tests e.g. as paper sketched interfaces. Each frame can be edited in photoshop or a video editing software to add further content.

[show us how]



Examples: Overlays and Masks

On top of a video feed we can place any number of layers containing other pieces of information such as text, graphics and other video feeds. The different elements can be animated and help communicate the message of the prototype.

Using masks we can decide how we will look through one layer of content to the next.

[show us how]



Examples: Camera matching

When shooting video the camera looks at the world through a certain optic. There are different ways to find the parameters of this optic and reconstruct it in 3D software. Hereby a “real” and a “virtual” perspective can be overlaid and merged – in other words we can draw geometry in the “real” perspective. This might be good for many reasons but requires good 3D skills and is fairly time consuming.

[show us how]



Examples: Blue-screening

Sometimes we would like to merge physical elements – people and props – with other not existing elements e.g. a house under construction. To do this we can use the old blue-screening technique in which certain elements are extracted from a video feed as they are recorded on an even colored background – often this color is blue or green. Now the extracted elements can be merged with other elements creating the illusion that the two worlds are one.

[show us how]



Get working!

How can you realize your ideas through what you have just seen?

How can producing a video inform the definition of your specific concepts?

...and have fun!!

