FYSM 1000-04: science & environmental communication



University of Colorado-Boulder Fall 2017
Thursday, November 16th

today's class



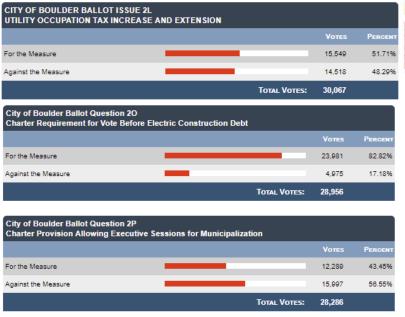
- (1) housekeeping
- (2) filming comments, tips & discussion
- (3) co-facilitation #8 (Chris Tyren, Jassim Almazidi, and Zhi 'Frank' Liu)

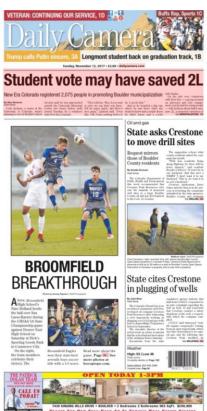
- (4) composition #2 in-class work time
- revisiting LOCC conversation 2

November 7th voting update



City of Boulder 'municipalization'





Daily Camera A: Main, Page A1 Want the inside scoop Sign up for the Digital on digital marketing? Student vote may have saved 2L New Era Colorado registered 2,075 people in promoting Boulder municipalization By Alex Burness Staff Writer Cody Jackson, a senior at the University of Colorado, wasn't planning to vote in Boulder's latest election until he was approached outside the University Memorial Center two hours before polls closed Tuesday, by a volunteer with New Era Colorado. "They told me, 'Hey, if you want to vote, we can drive you there. It'll be super quick, and there's free pizza," Jackson said, "I was like, 'OK, I have nothing better to do. I can do that." And so he boarded a big van, where he saw three other students he knew and a couple dozen he didn't know, and a cooler with drinks. On the ride over, volunteers with New Era — a group focused on advocacy and civic engagement, run by and for young people - told Jackson about ballot measure 2L, a proposed extension of See MUNICIPALIZATION, 17A MUNICIPALIZATION fromPage 1A

the tax that funds Boulder's ongoing bid to separate from Xcel

Energy and form a city-run electric utility.

setting up a two-camera interview



Main Camera

- A-Roll
- Wide establishing shot (usually from waist up)
- Interviewee should not look directly into the lens or be in the center of the frame
- Interviewer will sit/stand next to the main camera at eye level with interviewee
- Main camera lens will be lined up at eye level

Second Camera

- B-Roll
- Close up shot to the left or right of main camera
- Can also move the camera to show close up of hands, other gestures

lighting



- Lighting for Indoor Interviews
 - If shooting indoors, try to use a window for a main light source
 - Avoid overhead fluorescent lights if at all possible
 - Avoid brightly lit backgrounds
 - If all else fails you can use a floor lamp and a white reflector
 - Check for "hot spots" on (bald) heads, face, nose, forehead
- Lighting for Outdoor Interviews
 - Avoid direct sunlight during the day (noon time hours)
 - Avoid bright skies in the background
 - Shade is fine as long as there are no "hot spots"
 (remember the sun's position will change during the time of the interview)

audio



- Audio for Indoor Interviews
 - Be aware of ambient noises/sounds
 - Make sure you record at least 30 seconds of room tone
- Audio for Outdoor Interviews
 - More difficult to obtain good sound (noncontrolled environment)
 - Wind considerations
 - Traffic sounds, construction, etc.
 - Make sure you record at least 30 seconds of ambient sound

audio & equipment



- Lavalier Mic
 - Be aware of mic rubbing on clothing, hair, jewelry, etc.
- Shotgun Mic

Always use a loud clap ON CAMERA when starting the recording to make editing easier

ALWAYS test audio ahead of time and make sure levels are acceptable

other tips



TWELVE TIPS for YOUR SUCCESS:

- If possible, scope out the location before the interview so you know what to expect with sound, lighting, etc.
- Make sure you pause for a few seconds before asking the next question and also ask the interviewer to pause a few seconds before answering questions.
- Get plenty of B roll before or after your main interview. Ideally it would be related to your subject's field of study or background. Pre-visualize the story you want to tell.
- Use "Rule of Thirds"
- Make sure you ask your subject to answer your questions by starting their answer with part of the question (i.e. "My name is...", "My research focuses on...", "I am concerned because...").
- Make sure batteries are fully charged!
- Leave room for graphics.
- Offload the footage ASAP onto TWO backup drives.
- Google "creative commons" for free to use footage or images.
- Anything provided by NASA is free to use (NASA's YouTube channel is a good resource).
- Bring water and snack
- Turn off cell phones (not in use) during the shoot!