

# Video presentation of design solutions

**...the Kickstarter way**

# Jon Manker - @jonmanker

- In reverse order
  - Boardgame designer <https://www.sierra-madre-games.com/> <http://iongamedesign.com/>
  - Digital game developer [https://en.wikipedia.org/wiki/Paradox\\_Development\\_Studio](https://en.wikipedia.org/wiki/Paradox_Development_Studio)
  - Game education founder  
[https://www.sh.se/p3/ext/content.nsf/aget?openagent&key=sh\\_program\\_page\\_o\\_P44o6](https://www.sh.se/p3/ext/content.nsf/aget?openagent&key=sh_program_page_o_P44o6)
  - Game design researcher  
<https://www.ida.liu.se/divisions/hcs/ixs/research/DKV/index.en.shtml>
  - Department founder  
[https://www.sh.se/p3/ext/content.nsf/aget?openagent&key=om\\_amnet\\_1299234151431](https://www.sh.se/p3/ext/content.nsf/aget?openagent&key=om_amnet_1299234151431)
  - Web developer <https://web.archive.org/web/20050202100818/http://jojk.se:80/>  
<https://iongamedesign.com/radgivaren/> sigismund.nu
  - Film worker <http://www.svenskfilmdatabas.se/sv/item/?type=person&itemid=266719#films>
  - Composer
  - Musician
  - Boardgame designer

# Idea - What do you want to communicate?

- Ask yourself, why a video?
- Usually mandatory, so how is it done in the best way?
- Try to think of the core value
- Try to think of emotions
- Try to think of impactful images, or even combination of images. Montage
- Try to think in identification for the viewer
- Try to think in a dramatic arch

# Drama - Based on Events and Persons

- Aristotle and the three part whale
- Propp and the character functions
- Sketch the structure
- Make a gallery of characters
- Characters can also be objects or even ideas
- May be overkill for an presentation film but it may work and it is often good for the creative process and to keep it focused on working cinematics

# Various Script types

- Idea
  - \$10000 napkin
- Pitch
  - set limit
  - 3 sentence/elevator
  - 3 minutes/presentation
  - other
- Synopsis
- Treatment
- Script
- Camera position script
  - top down mostly
  - functionality and communication

# Storyboard

- Describe the film from a cinematographers perspective
- Ideally shot by shot
- Good to be complete and good to be flexible
  - 7th seal, Wild Strawberries and Ingrid Bergman
- 4 shots per page, distribute the script to the right
- Include camera movement
- Consider framing, lighting and continuity
- Plan when different assets are needed if you have more than 1 shooting day
- Production board

# Pre Production

- How is the script going to become a movie (Storyboard and production board)
- You need core material shots and sound AND alternatives
- Gather a team and decide on roles, to prevent things to be overseen
- Gather the tech, and make sure that you know how to use it
- Test all the tech prior to shooting, in a simulated situation
- Scout the areas of shooting, both for framing, light condition and sound
- Take a piece of probe material all the way to the end to be able to anticipate problems early.
- Write a schedule and make sure that all things, activities, personnel and roles have someone responsible
- Load the batteries! (And bring extra)

# Production - on the Set

- Be there on time!
- Prepare well before shooting, but don't blow it in the gym
- Make sure the light and the sound are as good as possible
  - We are usually trained in framing
  - Many know some things about light
  - Few know about sound recording problems
  - Ears, our most evolved sense
- Silence
- Take extra images for cutting
- Record silence
- Eat
- Bring chargers
- Celebrate "It's a Wrap!"

# Special Visual Techniques

- Simple animations
- Drawings
- Slow movements
- Depth of Field
- <https://www.kickstarter.com/projects/rvangrepper/coolest-cooler-21st-century-cooler-thats-actually> Usage focus
- <https://www.kickstarter.com/projects/ouva/ouva-a-new-kind-of-video-game-console?ref=discovery&term=ouva%20> Behind the scenes focus
- [https://www.kickstarter.com/projects/1003614822/ponomusic-where-your-soul-rediscovers-music?ref=nav\\_search&result=project&term=pono](https://www.kickstarter.com/projects/1003614822/ponomusic-where-your-soul-rediscovers-music?ref=nav_search&result=project&term=pono) interview focus
- <https://www.kickstarter.com/projects/1192053011/things-from-the-flood-sequel-to-tales-from-the-loo> Emotions, images
- [https://www.kickstarter.com/projects/elanlee/exploding-kittens?ref=most\\_funded&ref=discovery&term=exploding%20](https://www.kickstarter.com/projects/elanlee/exploding-kittens?ref=most_funded&ref=discovery&term=exploding%20) Simplicity and drawings.

# Post Production

- Roll through the daily
- Cut junk
- Maybe add VO?
- Set in order
- Add sfx clips (animations)
- Cut rough
- Cut fine
- Sfx treatment
- Sound design
  - DIA - **VO** - ATM - EFF - FOL - MUS
- Visual design and Polish
- Export

# Release

- Various formats
- Various channels
- You should have tested the probe all the way to this point ideally
- The need for internet access at a presentation situation
- Computers unwillingness to show material on screen
- Sharing
- Networking and promoting
- Archive

# Kickstarter Videos

- Suitable format
- Suitable theme
- If one of you is comfortable with it and good, use a VO, maybe as a presenter
- Decide upon a focus
- Test the idea on externals to see if they get what you want
- Keep it short and simple and clear.
- Go through the production steps
- Prosper ;)