

ENJOYING VISUAL TECHNOLOGY

SYDNEY VIDEO
MAKERS CLUB



ELECTRONIC EYE

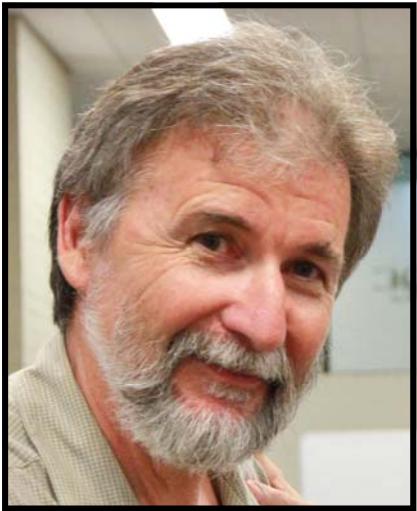
N E W S L E T T E R
JANUARY, 2014

2014

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Next Meeting
Wednesday
22nd January, 2014

www.sydneyvideomakers.org.au



Presidents Message

Welcome to the first edition of the Electronic Eye for 2014.

Welcome to a new year and hopefully a rewarding and creative year of videos.

Thanks everyone for your feedback at our November Focus night and also those members who completed our on line survey. I will be presenting some of the details at our January Club meeting along with the plan for the year ahead. One of the points was a majority of survey respondees thought the new format VOTY was an improvement on last year. This may have been due to our very own “entertainer” up front, the very talented Rob Necessian, thanks Rob.

Your committee has reviewed all this feedback and put many of your suggestions into our program for this year, so yes we are listening.

The Competition Judge position was not filled at our AGM and so we have decided to share this role between myself, Ruskin Spiers and Ilma Cave. It means we will rotate the role for each competition. The committee has also decided to progressively implement online judging. This will mean there is no need for five DVD copies and members can either upload entries directly to Vimeo or submit them on the night on a USB stick. I spoke to the other club presidents at VOTY and they were all moving to online judging.

The full VOTY results are later in this magazine and also on our website along with all the competition entries. There are also a couple of VOTY DVDs with all entries in our library for members to borrow. A selection of photos from the night accompany the results.

We are going to try a few new things this year so please come along to our first meeting and let me know what you think.

I've just arranged for Panasonic to present at our March club night, so if you have any specific areas or equipment you would like covered let me know. A couple of our members use the P2 cameras and also the GH2/3 models, so I will be asking them to include these in their presentation.

Stay Focused
Andy

2014 Club Competitions

Due in February: **Open topic** - traditionally this is always an open competition as it allows members to produce something over the holidays without restrictions.
(time up to 5 minutes)

Due in April: a 1 minute Advert specifically for our club. These will be used on our website so get those creative juices flowing, do something to encourage new members.

Due in June: A drama, specifically a murder mystery. **(time up to 5 minutes)**

Due in August: a documentary - completely open - there were suggestions for ‘my hobby’ or ‘my street’ but we thought it would be better to make it completely open and give more scope to entries. **(time up to 5 minutes)**

2014 Club Night Catering Roster

I order to ensure we all get at least a biscuit with our cup of tea on club nights here is the roster for teams responsible for catering. Those members not in teams will also be asked to cater later in the year

Jan - Phoenix

Feb - G7

Mar - Packers

April - Baby Boomers

May - Nuts

June - non team -

I realise these dates may not suit some teams so let myself or Ruskin know and they can be swapped around.

Andy Doldissen

2014 Club Fees are now due

The annual club subscription (\$60) is due in January and a prompt payment makes the Treasurer's job so much easier and enables the club to meet expenses for the year. So please come prepared to pay at our first club meeting. Please see Kerry Gibson to pay as he will be standing in for Elvio.

- a) Regular = \$60
- b) Couples = \$85
- c) Overseas/country = \$35

Elvio Favalessa
Treasurer

VOTY RESULTS 2013

VIDEO of the Year

Lombok - Tony Yang



Special Prizes

Gwen Stoney Award -
Gwen Roberts



Best Meeting Night Videographer

Ruskin Spiers



Best Meeting Night Videographer – Team

Packers Team Chris Saville
Neville Waller Kent Fry,
Ilma Cave



Excellence in Photography

Lombok

Tony Yang



Audience Vote

The Dinner Party

Bob Hallett,
South West Video Club

Drama

1st Place (Ted Northover Trophy)

The Gambit

Ruskin Spiers & Anirban Gupta



2nd Place

Sketches

Ruskin Spiers

3rd Place

iHelp

Nuts Team

Music Video

1st Place

Vivid

G7

2nd Place

Denbigh Male
Choir

Barry Crispe



3rd Place

Songs of Wandering Aengus

Lee Crispe

Documentary

1st Place

Meals on Wheels

Packers Team

2nd Place

Wayne's Museum of Mechanical Music

Neville Waller & Chris Saville

Travel

1st Place

Lombok

Tony Yang

2nd Place

A Day in Antarctica

Jim Whitehead

3rd Place

Surprising Brunei

Ian Scott



1 Minute Ad- vertisement

1st Place

The Platinum Account

Phoenix Group

2nd Place

Pedro

Ruskin Spiers

3rd Place

Seventh Continent

Jim Whitehead



NSW Inter Club Drama Competition

1st Place

The Gambit

Ruskin Spiers &
Anirban Gupta
SVMC

2nd Place

And a Chair as Well

Geoff & Margaret Peel
Newcastle Video Makers

3rd Place

Shared with absolutely
equal scores.

Lair

Phillip Reynolds
Newcastle Video Makers

Heaven Knows

Holy Rollers
Newcastle Video Makers



Thank you all for making my position a lot easier over the last few years.. Congratulations to all the place getters.

Congratulations also to all entrants for their entries, their can only be certain amount of winners. But to me you were all winners.

TV'S

Rob Nercessian was asked to write a piece on the latest trend on TV's for the Australian-Videocamera magazine.

<http://australian-videocamera.com/issue/january-2014/article/4k-its-here>

IT PAYS TO ADVERTISE.

An often quoted comment. I guess it has definite basis in truth because without advertising we would be unaware of many of the products we need and use in daily life. Sir Thomas Lipton a canny Scot, in the late 1800 was the first to use advertising in the way we know of it today. He was of course selling tea and used advertising extensively to build a very successful business. Today advertising is a very sophisticated technology, using any available form of communication “To get the message through” to the target audience. People employed in the creative side of the advertising business require specialist experience in the psychology of selling to contemporary society.

Our Club uses “60sec Ads” as a competition category. An Ad is not only quick to view it is a break in content from the normal run of competition entries. It allows for the use of some graphics and other techniques, not easily incorporated into other competition categories. Whilst the quick duration and the opportunity to use graphics etc is attractive, Ad content creation and appraisal introduces a level of advertising expertise probably right outside the skills realm of those Club Videomakers not skilled in such technology. This does not imply that Club Video makers are

lacking in intelligence or creative ability, it does however challenge them to apply a specialist technology discipline outside their usual experience base. As best I understand the requirements of effective ad content it should transmit a clear selling message. Whatever the audible or visible content, it should attract the viewer’s attention directly to the main “sell message”. Now any “good Video” needs a clear message to be interesting and entertaining, however the psychology of selling in advertising calls for specialist understanding of what makes a “Good Ad”. I must admit that not being an advertising Guru I am not too sure what other specific factors comprise a “Good Ad”.

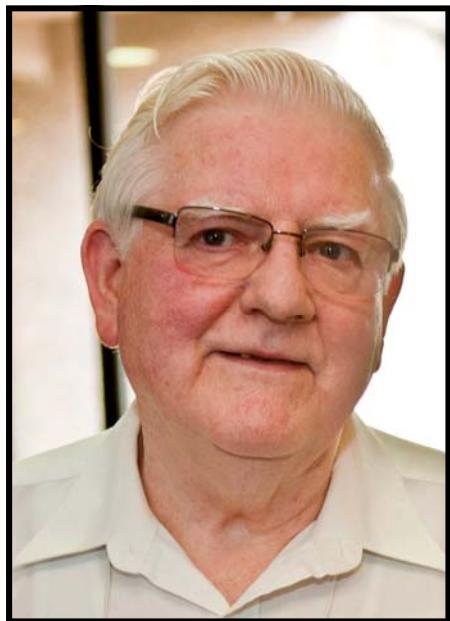
A significant reason for running club competitions is to keep video making active through the year and let entrants learn from others, take on board judge feedback and make corrections to improve their video making skills. Looking back over some of the 60 sec ad entries it is clear that many do not provide a clear “advertising message” and yet they rate very well on the score board. It could be that our Judges, who are no doubt expert in the appraisal of other competition categories, are just as much in the dark as myself in relation to the criteria for a “Good Ad”. It could even be that we are embarrassing our judges by asking them to evaluate something outside their area of expertise. I suggest that the 60 sec ad category as currently defined is inappropriate for club competitions.

There is no doubt that the inclusion of short Ads did a bit to liven up the VOTY program and keep the screenings rolling along. Obviously therefore the initiative of using brief one minute duration videos is good. Following on from my earlier comments about advertising technology perhaps being inappropriate for a majority of Club Member, I suggest that we expand the scope of the 60 sec Ads category into “One Minute Wonder” (OMW) category. A short one minute maximum duration video, plus or minus a small time margin. These OMW’s could be used for both Club and VOTY competitions, this would get around the advertising technology problems and yet retain the short video initiative for VOTY. If the theme for the VOTY OMW was published in February of the VOTY year then all of the OMWs at VOTY would relate to that theme and make even more sense to the viewing audience.

The OMW category theme could still be interpreted as a 60 sec Ad by those who wish to retain the opportunity to work with Ad's and it could also allow for those who wish to work with short duration Montage style videos.

In case it passes unnoticed this article is an “Advertisement” with the “Clear Message” let’s expand the 60 sec ads category into a one minute video category.

These are my own personal views which I felt I wanted to air in the EE. What do you think?



Ian Scott
Member Sydney Video makers Club.
Thursday 9th January 2014

Screenplay Structures

Most of us will know a screenplay should have a Beginning, Middle and an End. This can also be represented as Act 1, Act 2 and Act 3. It may be as simple as the main characters decision to act, the action itself and then the consequences of this action. These have been broken down further by various writers and it is helpful to be familiar with these structures so scripts can be analysed and improved.

The first structure breakdown is by Chris Vogler in his book ‘The Writers Journey’. This breakdown typically applies to Hollywood feature films more so than short films as a short film has limited time. It is worth looking at as many Hollywood blockbusters follow this model. Vogler calls it the ‘Hero’s’ journey, based on the heroic myth. It can also be referred to as the Protagonists (your stories main character) journey.

Act 1

Stages	Examples
Ordinary World	Dorothy's normal life on the farm in Kansas
Call to Adventure	The protagonist is presented with a challenge, problem or adventure. A question is posed, will your hero succeed? Princess Leia's holographic message to join the quest.
Refusal of the Call	The hero baulks at the task ahead
Meeting the Mentor	Glinda the good witch gives Dorothy advice and the red slippers. Obi Wan gives Luke his fathers light-sabre.
Crossing the first Threshold	Your hero commits to the journey Dorothy starts on the Yellow Brick Road

Act 2

Stages	Examples
Tests, Allies, Enemies	Dorothy acquires her companions and they pass a number of tests along the way
Approach the innermost cave	Dorothy is kidnapped by the wicked witch. Luke Skywalker & co get sucked into the Death Star to meet Darth Vader.
Ordeal	This can be a life or death moment. Dorothy and her friends are trapped and there is no way out. Luke & co are trapped in the giant trash master.
Reward	Dorothy escapes from the witch's castle. Luke rescues Princess Leia and captures the plans of the Death Star.

Stages	Examples
The Road Back	Luke & Leia are pursued by Darth Vader
Resurrection	A second life or death moment where our hero is transformed. Luke is almost killed but survives(phew!).
Return with the Elixir	The transformed hero returns to the Ordinary world (full circle). Dorothy returns to Kansas “There is no place like home”

A second structure breakdown is by Linda Aronson in her book “Screenwriting Updated” pub 2001. She suggests you should be able to create a narrative sentence to describe your story:

Once upon a time there was a [protagonist] who lived in [normality]. One day there was [a departure from normality / disturbance/catalyst] which made our [protagonist] decide to [plan to cope with the crisis]. But suddenly without warning a [surprise] happened, which created [an obstacle]. Our [protagonist] tried many ways to overcome [the obstacle] and encountered [hindrances, complications, surprises] until finally [protagonist] [climax] resolving the problem triggered by the [disturbance].

Applying this to a well known story - our protagonist is Cinderella as she drives the action. The Antagonist is class distinction personified by the ugly sisters. Her Normality is working as a slave for her wicked stepmother. The Disturbance is the invitation to the ball. Her Plan is to go to the ball, the Surprise is the Fairy Godmother appearing. The Obstacle is her dress and transport end at midnight. (end of Act 1)

The Complications, Obstacles are when Cinderella has to leave the ball at midnight and the prince is left with the slipper. (end of Act 2)

The Climax is Cinderella fighting to try on the slipper and defeating the Antagonist - and of course they live happily ever.....

Well not quite, Hollywood thought the idea was so good, triumph of the underdog, we ended up with Cinderella for pigs (Babe), Cinderella for boxers (Rocky), Cinderella for ballroom dancers (Strictly Ballroom), Cinderella for concert pianists(Shine), and many more.

But I've only got 5 minutes to tell my story!!! I'm making a short drama not a feature!!

While the above structures are relevant to a full length feature, I believe it is worth understanding these so the relevant stages can be extracted, discarded or compared against your story. An analogy is a novel and a short story, the feature film is a novel the short film is the short story. The short story may just be a chapter of the novel but they both need characters, plot, conflict, complications, surprise to work. Even creating a simple story sentence may flush out whether you really know what story you are telling. e.g.

[protagonist] faced with [problem] responds by [series of actions] and finally deals with [problem] by [climax]

In the case of Cinderella

Likeable oppressed person encounters fairy godmother whose actions help them achieve their greatest wish

But I can't think of any good ideas, you cry! Don't worry...

Aronson also gives us some ideas for coming up with stories that are real but unusual by merging both vertical (logical) and lateral thinking(brainstorming). Vertical thinking keeps things real, is logical, it is where things follow a pattern but it can become boring or cliched. Lateral thinking introduces new ideas, good for unusual plot twists, but can become silly if overdone.

So her advice is to brainstorm the best “real but unusual” ideas when developing your story. Allow lateral thinking to generate many original or unusual ideas to be filtered by vertical thinking, thus selecting the best. This method allows your story to go down a unique path. Try brainstorming with the Likeable oppressed person and the other components of the Cinderella story and see what you can come up with. The vertical thinking process will filter out “the astronaut” but may leave you with “the IT nerd” for your story.

Remember all stories must engage the audience. The primary ‘character quality’ of a story is that we have to be able to identify with the main character, be concerned with their dilemma and care about the outcome. The more powerful the barriers that stand in the way of our character the more compelling the plot. Conflict provides barriers to the characters and their goals.

some final tips:

Most short films are overwritten.

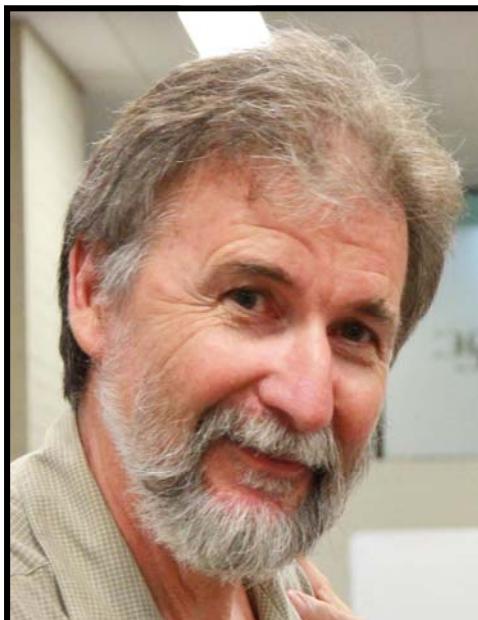
Too much dialogue is common.

The dialogue should be tight and sound realistic.

Subtext and silence are to be used as tools.

Scenes end on a question.

These are some extracts and analysis from just two books on screenplays. By understanding the structure and the elements of a screenplay you will be able to analyse what you have written and hopefully improve it. And the best way is... to start writing now.



Andy Doldissen

references:

The Writers Journey, Christopher Vogler - Pan 2nd edition 1998

Screenwriting Updated New and Conventional ways of Writing for the Screen, Linda Aronson - Silman James Press 2001

From the S.V.M.
LIBRARY DESK FOR JANUARY 2014

CD Disk 28.2

500 PRO SOUNDS

All mp3 format

Sound.

This disk has 500 sounds and the highest is 55 seconds, most of the others from under 10 seconds
Heart

,

1st 20 sounds are counting numbers all less than 1 second.

13 sounds starting with “A” eg: Adding Machine, Air Horn, Alarm Clock, Aluminium Bat, Ambulance Pass, Angry Bird, Auto Door Lock. -- 4 with “BA” e.g.: Baby, Backup Beep, All Under 9 seconds. ---- 4 with “BE” e.g.: Bees, Bells, under 9 Seconds. – 23 with “BI”eg: Big Bell, Bird sounds, Bird Chimes. All under 18 seconds. -- 2 with “BL” eg: Black Hole, Blender. All under 3 seconds. ----- 7 with “BO” eg: Bongo Roll, Bounce, Box Drop, Boxing Bell, all under 2 seconds. ----- 13 with “BU” eg: Bubbling, Burn Tires, Burp, Button Ship, all under 8 seconds.----- 20 with “CA” eg: Café, Car Alarms, Cardinal, Car Horn, Car Window, all under 9 seconds. ----- - 4 with “CAS” eg: Cash Register. All under 3 seconds. ----- 9 with “CAT” eg: Cat-fight, Cat Mad, Cat Meow, all under 8 seconds.----- - 8 with “CLA” eg: Chainsaw, Chain Rattle, Chalkboard, all under 13 seconds. --- 3 with “CHI” eg: Chimes, under 3 seconds. --- 2 with “CHO” eg: Clock Tick, & Clock Chime all under 34 seconds. ----- 9 with “CO” eg: Code Red, Coin Jar, Computer, Cough, Cowbell, all under 24 seconds. -- 8 with “CR” eg: Crack Egg, Crazy Driver, Crickets, Crow Talk, Crumble Paper, all under 14 seconds.--- 9 with “DI” Dial, Dirt Bike, Dishwasher, under 10 seconds. 10 with “DO” eg: Dog Bark , Doorbell, Door Close Door Squeak, all under 8 seconds. ----- 4 with “DR” eg: Drawer, Drop, Drop Weight, all under 1 second. --- 7 with “E” Earth Quake, Echo Footstep, Electric Shaver, Elevator, all under 15 seconds. --- 4 with “FA” eg: Fast Warning, Faucet Water, under 2 seconds. --- 5 with “FI” eg: Fire Truck, Fireworks, Fish Flop, all under 21 seconds. ---5 with “FL” eg: Flasher, Flyby, under 3 seconds. – 5 with “FR” eg: Freeze, Frogs, under 7 seconds. 3 with “GA” eg: Game Over, Gasp, Gate Shut, under 1 second. ---- 5 with “GL” eg: Glass Clink, Glasses, under 3 seconds. --- 7 with “GO” eg: Golf Ball Hit, Goose, Got Mail, all under 6 seconds. 2 with “GU” eg: Gunshots, under 3 seconds. –11 with “H” eg: Harp String, Helicopter, Horn, Horse Walk, Humming, all under 55 seconds. ---7 with “J” eg: Jake Brakes, Jar Lid, under 2 seconds. ----- 3 with “K” eg: Kids Laugh, Knock Fast, under 2 seconds. --- 8 with “LA” eg: Lamb, Laser, Laugh Man & Woman, Lawn Mower, all under 8 seconds. – 2 with “LI” eg: Light Sabre, Lights Camera Action, all under 3 seconds. --- 5 with “LO” eg: Lost, Load Vc Tape, Low Wind, under 4 seconds. --- 3 with “MA” eg: Mail Box, Mall, Man Hole Cover, all under 19 seconds. --- 8 with “ME” eg: Metal Can, Metal Clang, Metal Drop, Metal Shield, all under 4 seconds. --- 3 with “MI” eg: Microwave, Mild Wind, Milk Cow, all under 17 seconds. --- 7 with “MO” eg: Model Air Plane, Morning Birds, Mouse Click, Movie Projector, all under 27 seconds. -- – 6 with “N” eg: Nine, Nose Blow, Nuke, Nuke Warning, all under 6 seconds. --- 3 with “PA” eg: Pan, Paper Crumble, all under 2 seconds. 3 with “PE” eg: Peel Offlid, Pen Cap, People Restaurant, all under 13 seconds. --- 10 with “P” eg: Phone Beeps, Police Scanner, Pong, Pump Air, all under 1 minute 38 seconds. ----8 with “RA” eg: Radio Adjust, Rain, Rake, Rats Walk, all under 12 seconds. --- 3 with “RE” eg: Recorder Flute, Restaurant Kitchen, all under 17 seconds. --- 3 with “RI” eg: Rifle Range, Rifle Slot. ----- 6 with “RO” eg: Road Construction, Road Grader, all under 19 seconds. --- 5 with “RU” Ruler, Rubber Band, Runaway, Run to

Ward, all under 3 seconds.---- 1 with "SA" eg: Sails in the Wind, 1 second. ---- 2 with "SCI" eg: Scissors, under 3 seconds. --- 9 with "SE" eg: Seatbelt, Security, Semi Drive, Semi Idle, all under 17 seconds. --- 10 with "SL" eg: Slip Stop, Shoot, Slopping, Shovel, Shredder, all under 25 seconds. --- 3 with "SI" eg: Silver Coin, Sing a Note, under 3 seconds. --- 3 with "SM" eg: Small Crow Talk, Smoke Alarm Blip, all under 16 seconds. --- 4 with "SN" eg: Snap Finger, Snare, Sneeze, under 1 second. --- 6 with "SP" e.g.: Sparrows, Speed up Brake, Spin Tires, Sponge, all under 12 seconds. --- 3 with "SQ" eg: Squeak, under 1 second. - 3 with "ST" eg: Station Buzz, Straw Slurp, Stretch, under 4 seconds. --- 7 with "SU" eg: Success, Suspense, under 4 seconds. --9 with "SW" eg: Swamp, Swat, Sword, all under 22 seconds. ----- 2 with "TA" eg: Taxi Cab Meter, Take Off, under 6 seconds. --- 8 with "TE" eg: Tear Cloth, Telephone Ring, Tennis, all under , under 1 second. --- 24 with "TR" Tractor, Traffic, Trash, Triangle, Truck Brake, Truck Stop, all under 23 seconds. --- 3 with "V" eg: Velcro, Vending Machine, all under 9 seconds. - 19 with "WA" eg: walk, Warning, Water Balloon, Water Bubbles, Water Drain, Water Fall, Water Melon. All under 12 seconds. --- 3 with "W" eg: Whistle, Woman Cough, under 1 second. ---8 with "Y" eg: Yeah Right, Yee Haw, You Got Mail, Your Out, all under 2 seconds. --- 1 with "Z" Zero, under 1 second.

Some sounds I have left out as they are single pieces and less than 1 second or they did not work at all.

Please Note: I have 2 copies of 2013 Voty showing the full evening.
More on the Music and Sound Effect's next month.

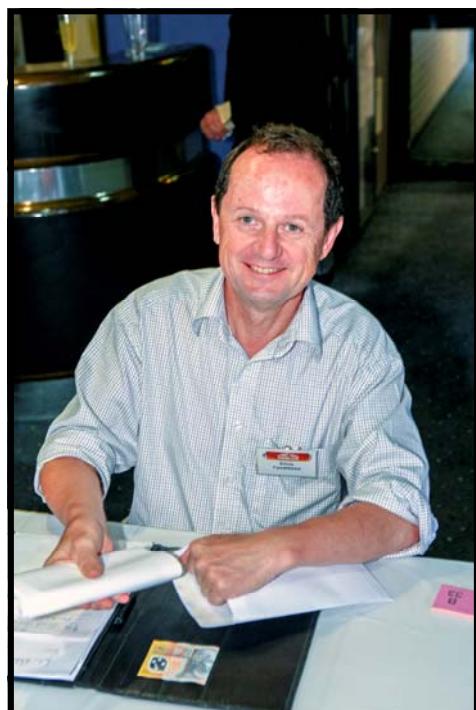
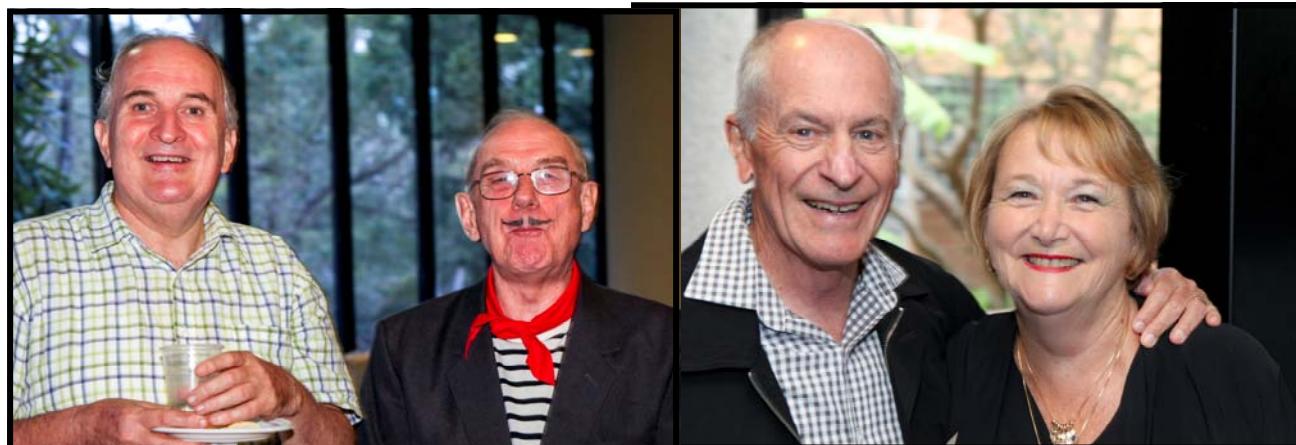


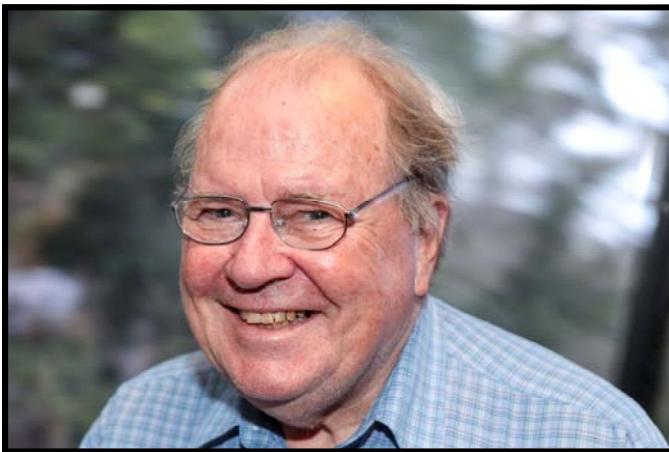
You're Librarian
Graham Sainty

A Night at Voty—2013











President:

Andy Doldissen

Vice President:

Ruskin Spears

Secretary:

Peter Frohlich

Treasurer:

Elvio Favallessa

The Club meets on the FOURTH WEDNESDAY of each month (except for November & December) at 8PM at the Dougherty Centre, Victor Street, Chatswood. Tea & Coffee are available from 7PM. FOCUS nights, which usually cover technical subjects, are held on the SECOND WEDNESDAY of each month (except January & December) at 7.30PM at the Dougherty Centre, Victor Street, Chatswood.

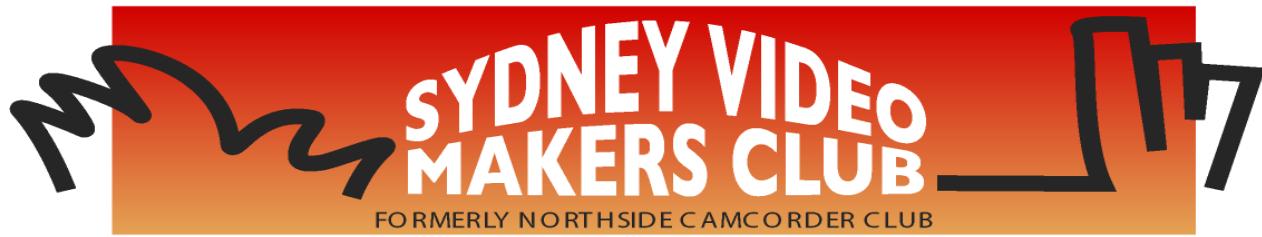
The Committee meets on the FIRST WEDNESDAY of each month. Members are always welcome to attend, and for meeting time and venue, see any committee member.

Member's guests may be invited to meetings; the first visit is free, subsequent visits are \$5. New members are always welcome. Annual membership is single \$60, self and spouse \$85, Overseas and Country members \$35

Note: Equipment brought to a Club night is not covered by the Club's insurance. Members should study their household insurance and check whether their video equipment is covered away from their premises and consider whether their cover should be extended.

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President	Andy Doldissen	0403 838 783
Vice President	Ruskin Spiers	0420 834 080
Secretary	Peter Frohlich	0414 414 441
Treasurer	Elvio Favelssa	0438 980 060
Membership Secretary	Elvio Favalessa	0438 980 060
Library Manager	Graham Sainty	0412 764 771
Event Organiser	Mike Elton	0401 928 994
committee	Ilma Cave	0410 758 941
committee	Kerry Gibson	0423 645 532
committee	Stuart Plant	0412 509 25

other roles

Presentation team	Phil Brighton, Ian Howard, Stuart Plant, Kerry Gibson	
Editor Electronic Eye	Margaret Tulloh	0403 295 063
Competition Manager	shared Andy, Ruskin, Ilma Cave	
Web Master	Glen Booth	0413 159 003
Visitors Coordinator	Gerry Benjamin, Rob Nercessian	
Team Coordinator	Andy Doldissen	0403 838 783
Club Equipment Mgr	Andy Doldissen	0403 838 783
Catering	Team roster	

Please address all correspondence for Committee Action to:
The Secretary,
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CHATSWOOD NSW 2057