



**WELCOME TO  
CHANNEL 17/  
TOWN MEETING  
TV AT THE CENTER  
FOR MEDIA\* AND  
DEMOCRACY/CCTV.**

**CCTV STARTED IN  
1984 AS A WAY FOR  
PEOPLE TO USE  
TELEVISION TO TELL  
STORIES ABOUT  
THEMSELVES AND  
SHARE OPINIONS  
ABOUT THE WORLD.**

**TURN ON THE TV  
TO SEE YOUR  
NEIGHBORS AND  
YOURSELF.**

**EVERYONE HAS A  
STORY TO TELL.**



# WELCOME TO CCTV AND CHANNEL 17

WELCOME TO THE CHANNEL 17 VIDEO ASSIGNMENT BOOK.  
THIS BOOK CONTAINS A SERIES OF ACTIVITIES DESIGNED TO  
TEACH YOU ABOUT USING THE CAMERA, TELLING A STORY,  
ASKING QUESTIONS AND GETTING GOOD SHOTS.  
YOU CAN DO THE ASSIGNMENTS IN ANY ORDER.  
SOME WORK BETTER IN GROUPS OR WITH A PARTNER, SO YOU  
MAY NEED TO FIND A FRIEND TO WORK WITH ON THIS.



FIND OUT MY  
STORY ON  
PAGE 15

\* MEDIA IS ANYTHING THAT  
CONVEYS A MESSAGE.  
ADVERTISEMENTS,  
NEWSPAPERS, WEB PAGES,  
TELEVISION, THE RADIO, ARE  
ALL EXAMPLES OF MEDIA.

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# PERSPECTIVE

IN THIS EXERCISE I WANT YOU TO TAKE ON THE PERSPECTIVE OF AN OBJECT. I AM DZIGA VERTOV, A RUSSIAN FILMMAKER. I WORKED FOR THE RUSSIAN GOVERNMENT FROM 1917 UNTIL THE 1940'S. ONE OF MY MOST FAMOUS FILMS, "A MAN WITH A MOVIE CAMERA," DETAILS, FROM A WIDE VARIETY OF PERSPECTIVES, RUSSIAN CITY LIFE IN 1929.



## ASSIGNMENT 1

**CHOOSE ANY OBJECT IN THE ROOM AND WRITE WHAT IT IS ON THE LINE: (FOR EXAMPLE "TRASH CAN")**

-----

**IMAGINE YOUR OBJECT HAS "EYES"  
VIDEOTAPE 10-20 SECONDS FROM THE  
PERSPECTIVE OR "POINT OF VIEW"  
OF THE OBJECT.**



# THE FRAME GAME

FRAMING MAKES  
PICTURES  
INTERESTING.  
FRAMING IS HOW MUCH  
OR LITTLE OF YOUR  
SUBJECT YOU CHOOSE  
TO SHOW WITH YOUR  
CAMERA. FRAMING IS  
ABOUT THE SPACE  
AROUND YOUR  
SUBJECT.

## ASSIGNMENT 2

SET YOUR CAMERA IN A SECURE LOCATION OR HAVE A FRIEND HOLD IT. STAND IN FRONT OF THE CAMERA AND TURN THE LCD SCREEN TO FACE YOU.

PUSH RECORD.

1. HOW MUCH OF YOUR FACE CAN FIT INTO THE SCREEN?
2. BACK UP SO YOU FIT YOUR HEAD TO TOES.
3. PRETEND TO PUSH ON THE SIDE WALL OF THE "FRAME" AND HAVE SOMEONE MOVE THE CAMERA SLIGHTLY TO MAKE IT LOOK LIKE YOU ARE ACTUALLY "PUSHING" THE FRAME.
4. HAVE SOMEONE GENTLY SHAKE THE CAMERA. AN EARTHQUAKE! ACT AS IF YOU ARE IN AN EARTHQUAKE...

**MAKE SURE YOUR CAMERA IS  
RECORDING ALL OF THIS!!!!**



## ASSIGNMENT

# BLUESCREEN

ALSO KNOWN AS CHROMA KEY OR GREENSCREEN. ALLOWS YOU TO SUPERIMPOSE PROPS AND ACTORS ONTO A PRERECORDED OR IMAGINARY SCENE USING SPECIAL COLOR AND FREQUENCY REPLACEMENT TECHNOLOGY. WHEREEVER THE CAMERA 'SEES' BLUE IT REPLACES IT WITH ANOTHER IMAGE, PICTURE, VIDEO OR COLOR.



GO TO THE STUDIO AND RECORD A FEW MINUTES OF YOU AND YOUR GROUP USING THE BLUESCREEN. USE YOUR CAMERA TO:

1. RECORD SOME SHOTS USING THE BLUESCREEN,
  2. RECORD SOME SHOTS OF THE CONTROL ROOM AND OPERATOR EXPLAINING THE PROCESS
  3. GIVE THE OPERATOR YOUR TAPE TO RECORD YOUR GROUP USING BLUESCREEN TECHNOLOGY.
- NOT AT THE STUDIO? SKIP THIS ACTIVITY.

## ASSIGNMENT 4

# HOW TO:

Videotape someone from your group demonstrating, an action such as tying your shoe, doing a somersault, making a telephone call or another action of your choice.

USE:

- \*three different angles
- \*three shot types such as medium, close-up or wide shots
- \*keep it short



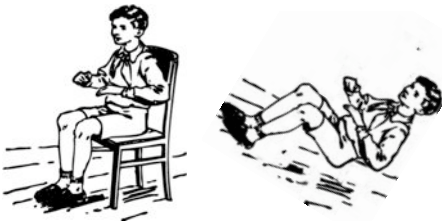
# NOW YOU SEE IT. NOW YOU DON'T.

## ASSIGNMENT 5

**MOVIES USE SPECIAL EFFECTS TO MAKE THINGS LOOK, EXTREME, DRAMATIC, OLD, MAGICAL, ETC. MOST OF THESE EFFECTS ARE APPLIED AFTER FILMING, DIGITALLY, DURING EDITING. THERE ARE SOME FUN EFFECTS YOU CAN USE TO CREATE ILLUSIONS USING MATERIALS AT HAND.**

### THE DISAPPEARING ACT

1. WHEN RECORDING, PAUSE AND THEN CHANGE THE ACTION AND THEN RESUME RECORDING. IT WILL LOOK AS THOUGH MAGICALLY THE ACTION CHANGED. FOR EX: SOMEONE SITTING IN A CHAIR, FREEZE ACTION, STOP RECORDING, REMOVE THE CHAIR, START RECORDING, RESUME ACTION (FALLING) YOU HAVE CREATED A SPECIAL DISSAPPERAING ACT.



### DOLLY SHOTS

3. MOVE THE CAMERA SLOWLY AND SMOOTHLY (AS IF ON WHEELS OR "DOLLY")

TOWARDS THE SUBJECT WHILE ZOOMING OUT. OR MOVE AWAY FROM THE SUBJECT WHILE ZOOMING IN.

WITH PRACTICE CAN BE USED TO CREATE AN EERIE OR DRAMATIC EFFECT.

### HOMEMADE FILTERS



2. USE SARAN WRAP, A THIN SCARF, A PLASTIC BAG OR SOMETHING ELSE THAT IS SEE THROUGH BUT CAN CREATE AN ILLUSION WHEN YOU RECORD THROUGH IT.

### FORCED PERSPECTIVE

4. SET UP THE CAMERA TO RECORD DIFFERENT ELEMENTS IN EXTREME PERSPECTIVE TO ONE ANOTHER. ILLUSION FOOLS THE EYE INTO MAKING OBJECTS APPEAR FARTHER, CLOSER, LARGER OR SMALLER THAN THEY ACTUALLY ARE.



photo credit: <http://www.flickr.com/photos/stuandgravy/>

# Public Service Announcewhat!?!?

BELOW IS A LIST OF IMAGES THAT REPRESENT REAL PUBLIC SERVICE ANNOUNCEMENTS (PSA).

A PSA IS LIKE AN AD, BUT INSTEAD OF SELLING YOU A THING IT IS TRYING TO CONVINCE YOU TO TAKE AN ACTION.

*ACTION:*

*IMAGE(S):*

*STATEMENT (OR FACT):*

*MESSAGE:*

SEATBELT USE  
BIKE HELMETS  
EXCERSIZE  
TREE PLANTING  
BOOK READING

List an action one of the above would try to get you to take.  
List an image and a statement the filmmaker might use.  
What is their message?

**WHAT PSA WILL YOU MAKE?**

*ACTION:*

*IMAGE(S):*

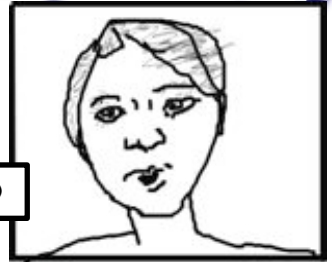
*STATEMENT/FACTS:*

*MESSAGE:*

# How do YOU SEE YOUR STORY?



EXTREME CLOSE UP (ECU)



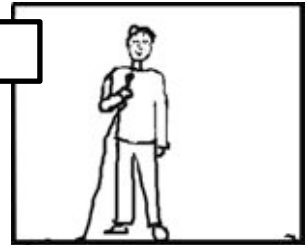
CLOSE UP (CU)



MEDIUM SHOT (MS)



WIDE SHOT



MEDIUM WIDE SHOT (MWS)



ESTABLISHING SHOT (ES)



BIRDS EYE



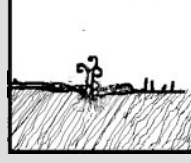
CAT'S EYE



# Telling a Story with Pictures

## ASSIGNMENT 7

HERE IS AN EXAMPLE OF A VERY SIMPLE STORYBOARD.



1. Medium Shot  
planting

2. Close Up  
watering

3. Wide Shot  
sun

4. Med Wide Shot  
first growth

5. Wide Shot  
full grown

### Script:

"The process of growing plants begins with a tiny seed, with care, the right conditions and time it will grow and reward your patience with beauty and companionship." instrumental music soft background overlay

NOW MAKE UP YOUR OWN VERY SIMPLE SCRIPT AND DRAW A STORYBOARD WITH SHOT DIRECTIONS.

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DESCRIBE THE SHOTS. USE THE TERMS YOU LEARNED:

SCRIPT:

*USE THE STORYBOARD BELOW TO RECORD A SHORT PUBLIC SERVICE ANNOUNCEMENT ABOUT CHANNEL 17 AND THE CENTER FOR MEDIA AND DEMOCRACY.*

## ASSIGNMENT 8

### AUDIO/STORYLINE

"Welcome to 294 North Winooski Avenue. You may not know it, but this place is totally cool!"



### SHOT TYPE DETAILS

Static M.W (medium wide) frame of talent standing next to the 294 sign.

"It's the home of CCTV, the Center for Media and Democracy and Channel 17"



Pan. Talent about to walk in the building's front door.

O.S (off screen): "This is community access, the door is open to you.."



Hand-held C.U (close up) opening door.

Ask question: "What is the Center for Media and Democracy?"



Find Channel 17 person sitting at their computer. M.W shot with computer in frame.

## STORYBOARD TEMPLATE

CU=CLOSE UP DETAIL OF A PERSON, OBJECT OR SCENE

MS=MEDIUM SHOT HEAD AND SHOULDERS, OUT FROM SUBJECT

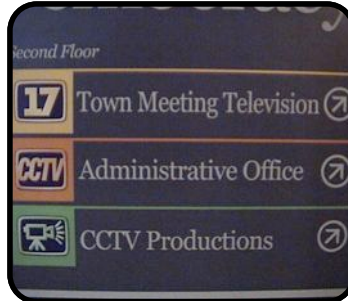
WS=WIDE SHOT SHOWS THE WHOLE SCENE, WHOLE PERSON

ES=ESTABLISHING SHOT SHOWS WHERE SCENE IS TAKING PLACE

TELL A SHORT STORY OR PIECE OF A STORY HERE,

### AUDIO/STORYLINE

music



C.U frame of the channel 17 poster in hallway.

MUSIC



W.S (wide shot) of talent walking down hallway towards the studio.

"Hi. this is channel 17 summer camp."



Wide shot of talent at studio desk. Include cameras.

"I have something to tell you."



Medium Wide shot of talent behind studio desk.

NAME:

DATE:

## STORYBOARD TEMPLATE

CU=CLOSE UP DETAIL OF A PERSON, OBJECT OR SCENE

MS=MEDIUM SHOT HEAD AND SHOULDERS, OUT FROM SUBJECT

WS=WIDE SHOT SHOWS THE WHOLE SCENE, WHOLE PERSON

ES=ESTABLISHING SHOT SHOWS WHERE SCENE IS TAKING PLACE

TELL A SHORT STORY OR PIECE  
OF A STORY HERE, USING WORDS,  
PICTURES AND DESCRIBING THE SHOTS.

### ASSIGNMENT 9

AUDIO/STORYLINE

SHOT TYPE  
DETAILS

AUDIO/STORYLINE

SHOT TYPE  
DETAILS

AUDIO/STORYLINE

SHOT TYPE  
DETAILS

AUDIO/STORYLINE

SHOT TYPE  
DETAILS

NAME:

DATE:



# ?Questions?

LOOK INSIDE THE WORD QUESTION AND YOU FIND A QUEST. A JOURNEY INTO THE LIVES, INTERESTS AND THOUGHTS OF ANOTHER PERSON, GROUP OR IDEA.

## ASSIGNMENT 10

WHO  
WHAT  
WHY  
WHERE  
WHEN  
HOW  
AND  
TELL ME...

1. DESIGN AN OPEN ENDED QUESTION, USING ONE OF THE WORDS ON THE RIGHT, THAT YOU MIGHT ASK SOMEONE.

**FIND SOMEONE TO ASK AND RECORD THEIR ANSWER USING A CLOSE UP SHOT.**

2. DESIGN A QUESTION THAT STARTS WITH ONE OF THE WORDS ON THE RIGHT THAT YOU WOULD ASK SOMEONE YOU JUST MET.

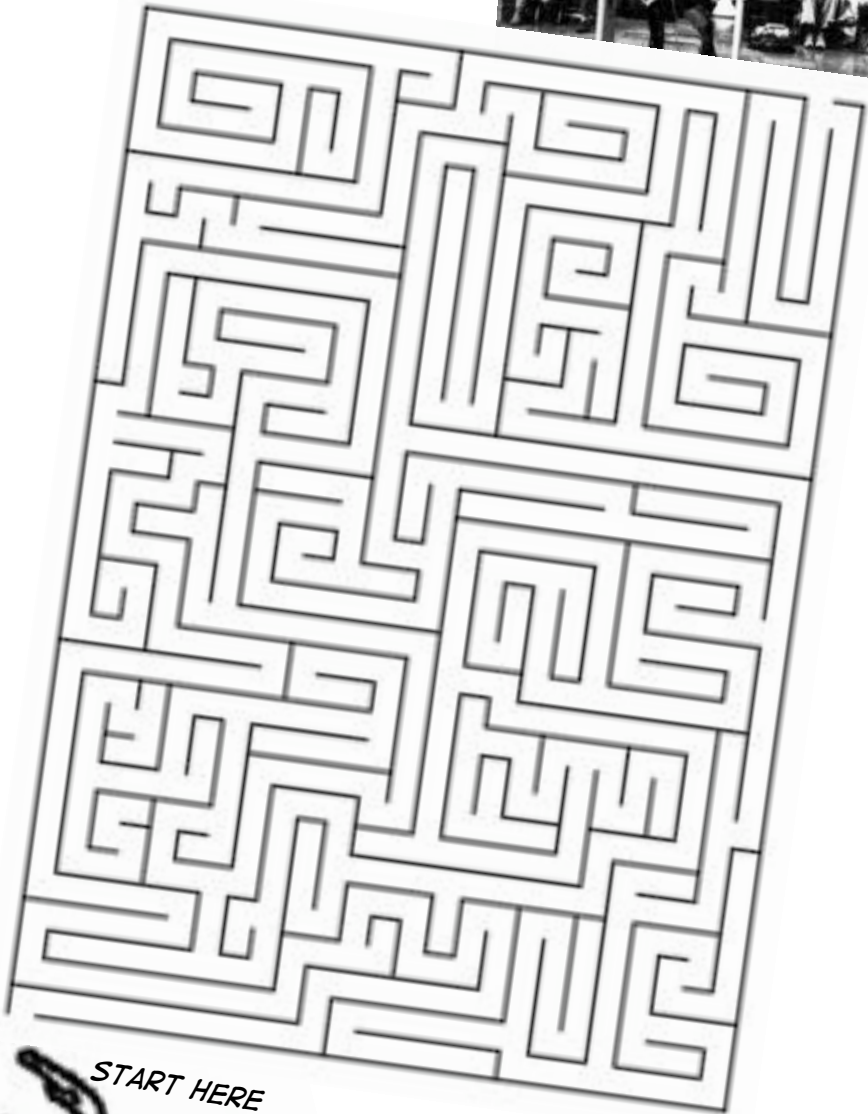
**FIND SOMEONE TO ASK AND RECORD THEIR ANSWER USING A MEDIUM SHOT.**

3. WHAT MIGHT BE THE NEXT QUESTION YOU ASK THEM? (THE FOLLOW UP QUESTION.)

**RECORD THE ANSWER USING A CLOSE UP SHOT.**

4. DESIGN A QUESTION THAT BEGINS WITH HOW. RECORD THE ANSWER USING A WIDE SHOT.

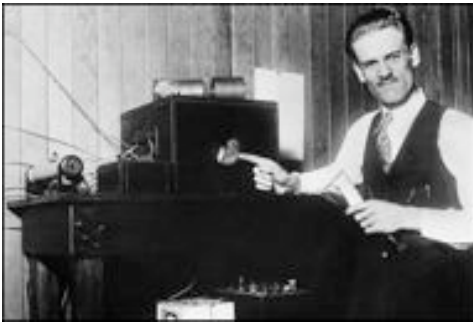




START HERE



HELP ME  
GET TO  
THE  
MEETING



## The Story of A Young Inventor

At the age of 11 in 1918, Philo Farnsworth moved to his new home in Idaho. This new home had something that his family had never lived with before, Electricity! Philo loved to read, but he had a particular knack for working with electricity. he fixed the farm equipment, he built machines to do farm chores that had usually been done by hand, and he imagined and tinkered. his family couldn't afford books, but the previous home's occupants had left behind a stash of science and invention magazines that he used to cultivate and nourish his imagination and discoveries. one realm particularly entranced him, the idea of sending "pictures through the air." some early names for these inventions were: "radioscope," "teleamophone," "radiovisor," "telephonoscope," and finally "television." Philo studied, and met a teacher who aided and awed at his abilities. His burning ambition was to understand how pictures could be transmitted using electricity "The summer of 1921 found Philo T. Farnsworth, age fourteen, strapped to a horse-drawn disc-harrow, cultivating a potato field row by row, turning the soil and dreaming about television to relieve the monotony. As the open summer sun blazed down on him, he stopped for a moment and turned around to survey the afternoon's work. In one vivid moment, everything he had been thinking about and studying synthesized in a novel way, and a daring idea crystallized in this boy's brain. As he surveyed the field he had plowed one row at a time, he suddenly imagined trapping light in an empty jar and transmitting it one line at a time on a magnetically deflected beam of electrons." After this he worked on the plans and developed a drawing which he shared with his teacher, Mr Tolman. He left in Tolman's possession a diagram of his thoughts. At the age of 15 he had drawn the plans upon which the modern television of today was built. Around the same time another inventor also formulated ideas similar to Philo's and applied for a patent. Philo was able to use the drawing held by Tolman to prove that he too had "invented" television and his name was also attached to the patent.

source: <http://www.farnovision.com/tbwit/chapter1.html>

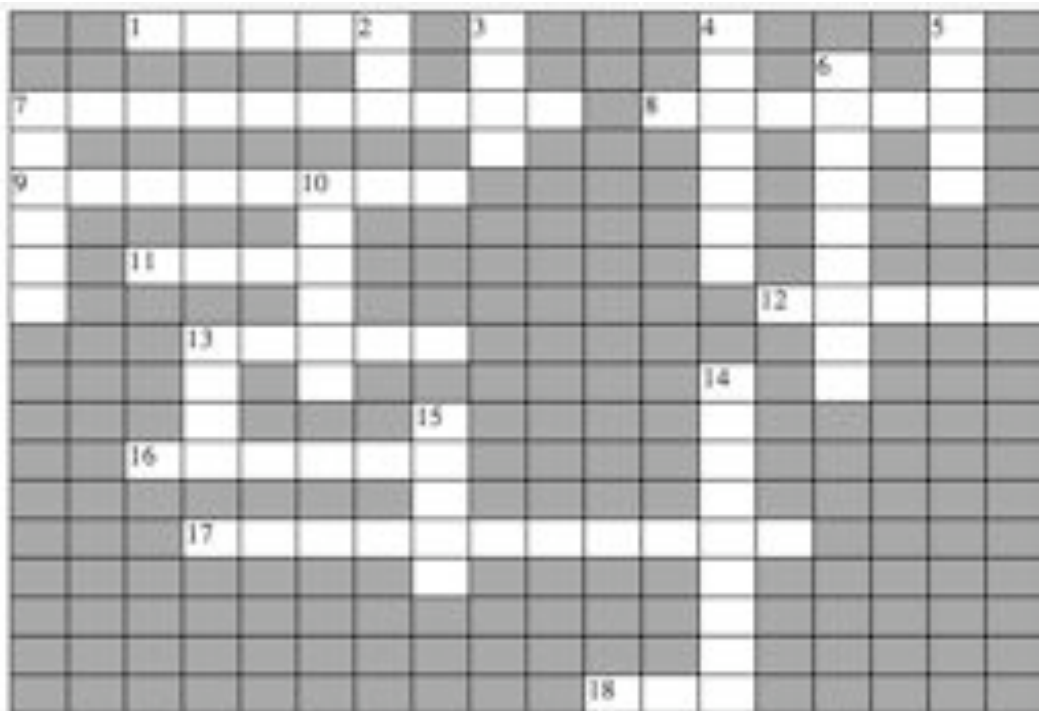
*I WONDER WHAT PHILO WOULD THINK OF THE  
TELEVISION OF TODAY. THE INTERNET!?!?*

*WHAT KIND OF COMMUNICATION SYSTEM WOULD YOU INVENT? DRAW IT HERE:*

*HOW DO YOU IMAGINE IT BEING USED?*







## ACROSS

## DOWN

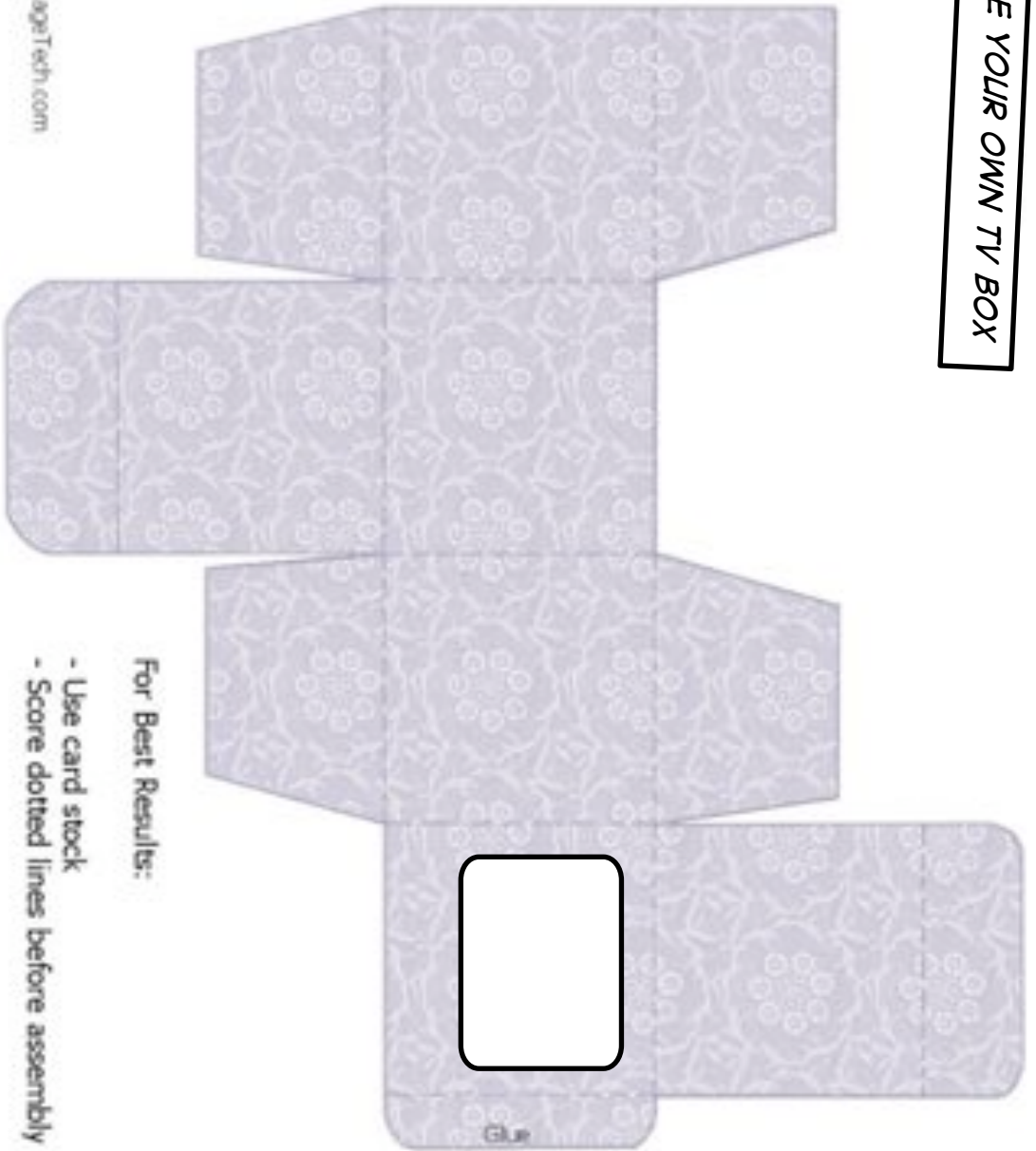
1. messages delivered through books, tv, ads, radio and more
2. they sell you something
3. to get closer to your subject using camera controls
4. things that really exist
5. what is created by the rectangular box of the television
6. form of government that takes into consideration each of its citizens needs
7. subjects in front of the camera
8. takes the video
9. ability to read and understand
10. what happens in front of the camera
11. person on the set asking questions
12. what you receive from viewers on a live show
13. what is being told, what a program is about
14. 5, 4, 3, 2, 1, action
15. to see clearly, to bring into vision
16. a room set up for recording television programs
17. what humans do with their eyes ears and mouths to understand each other
18. to move from side to side with the camera

WHY ARE WE WATCHING THIS BOX?



WHAT ARE THE PEOPLE DOING INSIDE THAT BOX? HOW CAN WE GET THEM OUT?

**MAKE YOUR OWN TV BOX**



**For Best Results:**

- Use card stock
- Score dotted lines before assembly

***YOU CAN GLUE THIS PAGE TO CARD STOCK, CUT, FOLD AND MAKE YOUR OWN LITTLE TV. LITTLE PUPPETS ON STICKS WORK WELL AS THE RIGHT SIZE TALENT***

*THANK YOU FOR BEING PART OF  
CCTV - CENTER FOR MEDIA AND  
DEMOCRACY AND CHANNEL 17/  
TOWN MEETING TV BY MAKING  
YOUR OWN MEDIA!*