VALENTIN ANŽUR, May 2023

THE IMPORTANCE OF VIDEO FOR DIGITAL ADVERTISING

1   MAKING THE VIDEO

1.1   Program

Although we primarily learn at school in Adobe Premiere Pro, I used a more familiar program, Davinci Resolve 18, for this project. DaVinci Resolve 18 provides a complete set of video production tools. Due to its user-friendly interface and flexible workspace, it can be used by users of all skill levels. The program offers collaboration features that make it an excellent choice for larger video productions, and its sophisticated color correction tools are particularly better compared to the competition. In addition, it supports many different video formats, which makes it easy to import and export videos from various sources, and its cross-platform compatibility ensures that it can be used on both Windows and Mac. Overall, DaVinci Resolve 18 is a reliable and flexible video editing program that meets all the requirements related to video production in one place.

1.1.1   Sound and sound effects

In post production and editing, sound and sound effects are key elements, as they give the video project depth and dimension. The soundtrack of a video can improve mood and atmosphere, foster emotional connection with the audience, and strengthen storytelling by highlighting key details. Sound effects can also replace lost or defective sounds, add new sounds to the scene, or fix problems with the original sound recorded during recording, such as background noise or wind interference.

Audio can also add realism to a video so that it takes the viewer more. By adding ambient noise or sound effects, such as steps, to the venue, the viewer can be transferred to another environment and experience a more accurate representation of the scene. Audio can also give a

video or project a distinct identity by incorporating original music and sound effects that set it apart from similar works and enhance its effect and memory.

The Motion Array platform features an extensive library of templates, video effects, music, sound effects, and other video-related resources for creative assets and video editing. Using the subscription model, users can access and download an infinite number of resources from the library. Motion Array offers ready-made templates and resources that can be customized to the unique needs of the user, simplifying and increasing the efficiency of video production and post production. Both newcomers and professionals in the field of video production favor the platform because it is easy to use and accessible from any location with an Internet connection.

Since I think sound is very important for the above reasons, so I also took quite a bit of time to find suitable sound effects and music. In the end, I chose Knight of Style music. This music is a combination of hand and pop music and matches my final vision of the ad.

1.1.2 Installation

I divide video editing into steps, as it facilitates the whole processing process.

The first step of video editing is editing. I share all recorded videos in a common folder and review them. After completing the review, I select the recordings that are suitable and import them into Davinča Resolve 18. I also import music, sound effects, photos and graphics into the program. Of course, I sort these elements into the media pool for a more orderly assembly process.
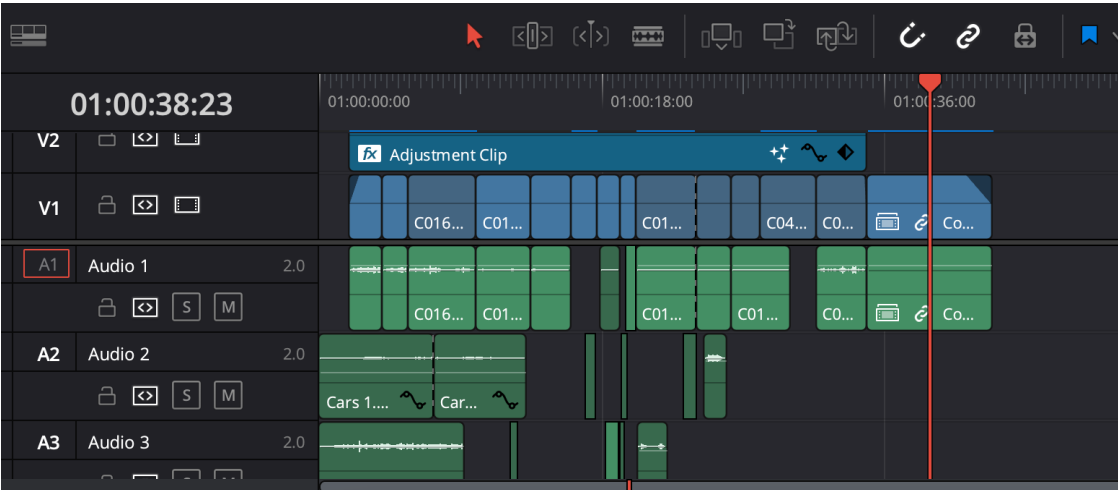

Figure 1: Assembly

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1.1.3 Adds music and rough cutting

Before I start a rough cut, I add music first. Music determines the rhythm and speed of the video. That's why it's important to take the step of adding music before adding videos. After adding music, I can start adding and cutting videos. Of course, I cut videos to the rhythm of music, as this will make the whole video more interesting and hold the viewer's attention longer.

1.1.4 Fine cutting

In fine cutting, the rhythm and length of the videos are burned, and sound effects and rough color correction are added. In this part of video editing, it is also important to devote ourselves to the mentor to get his opinion, criticism, and the possibility of improvement. This part is quite extensive, as there is a great emphasis on details.

1.1.5 Color correction

Color correction is the process of adjusting and balancing the colors in a video to improve the overall look and feel of your shot. Davinči Roselve 18 has an innovative way of color correction, as it is based on the use of nodes. This method of color correction brings a learning curve. This is especially true for the user who comes from using Adobe Premiere Pro.

To facilitate my work, I like to share the process of color correction with neat nodes. I could make all the changes on one node, but that would bring a greater chance of a plot and harder to change. Therefore, I make it easier for myself to work so that each part of color correction has its own node. Depending on the destination, the number of nodes varies. In this case, I had five nodes. The first is basic without any additives, the second is white balance, the third is color correction, the fourth is brightness and other minor changes than sharpness and noise, and the last node is designed to add LUT-s.

A very important addition to the video is the glow effect. This effect allowed me to increase the brightness of the lamp, which is a very good improvement, especially for an ad where the key is to display the brightness of the lamp.
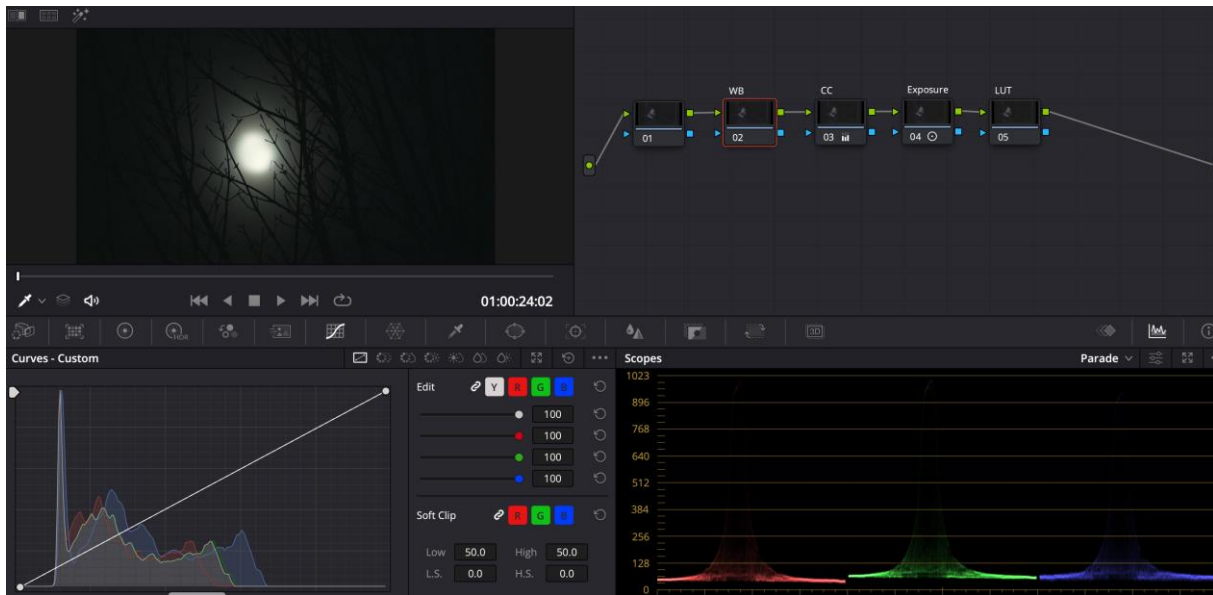
Figure 2: Color correction

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1.1.6 Final graphics

The last part of the video, however, is the final graphics. This is also why I had to photograph the product. This part requires photos, the Reusable Technologies logo, the rEflash product logo, usage icons and a suitable font.

Logos, icons and font types were kindly provided to me by Tomaž Hren, one of the founders of Reusable Technologies. The fonts used were Arsenal and Black Ops One.

I made the finished graphics in layers. I started with a composite background and a snapshot of a person walking on a flashlight night, as well as three rows of fog shots. All these layers are mixed together to make the final look the most aesthetically appealing.

When I was satisfied with the background, I proceeded to the graphics. The left side contained the Reusable Technologies logo, and in the foreground the rEflash lamp photo. You'll see usability icons next to the photo. On the right, there are the Reusable Technologies and rEflash logos, and the slogan rEthink.rEmake.rEuse. I am very pleased with the final look, because it harmonizes nicely with the rest of the video and is visually very beautifully made.
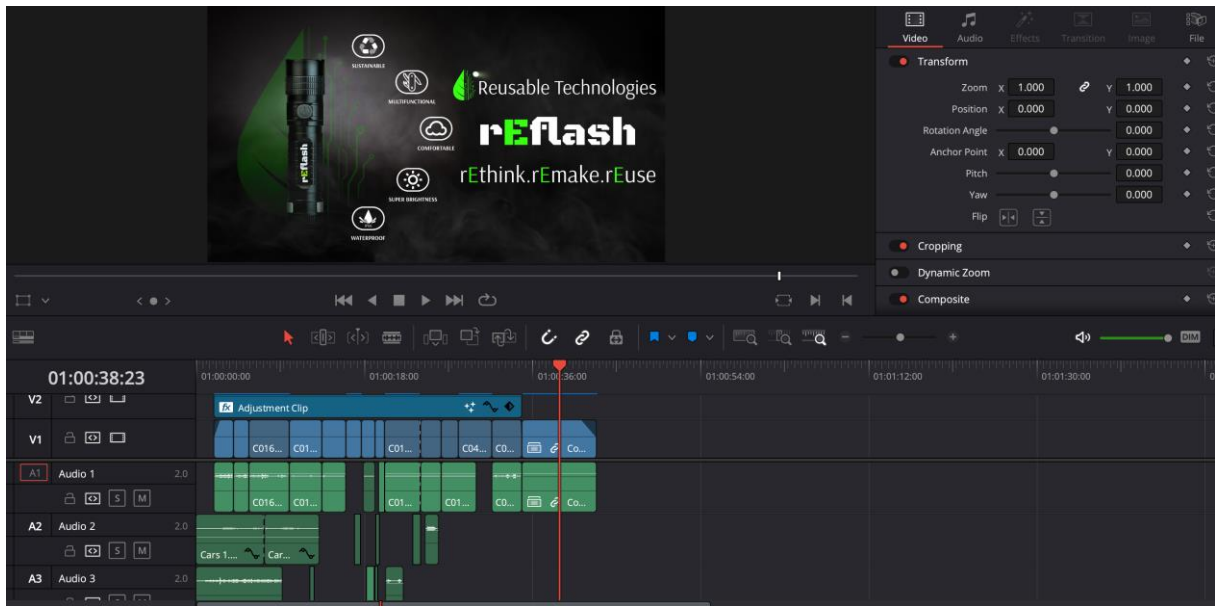
Figure 3: Final graphics

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1.2 FINISHED PRODUCT AND EMPLOYER OPINION

After the last minor changes, I was very pleased with the finished video. The course of the video, as well as the appearance, was very similar to what I imagined at the beginning of the project. I handed over the finished video to an employer who was satisfied with the video and aired it at a fair he attended the same day.

The employer liked the finished product, but he had some minor criticism. In the video, he hoped to show a little more features of the lamp, but also added that it is not the biggest problem, since individual videos can be created for the rest of the properties. But he also expected that the brightness of the lamp would be more visible. He hoped that during the assembly the brightness could increase considerably. This is an acceptable criticism, but in my opinion, this is a bit morally objectionable to me, because by doing so the video misleads the viewer that the lamp is brighter than it really is.

2 POSSIBILITY OF IMPROVEMENT?

I'm happy with the finished product, but there are some areas I would improve. As a video graphics and general promotion student, I've learned quite a few new things and manufacturing methods since making the video.

Regarding the production of video, I would try to record the frames in a darker environment, since the road lights reduced the brightness of the lamp. I am satisfied with the video based on the production. What kind of frame could be filmed a little better, but in general I have little criticism. I could only add a show of some other properties, such as water resistance.

If I had to recreate an ad video, I'd also try ad promotion to see if the video is interesting enough to increase traffic and lamp sales.

3   SUMMARY

This project assignment taught me many new skills in video promotion, video making, story writing, photography and using video to convey a message. I also had the opportunity to apply the knowledge learned in class. I learned a lot of new knowledge that will come in handy in the future. I also got the idea to choose the new equipment used, which will be great for making and advancing my business in this field.

I would like to thank Simon Jeraj, who was my mentor in practice and gave me a lot of valuable advice that helped me not only in the field of video production, but also in the field of discipline and the realization of my goals.

I would also like to thank my mentor Uroš Raztredel for his approach to lecture classes. In attending your watches, I gained a lot of knowledge about the manufacture and use of equipment in video recording and production. And it is a knowledge that I intend to apply throughout my entire life.