

TV ENVIRONMENT AND FEATURES.

Television is a **mass media** which includes human, literary, technical and spatial elements among others. **TV channels** are businesses which are groups of people who need to keep an audience. They organize and carry out their own filmings in **TV studios**. They also buy programs to other channels or production companies.

Different types of professionals work on TV programs in different phases. The Television **producer** is the person responsible for all the processes. **Pre-production** is the phase in which filming is prepared: technical scripts, titles, graphics, etc. are created and determined.

Match the concepts given in the two columns:

MASS MEDIA	TEACHING
GENRE	FORMAT
PRODUCER	TV REALIZATION
POST-PRODUCTION	REALITY SHOW
ENTERTAINING FORMAT	CHAPTERS
FICTION FORMAT	BIG AUDIENCE
DOCUMENTARIES	EDITING AND ASSEMBLING

During the **Production phase** the staff tunes up all the technical elements, actors get prepared in rehearsals and the final filming is carried out. Finally, during **Post-production**, the recordings are edited and assembled. **Formats or television genres** are the specialized programs that appear on television, each of them with their own features. **Entertainment formats** are contests, reality shows, magazine programs, etc. that make use of humor, emotion and surprise to engage with the audience. **Fiction formats** are mainly television series, soap operas, miniseries, etc. that tell stories and consist of a certain number of chapters. **Documentaries** are a genre of disclosure showing different realities. Its objectives are to teach, inform, describe or report facts.

LANGUAGE OF TELEVISION:

Television: It is a mass media way of communication which includes human, literary, technical and spatial elements among others. Television or the different channels are businesses and therefore groups of people who have the need to maintain an audience.

TV Studio: This is where the channels organize and carry out their own filming or programs.

Television producer: Responsible for the realization processes, his/her principal figures are the producer and the director.

Pre-production: It is the preparation before filming. In this stage, technical scripts, titles, graphics and so on are created and concreted.

Production: It includes different stages such as tuning of technical elements, preparation of actors, rehearsals and the final recording.

Post-production: It is about editing and assembling all the shots.

Script: It is a text that contains everything that happens in the visual narrative

NARRATIVE STRUCTURE AND TECHNICAL SCRIPT

A **Technical script** shows in detail all the **shots**, the **scenes** (actions that happen in the same place, which contain a certain number of shots) and sequences (narrative units containing different scenes), in addition to the respective **dialogues**. A **Graphic script** shows how the shots look like and have some notes regarding **sound effects, timings**, and other details.

Narrative structures are the fundamental parts that form the development of the full story. They can be split into **Acts**. Normally every story can be divided in three main parts or acts: **start up, confrontation and resolution**.

IMAGE SEQUENCE:

Image sequences are **set of images** following an order in which one picture follows another, it is a successive arrangement of images **telling a story or showing a motion**.

We can find image sequences in **prehistoric art**, in all **art history**, as well as in **current cinema or comics**.

On the left we can see a **medieval wall painting** telling us the death of Christ. This sequence lasts about three or four days. But we can also find sequences that depict only a few seconds.



Watch this [Vimeo Tutorial](https://vimeo.com/60902794) on how current professional photographers can make image sequences

<https://vimeo.com/60902794>

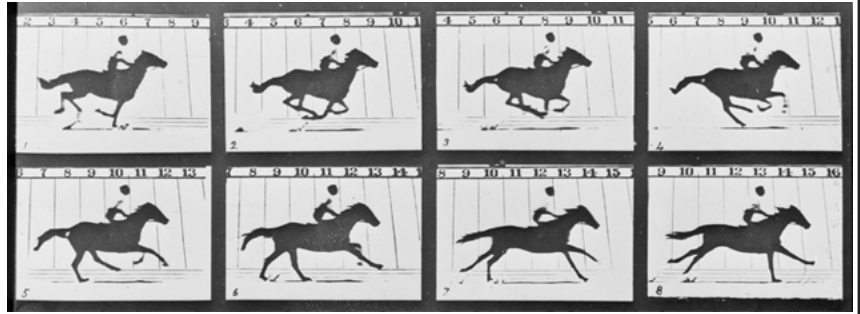


Medieval wall painting showing the sequence of Crucifixion Hamra church. Gotland. Sweden. XV Century

Source: https://commons.wikimedia.org/wiki/File:Gotland-Hamra_kyrka_08.jpg

FROM ANCIENT CINEMA TO NEW TECHNOLOGIES AND IMAGE

Cinema is based on **motion pictures** collected by the **projection** on the **screen** at **24 frames** or pictures per second. **Eadweard Muybridge** was a photographer known for his pioneering work on animal locomotion in the late 19th century. He used **multiple cameras to capture motion** in stop-action photographs. He invented a device for projecting motion pictures, that was the seed of animation and **cinematography**. By then multiple devices, more or less complicated came out to show pictures animations: **Zoetrope**, **Praxinoscope**, etc.



Horses. Eadweard Muybridge.
Source: <http://www.eadweardmuybridge.co.uk/>

See these frames animated in a out this [Youtube video](#)

<http://youtu.be/IEqccPhsqgA>



Zoetrope
Source: <http://www.stageninedesign.com/>

Most of the Cinema visual **special effects** were obtained, at its beginning, drawing **animations** that appeared to be real in the **films** or making alterations of the 24 frames sequences. Fine arts such **sculpture** or **painting** kept on evolutionating till they acquired the video as a medium to express ideas in the 20th century. Also new technologies in image have developed most of their features.

Currently Art holds disciplines such as **infographic design**, which shows digitally made images. Digital images can be vectors made, which are held by mathematic formulas that describe **shapes**, or bit maps, images formed by **pixels**. These new current digital images can show animations as well, all created by computers. Video Games are made using **infography**. **Video art** is one of those new art branches that use any of these resources.

See how it looks like when you see an animation in a zoetrope in [this link](#)



<http://andrew-hoyer.com/experiments/zoetrope/>

By watching this [Youtube video](#) you will learn how pixels were born from ancient photography to modern TV devices



<https://youtu.be/DR2dRWfr7m0>

VIDEO GAMES:

Video games are part of an industry that moves lots and lots of money. Video Games have a lot to do with cinema. They tell a story, they have visual and audio information, etc. with the difference that they are interactive. A video game is made out with different people that carry out different aspects or parts of each videogame.

User interface designer constructs the user interactions and feedback interface, like menus or heads-up displays. **Gameplay** is the interactive aspects of video game design. It involves player interaction with the game, usually for the purpose of entertainment, education or training.

Many games have **narrative elements** which give a context to an event in a game.

Audio design is the process of creating or adding all of the sound effects or soundtrack to the game.

Content design is the creation of **characters**, items, puzzles, and missions or levels.

IMAGE AND NEW TECHNOLOGIES VOCABULARY:

Interactive Art: It is a recent mode in which the viewer, unlike traditional art such as sculpture or painting, can modify or interact with the artwork. Usually works containing electronics, robotics and computer graphics.

Installation art: It is an art form with which the artist expresses the ideas using a series of objects arranged in space. Currently most of the installations make use of new technologies as a way of storytelling and script expression. The traditional narrative disappears giving place to all types of shapes and sounds with a purely artistic intention.

Video Art: It is an art form based on the moving image as a means of expression.

Infographic design: The image processed by computer. There are many types such as bitmaps, vector image, static or animated as well as three-dimensional vector images.

Bit Map: It is an image whose information is registered as pixels that are small colored squares that form the image. The most common computer formats for bitmaps are BMP, JPG and GIF that can display a sequence of images leading to an animation.

Vector images: These are images whose information is saved in form of vectors which are lines that can acquire properties such as outlines, curves, and color variations in thickness or enclose shapes with fills and strokes. Vector images can be static, two dimensional, three-dimensional and animated.



Super Mario Land Video game screenshot
Source: <http://www.zehngames.com/>

Shot types.

Audiovisual language is a communication system that integrates all kinds of visual elements (figurative, abstract, schematic, etc.) and sound elements such as sound effects and music to transmit the information. Cinema is a means of mass communication, influencing the likes and sensibilities of people. It is also an art, including various disciplines such as image, sound, choreography and interpretation, it tells a moving story in a certain space and time.

A shot is the portion of space taken by the camera from one point to focus on the scene or its elements. Each type of shot offers different kind of expressive values.

The School of Athens is one of the master pieces by the Italian Renaissance artist Raphael. It shows many classic philosophers in one single space that seems to be a scene of a movie with all their characters.

ACTIVITY__ Read by pairs the types of shots written below and take turns to describe every of the five pictures at the bottom of the page, after describing them label them with the type of shot name.

TYPES OF SHOTS:

Shot: It is the portion of space taken by the camera from one point to focus on the scene or its elements. Each type of shot offers different kind of expressive values.

Long shot: It covers much of the stage, describes environments without getting into specific descriptions of characters or objects. It is usually used to set the scene or at the beginning of an action.

Medium shot: It Covers from the waist to the head. If the plane shows from the knees to the head is called the **American (or cowboy) shot**.

Close-up: The frame shows the head and shoulders, showing the expression of the character.

Extreme close-up: It shows the character's head from chin to forehead.

Cut-in shot: It consists of focusing on part or detail of an object.



Athenas school . Rafael. 1512. Extreme Long shot

Source:<http://commons.wikimedia.org/>



CINEMA

Audiovisual language: It is a communication system that integrates all kinds of visual elements (figurative, abstract, schematic, etc.) and sound elements such as sound effects or music to transmit the information.

Film: It is a means of mass communication, influencing the likes and sensibilities of people. It is also an art, including various disciplines such as image, sound, choreography and interpretation, it tells a moving story in a certain space and time.

Film language: Its structure is based on motion pictures collected by the projection on the screen at 24 frames per second.

Frame: It is the space taken up by the camera or film.

Image sequence - An order in which one picture follows another, it is a successive arrangement. In cinema, a series of single film shots so edited as to constitute an aesthetic or dramatic unit, an episode.

CAMERA MOTIONS

They are used to streamline the story and accompanying movements of the characters, there are three main.

Pans: They are made with the camera on a tripod, turning to guide the viewer's gaze.

Dolly: The camera moves on a rail. **Dolly-in** means step towards the subject with the camera, while **dolly-out** means to step backwards with the camera.

Truck: The camera also moves on a rail, but follows the action sideways.

ANGULATIONS OF THE CAMERA

Depends on the point of view that the camera displays. They are used to transmit certain feelings. anxiety, superiority, oppression, etc..

Eye level: The camera focuses parallel to the ground, at the height of the characters.

Tilt: The camera focuses up and down.

Worm's eye: The camera focuses the scene from the bottom up. Opposite is the **Bird's eye** in which the camera focuses the scene from below.

NARRATIVE IN FILM

Technical script: Shows in detail all the shots, the scenes (actions that happen in the same place, which contain a certain number of shots) and sequences (narrative units containing different scenes), in addition to the respective dialogues.

Narrative structure: they are the fundamental parts that form the development of the full story

Set up: A string or several which presents the characters and settings introduces the story.

Confrontation: It is the most extensive of the film consists of several sequences.

Resolution: It is the conclusion or the end of the story.

TELEVISION GENRES

Format or television genre: They are the types of specialized programs that appear on television each of them with their own features.

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