



„10 seconds“

vidusign creative discovery 01: One shot video

Summary of the task

„10 seconds for your sign“ is an entry, one shot exercise where you record ten seconds of your sign name, your favourite sign or a gesture that is very typical for you or your national culture. Play with different camera positions and lighting and choose your favourite option. Editing is not required for this task.

Reference

Genre	One shot video (no editing)
Learning goals	Understand moving images and camera framing
Level of production	Beginner
Time needed	2 hours minimum
Equipment needed	Video camera, monitor / projector for presentation



Steps to take

1. *Collect an idea:* choose one sign you want to record: your sign name, favourite sign or typical gesture
2. *Explore camera framing, positions, movement, lighting:* Record a range of different shots with
 - a. different camera framing (further away, closer)
 - b. different camera positions (high, low, from the side)
 - c. different camera movements (zooming, walking in, pan, change positions)
 - d. different lighting (inside, outside, strong backlight, shadows)
3. *Choose your favourite shot:* Look through everything you have recorded and choose one
4. *Present your video clip:* Show your chosen clip to your working group.
5. *Share your film!*

Examples

Example 01: „Diversity“

Example 02: „Lebenslauf - CV“