

# Videoprototyping

**Alexander Wiethoff**

Representing complex relationships, new behaviours and attitudes are an integral part of interaction design.

These can be represented through many means including sketching and making physical prototypes.

However, capturing a journey **over time** requires a linear medium like **video**.

# Why Prototype ?

Prototypes help to validate the value of new ideas and test initial assumptions.

Prototypes can also help to convince others and yourself.

## Benefits:

Low resource and time investment

Faster feedback and a participatory approach

Early Validation in the development life-cycle

# "Just Enough Prototyping"

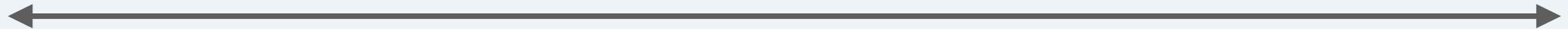
Understand your audience and choose the right level of resolution and fidelity.

Judge the time and resources available.

Go for the easiest and simplest track, don't overdo you prototype for a given context.

Low Fidelity

High Fidelity



Open Discussion

Sharp Opinions

Prompting Required

Self Explanatory

Quick and Dirty

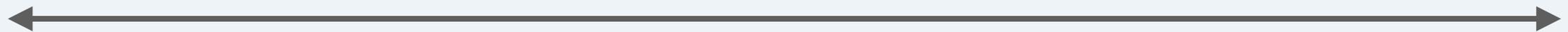
Deliberate and Refined

Early Validation

Concrete Ideas

Low Resolution

High Resolution



Less Details

More Details

Focus on core interactions

Focus on the whole

Quick and Dirty

Deliberate and Refined

Early Validation

Concrete Ideas

# Video Prototyping **applied**

# Storyboard and **Keyframes**

# Example: „Ensemble Computing“

Client : INTEL

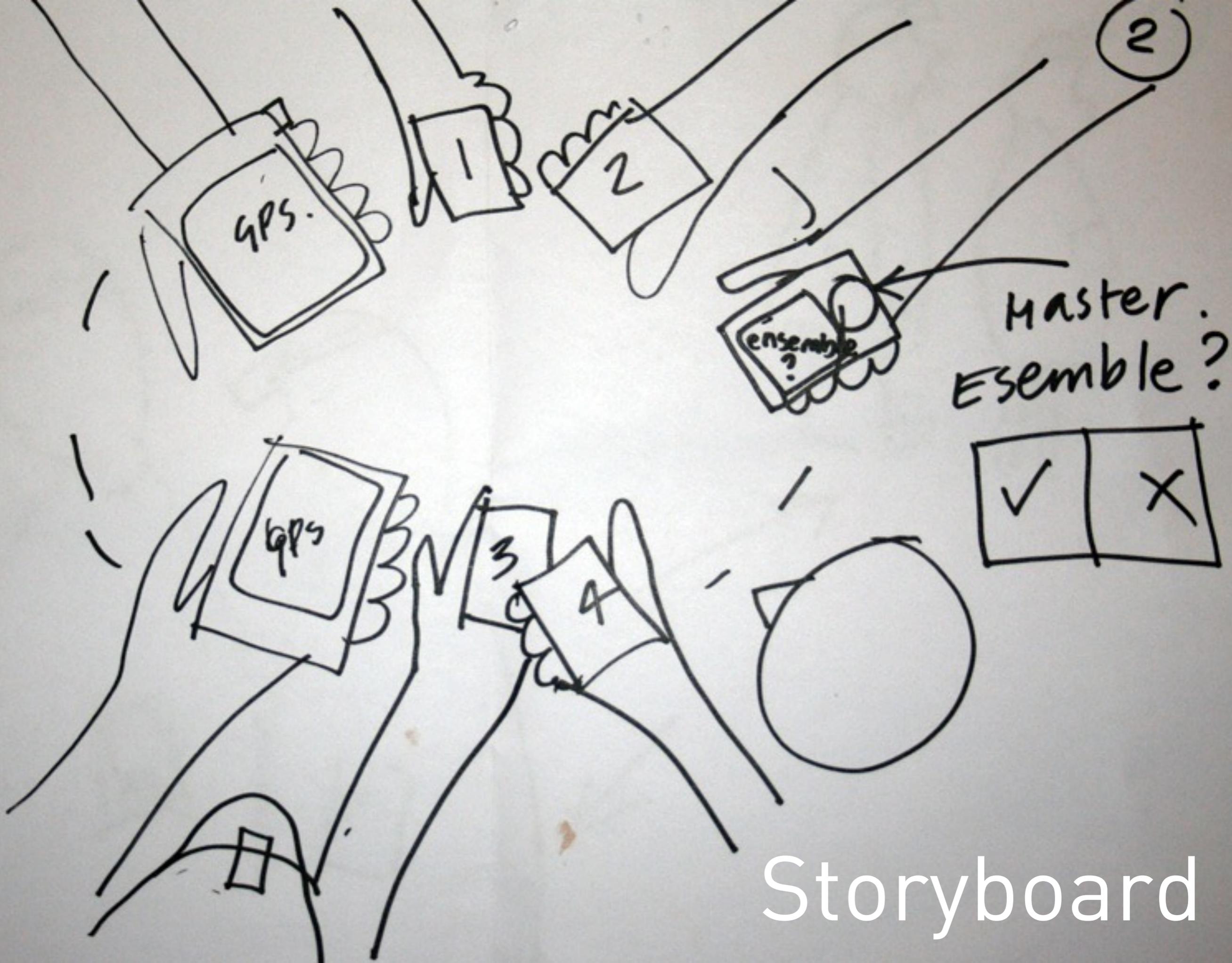
Deliverable : 4 High Fidelity Video Scenarios

**First Step**

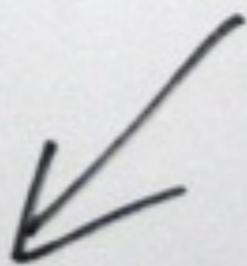
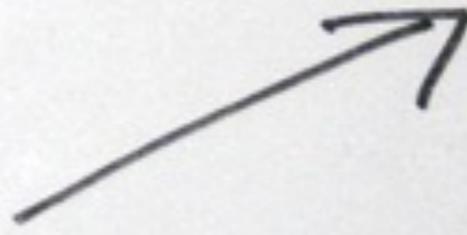
Scenario generation



Brainstorming

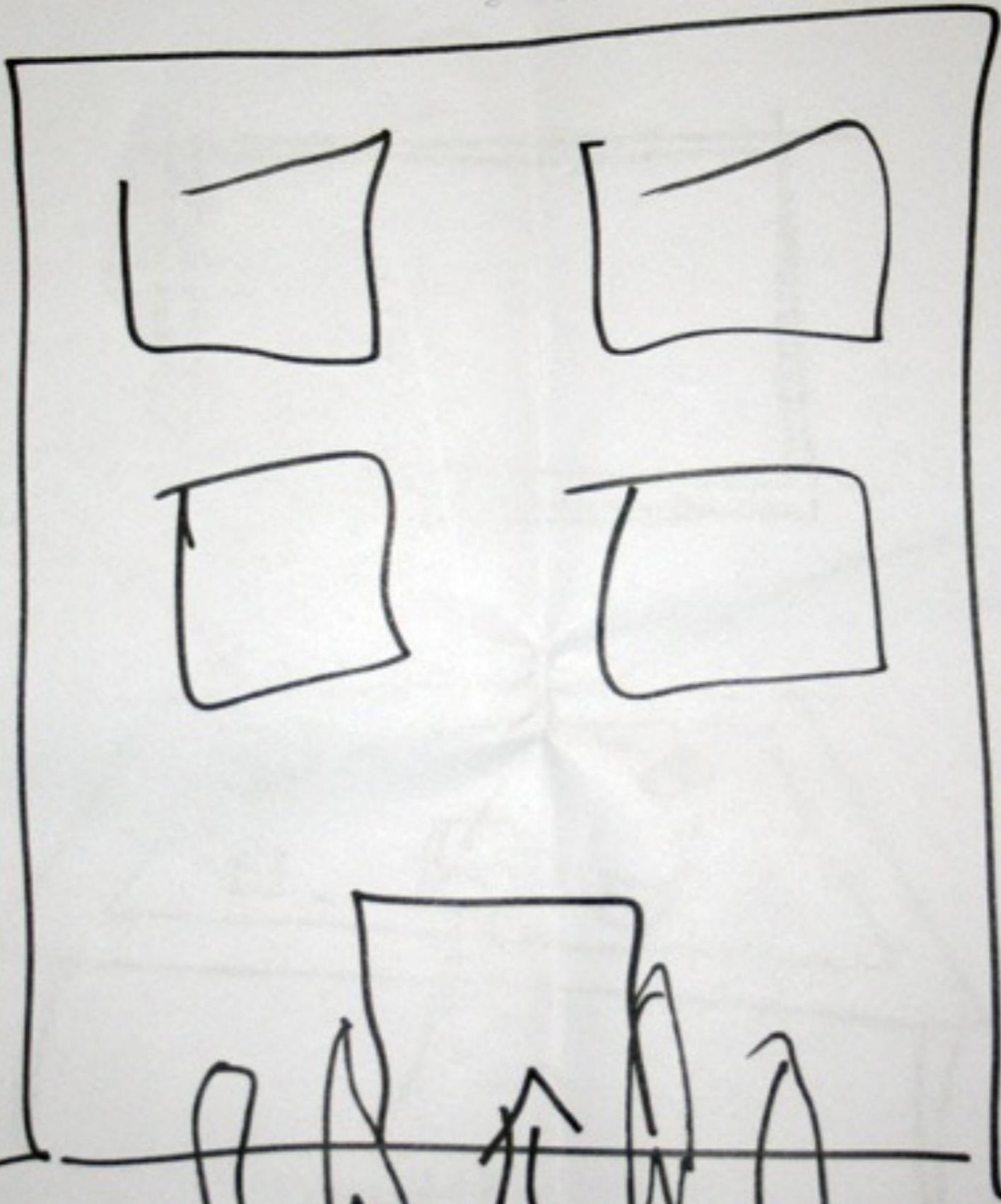


Storyboard

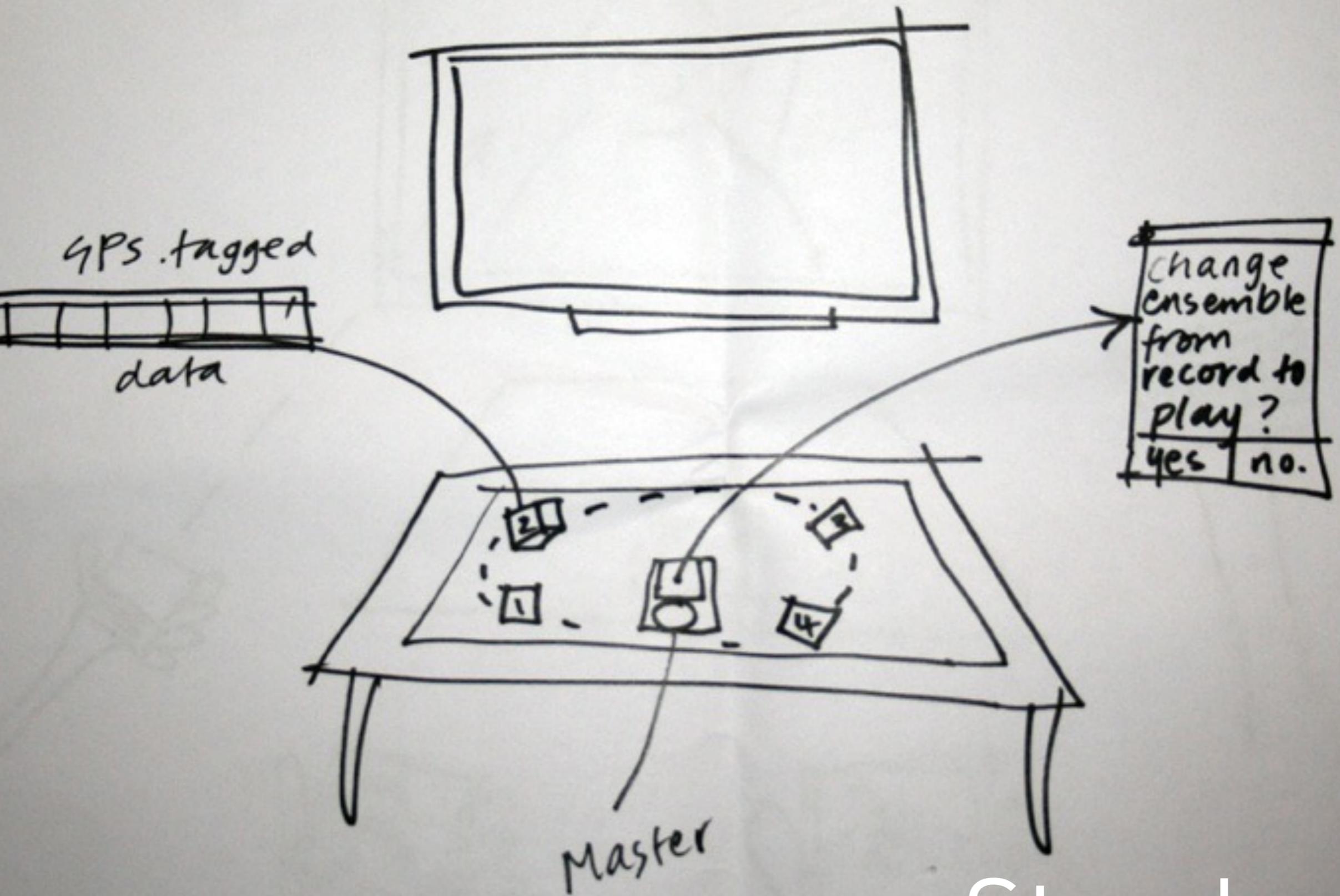


Storyboard

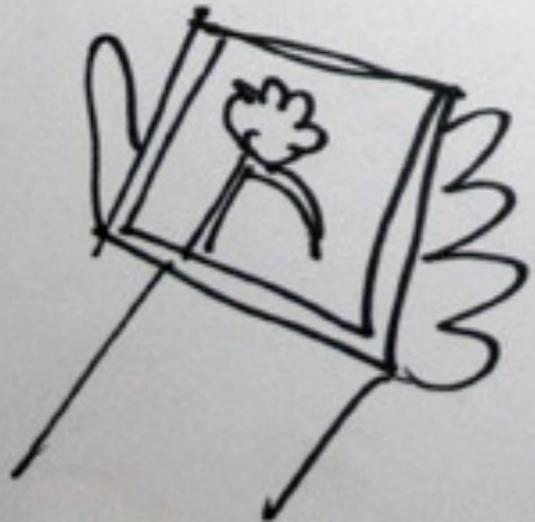
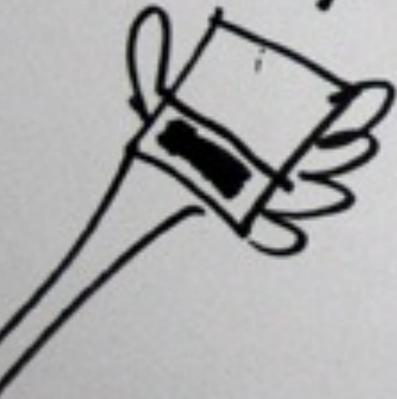
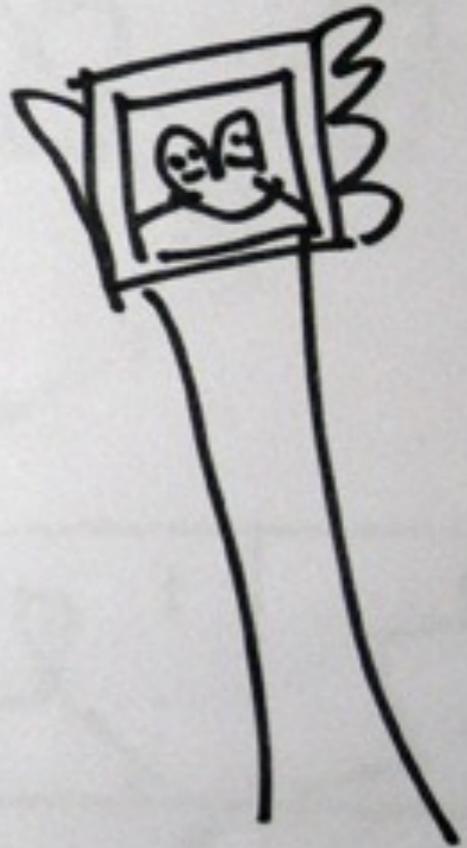
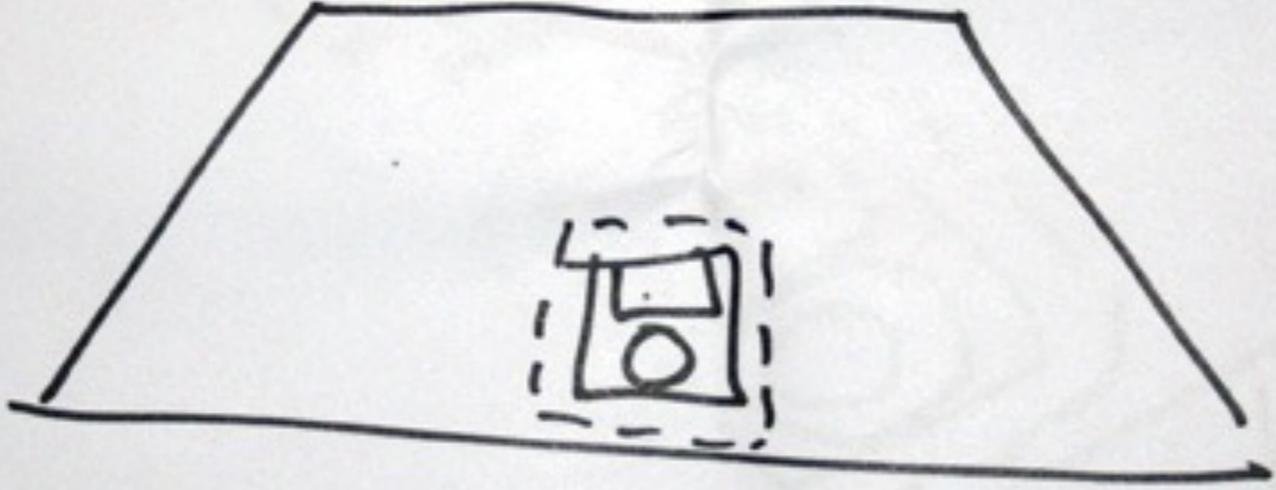
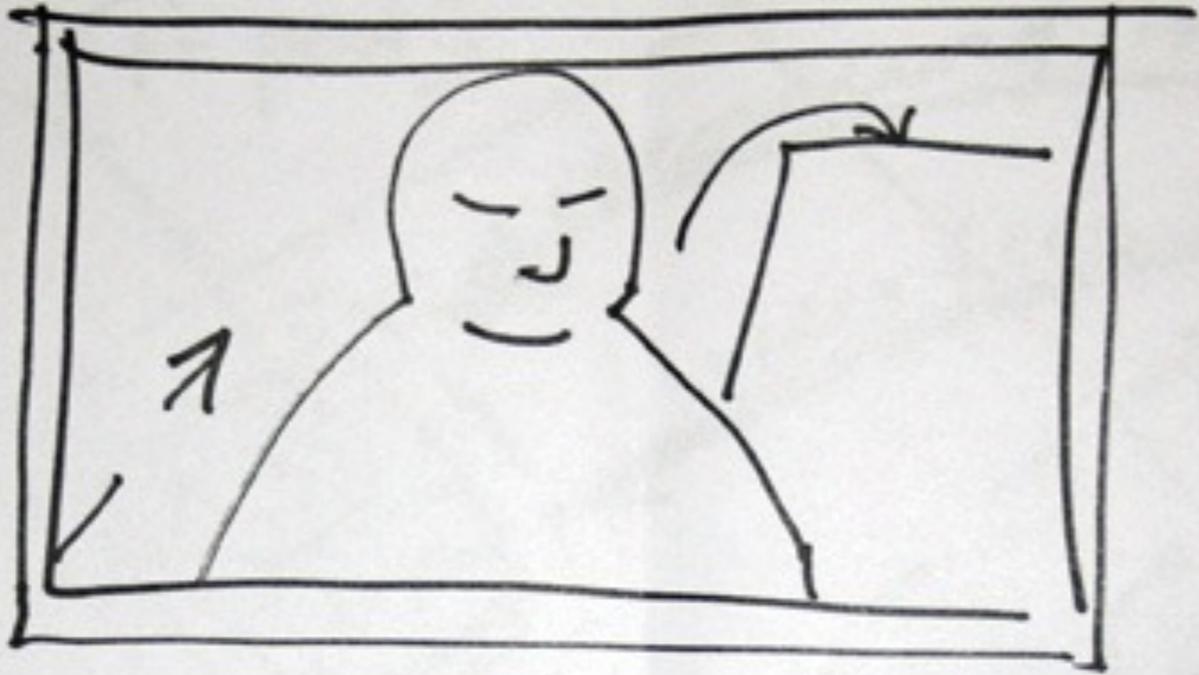
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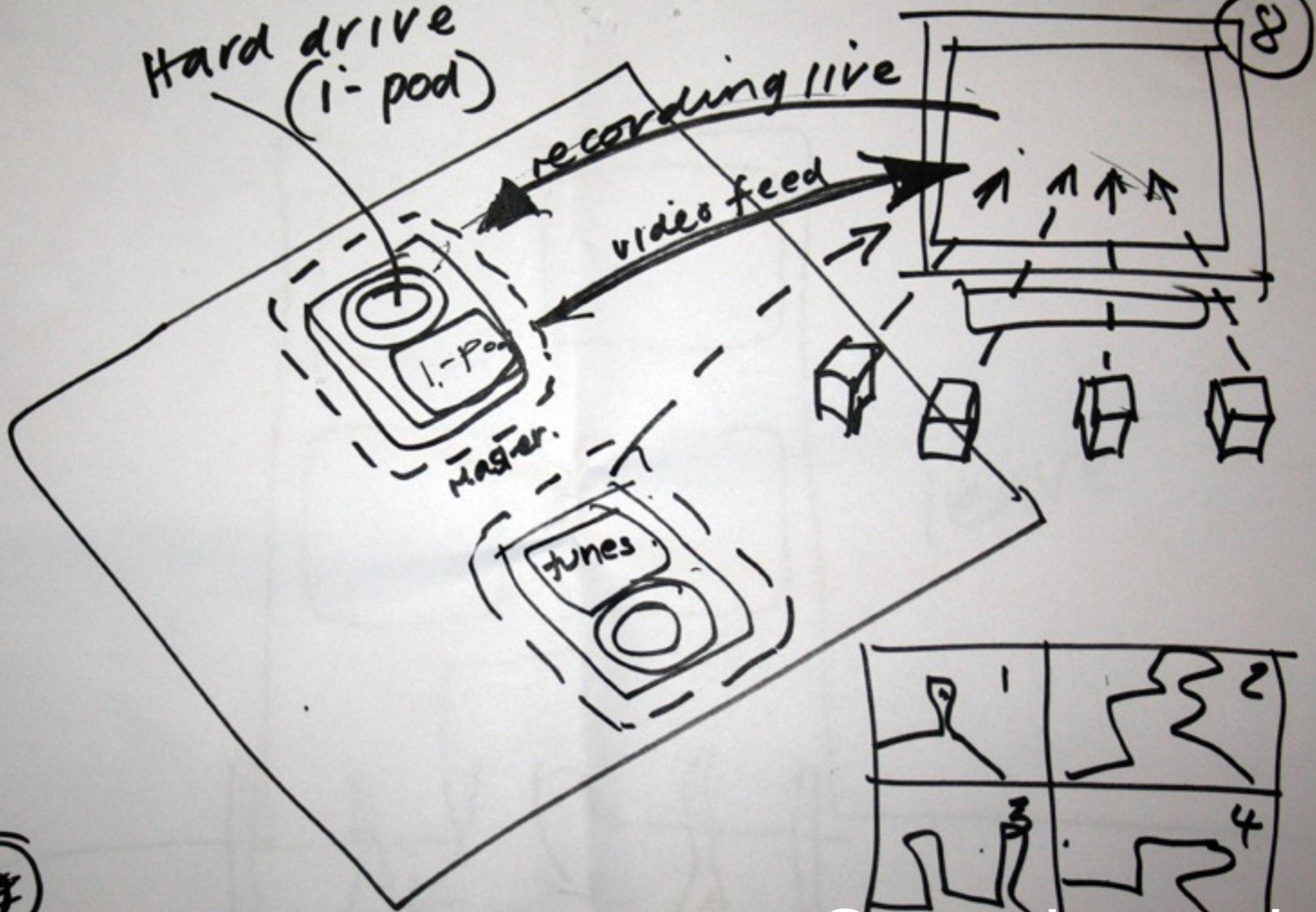
Storyboard



# Storyboard



Storyboard



Storyboard

15

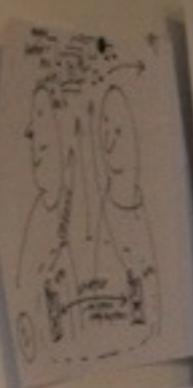
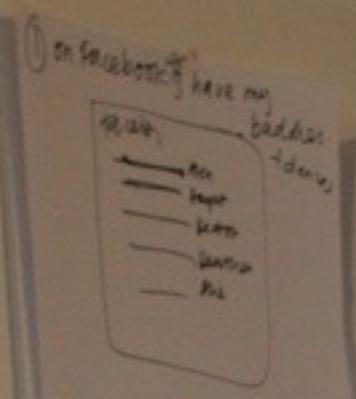
# Second Step

Storyboard presentation

ALIC

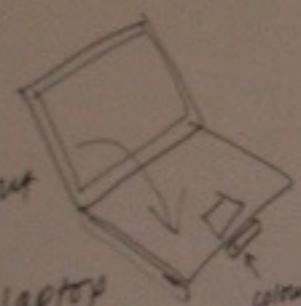


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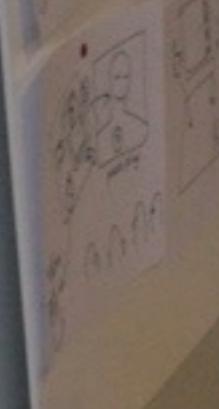
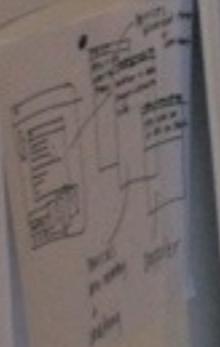
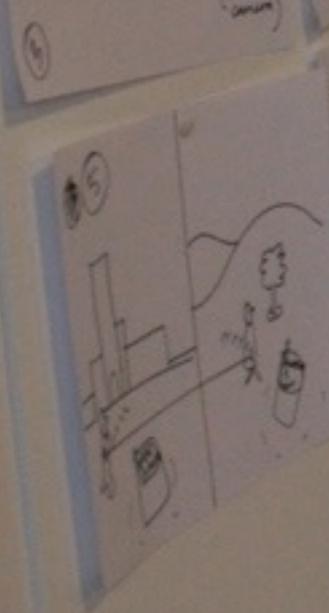
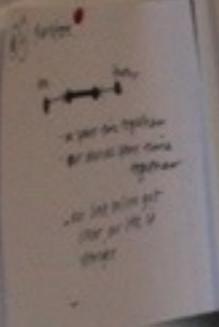
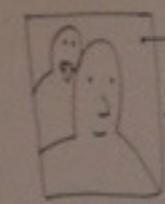
Feature

9 go out  
close laptop



colour gear indicates sharing

4



Mid-Presentation

# Third Step

Shooting the Keyframes

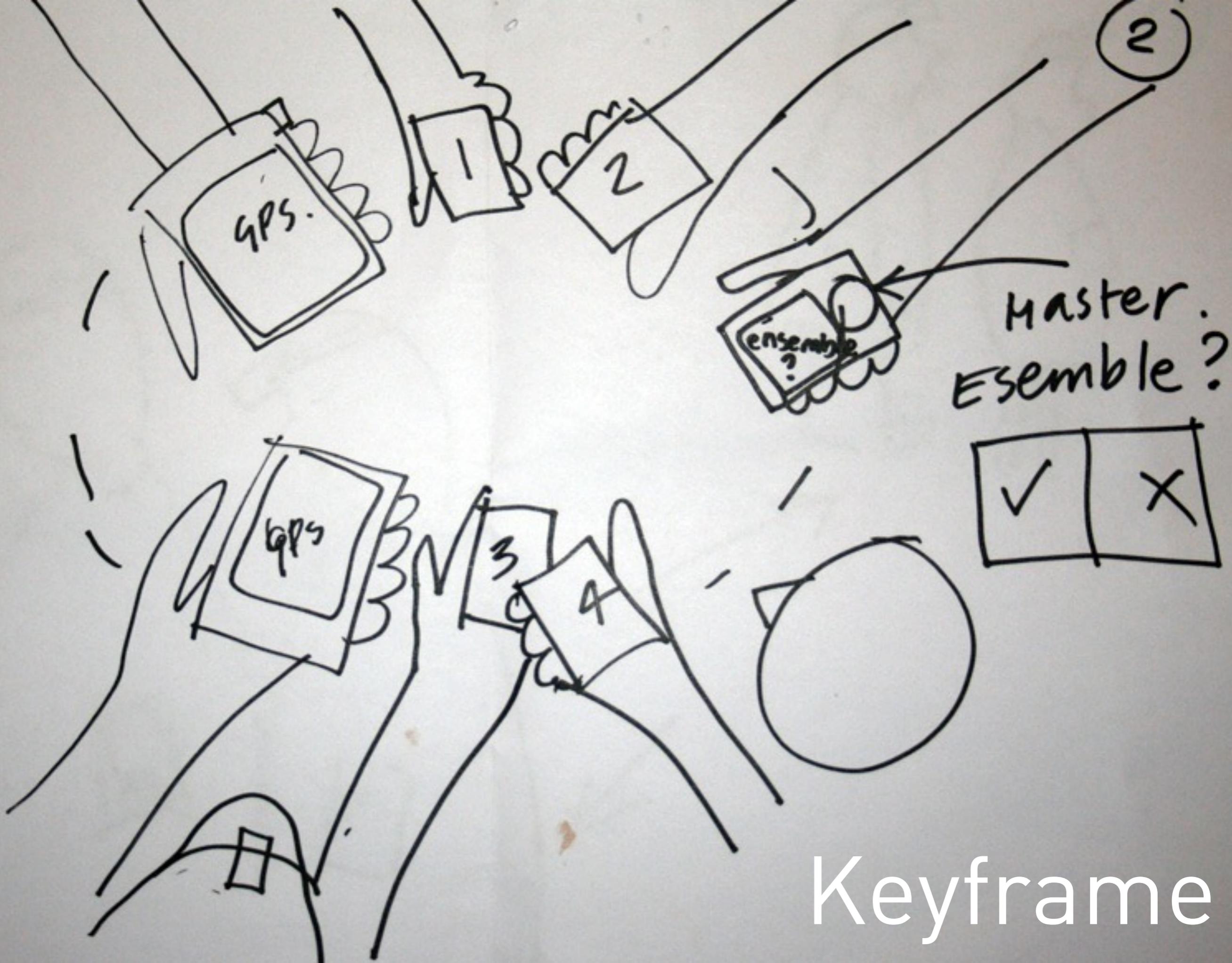


Video Shooting



Video Shooting





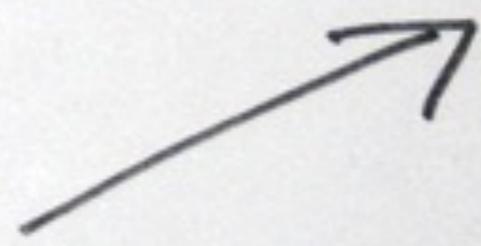
Master.  
Esemble?

✓	X
---	---

Keyframe



Video Shooting

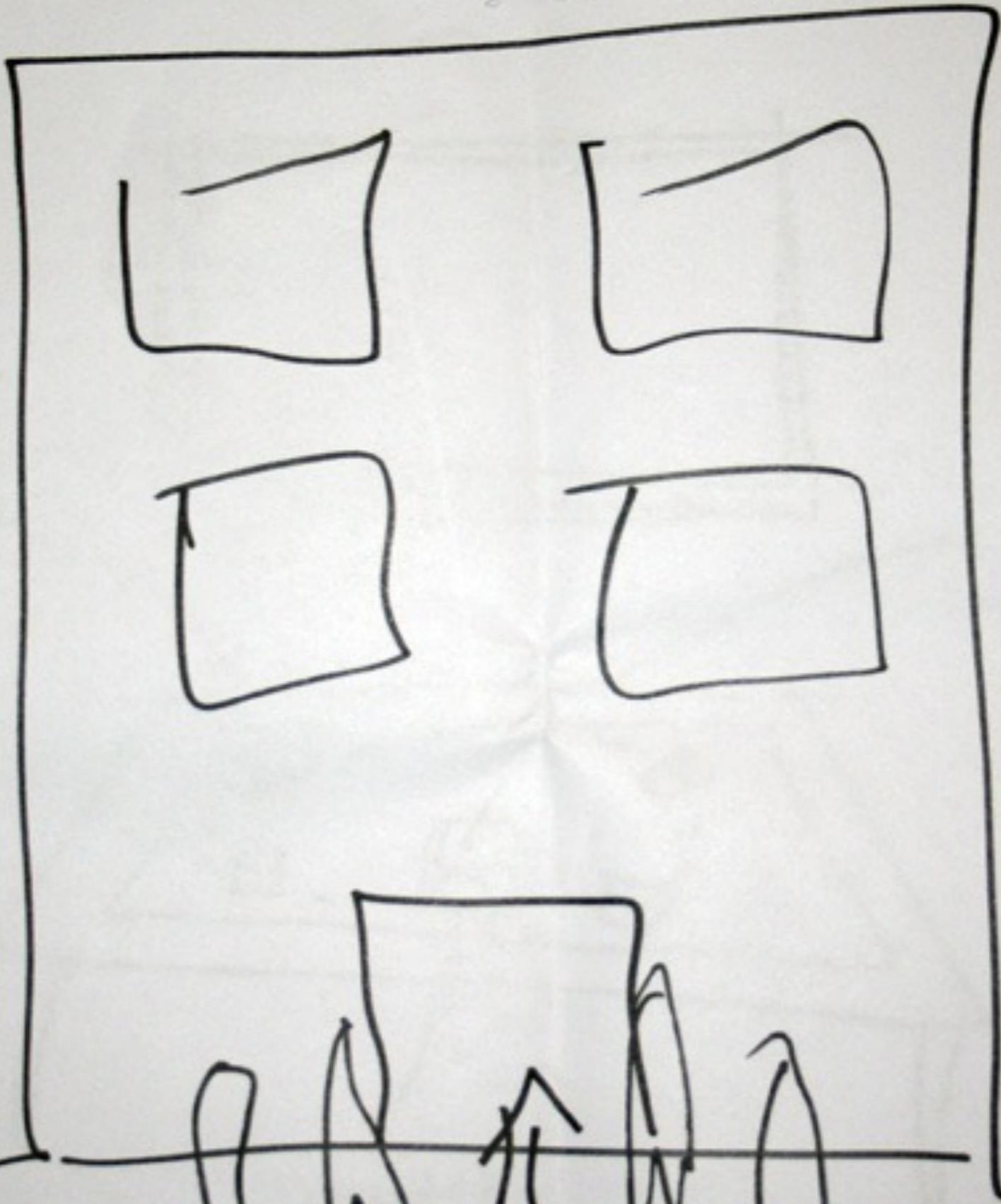


Keyframe



Video Shooting

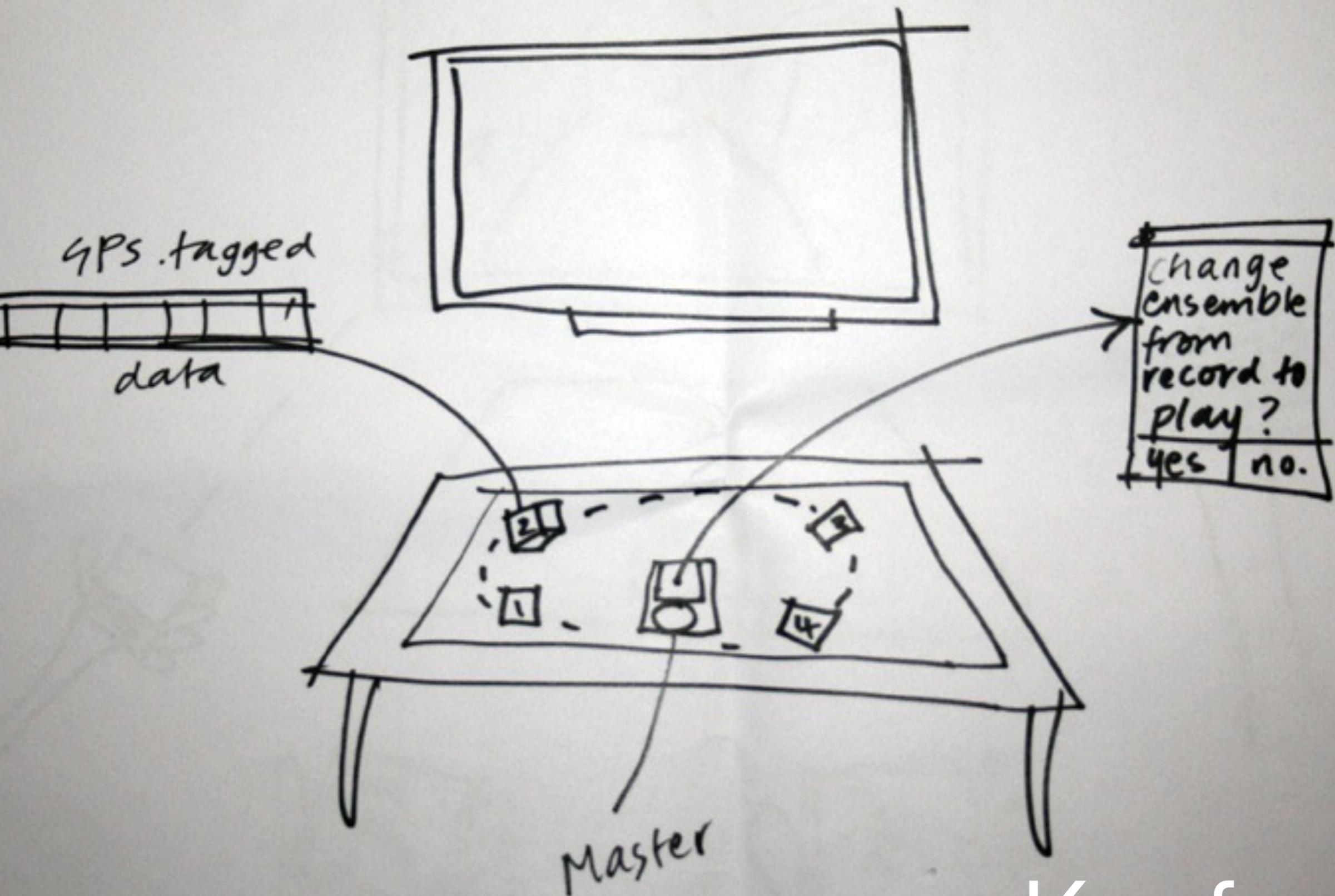
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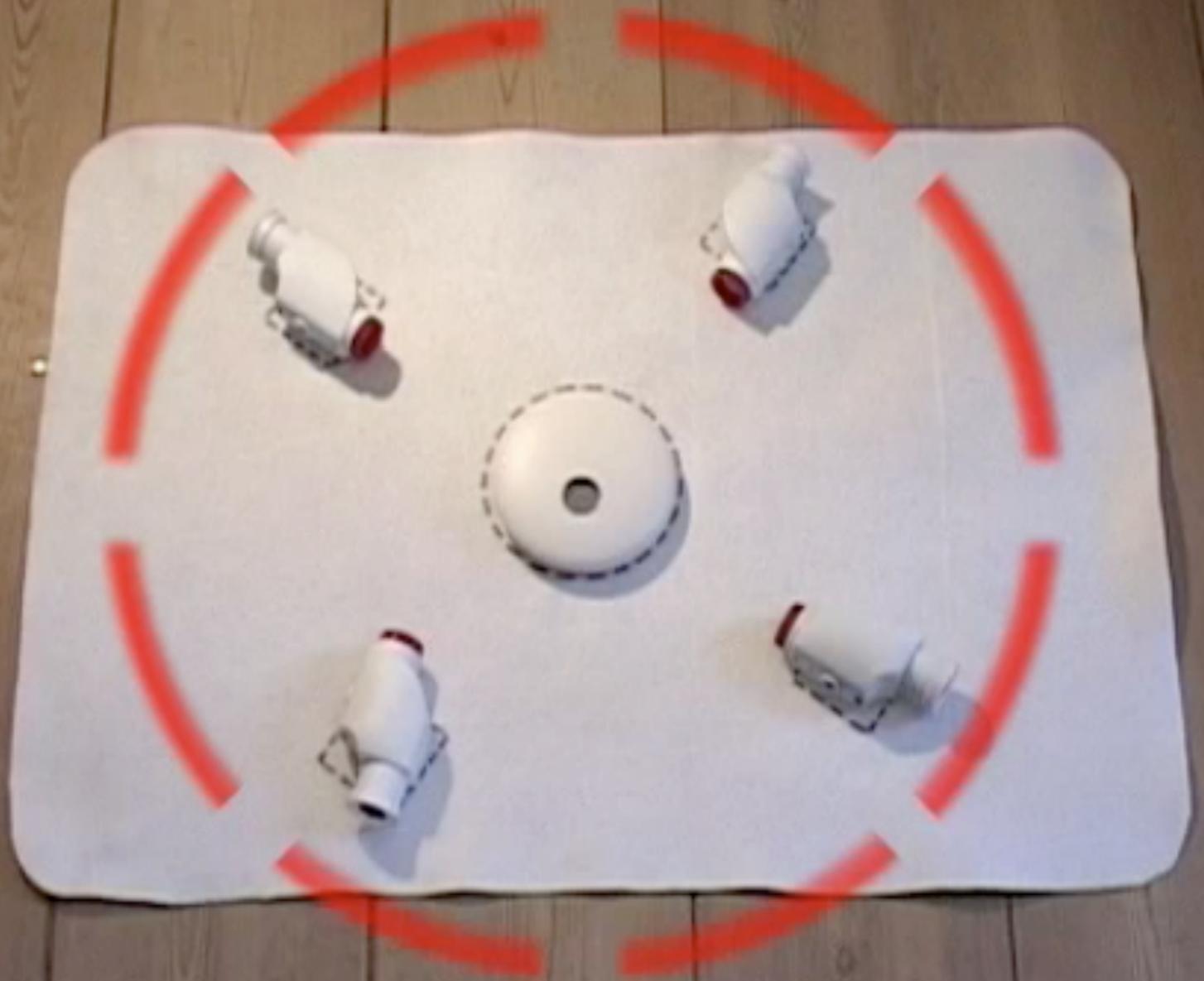
Keyframe



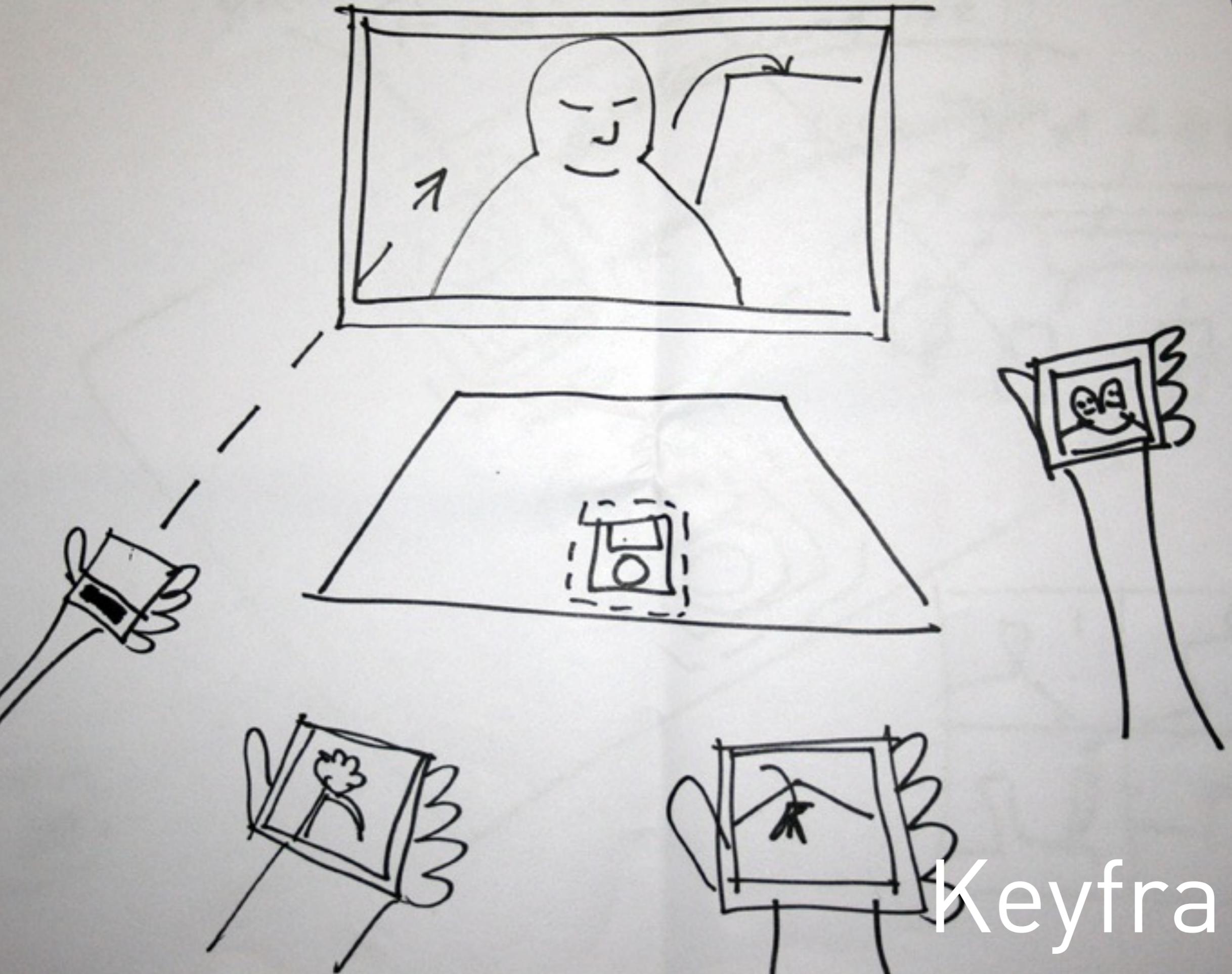
Video Shooting



Keyframe



Video Shooting



Keyframe



Video Shooting

# Fourth Step

Editing



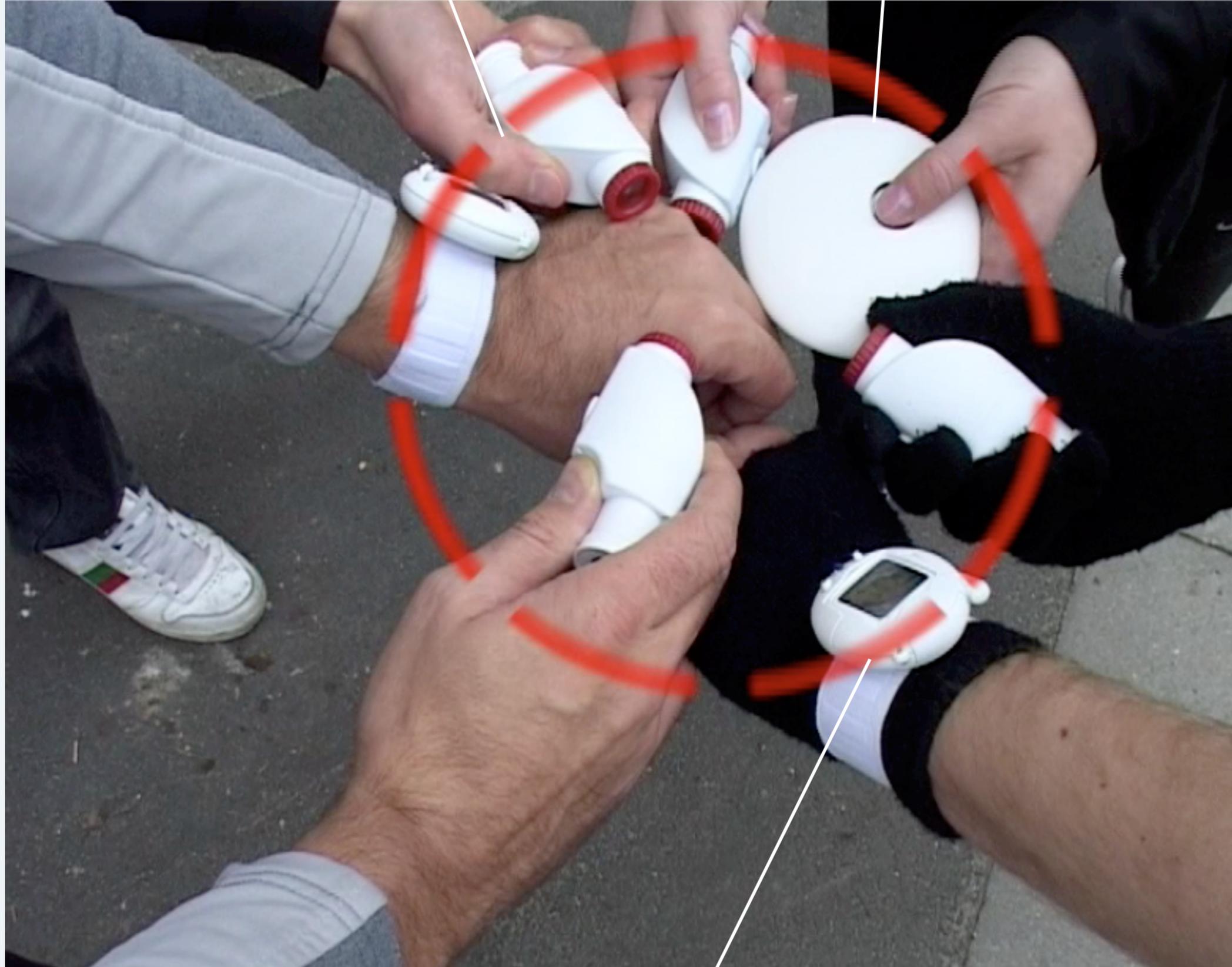
Editing

# Fifth Step

## Presentation

WiFi video camera

Wireless hard drive



Bluetooth GPS system

# Video Prototype

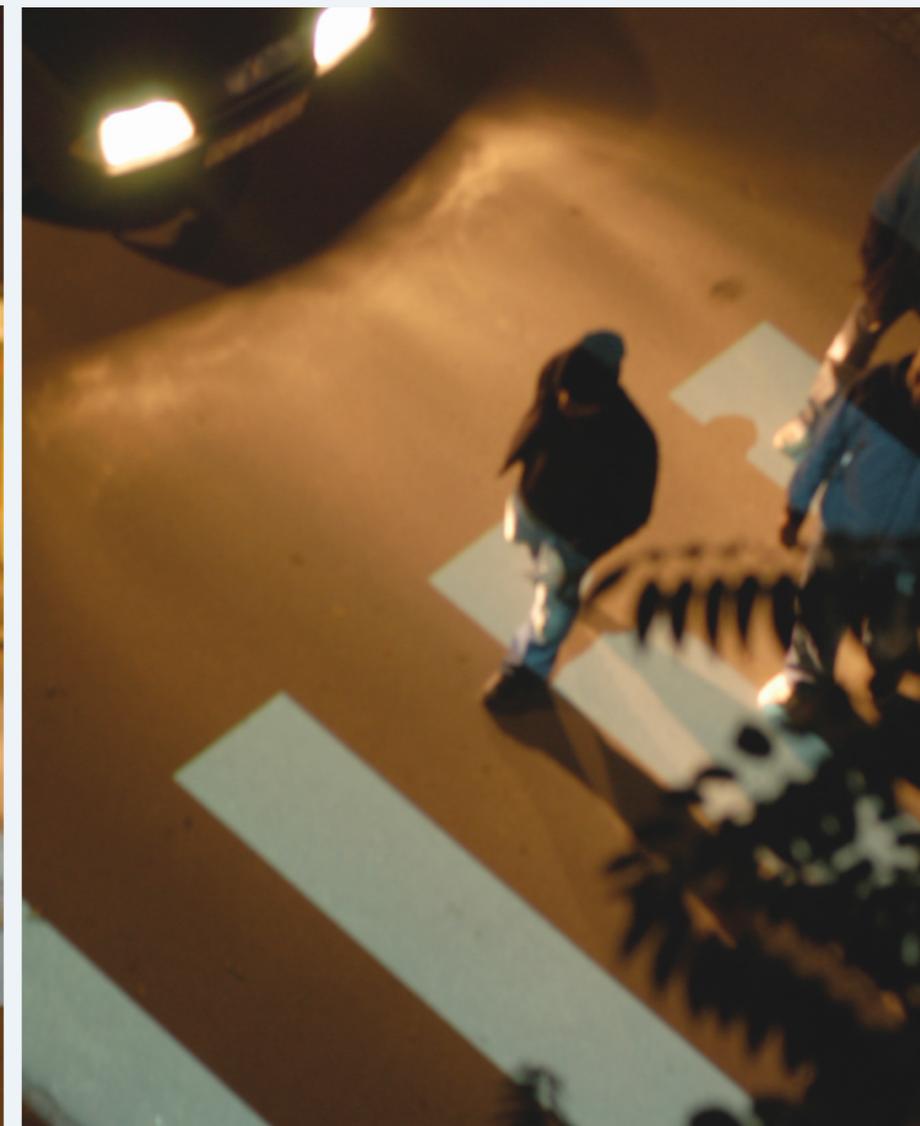
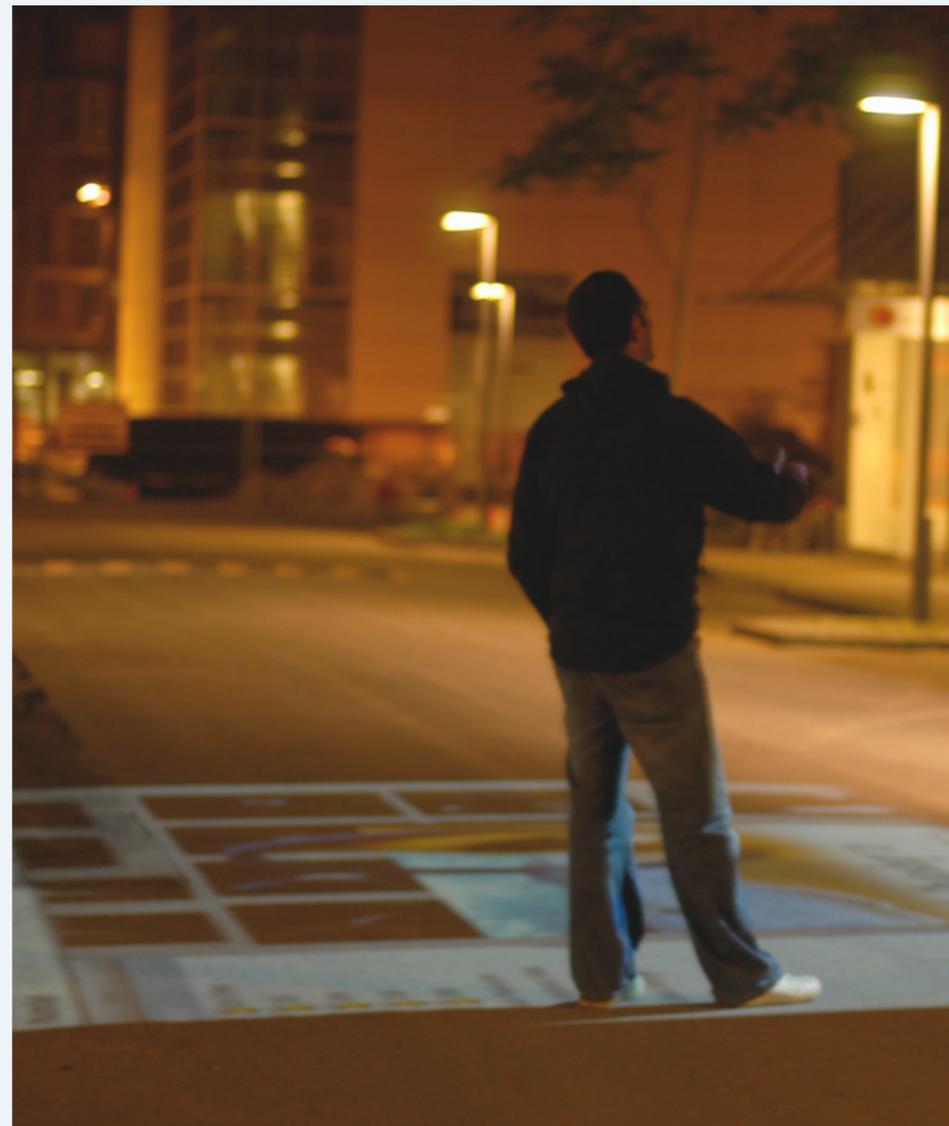


DADORS  
NO  
43

# Video Prototype

## (2nd Example)

# The Smoke & Mirror Approach





## Scenarios as Prototypes

Creating scenarios as a video is an interesting way to prototype intangible experiences or services. It works as both a process tool and a communication medium.

# Inspiration from camera shots and film making



**Extreme long shot  
(wide shot)**  
A view showing details of  
the setting, location, etc.



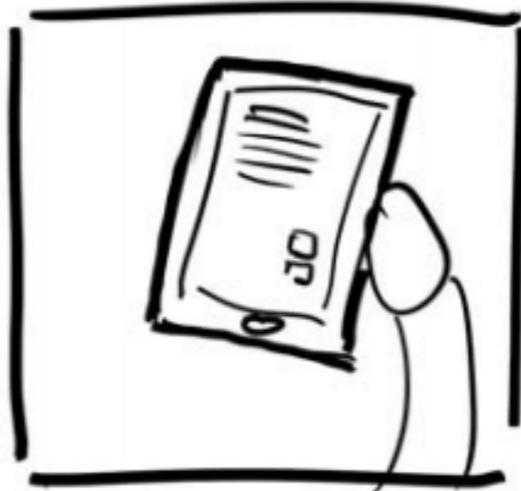
**Long shot**  
Showing the full height  
of a person.



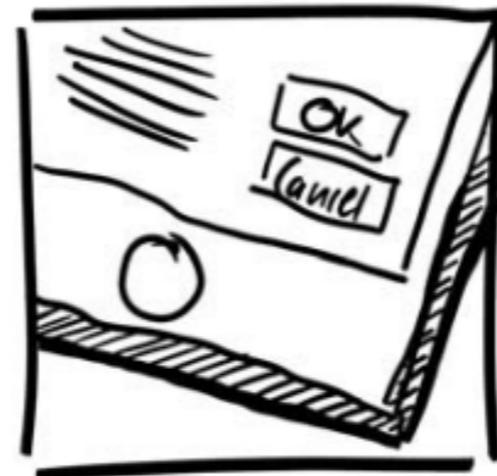
**Medium shot**  
Shows a person's head  
and shoulders.



**Over-the-shoulder shot**  
Looking over the shoulder  
of a person.



**Point of view shot  
(POV)**  
Seeing everything  
that a person sees  
themselves.



**Close-up**  
such as showing details of  
a user interface a device  
the person is holding.

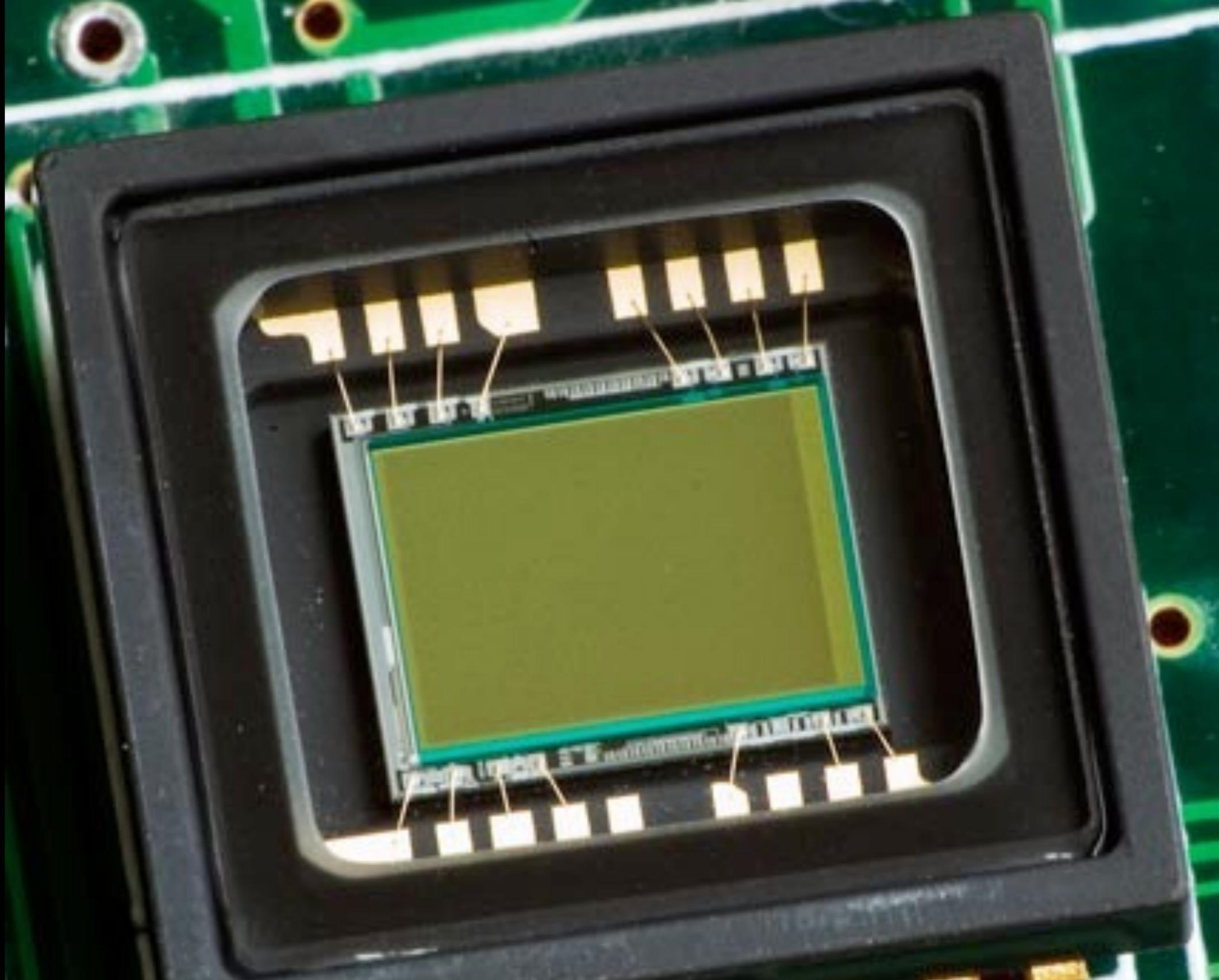


# Choosing the right camera

# Choosing The Right Camera

A “3 CCD” camera which uses a separate chip for red, blue, and green, giving a more “true to life” look to the video.

HD (high definition) camera’s have a much higher video quality than both one chip and three chip SD (standard definition camera’s)



CCD chip in a camera

# Plan

What's the video about (in one sentence)?

Who's the audience? (YouTube vs. Client)

What are we going to see? (Scenario)

What about audio? (Audio can make or break it)

**Editing Basics :**

**Montage vs. Continuity**

**Example:**

**Continuity**

**Nike Commercial**



NIKE COMMERCIAL - TAKE IT TO THE NEXT LEVEL

Video Source: YouTube



Continuity :

- a logical coherence between shots
- the viewer shouldn't "feel" the cut
- the focus is on the story

# Example: Montage

## Alfred Hitchcock



ALFRED HITCHCOCK - INTERVIEW

Video Source: YouTube



Montage :

- new assembly of material to create new meanings
- artistic approach
- the viewer “feels” the effect

# Combining Images and Sound through Editing

**Example: Amateur**

Lasse Gjertsen



■ LASSE GJERTSEN - AMATEUR

Video Source: YouTube

**Example : Star Guitar**

**Michel Gondry**



STAR GUITAR - CHEMICAL BROTHERS

Video Source: YouTube



- material was produced and edited to match the audio
- layout of the compete “sound scape”
- objects (oranges) were used to represent “events”

## Editing Rules:

Cut on the beat to match the audio.

Be ruthless about the cut's: judge shots critical to filter out the unimportant material

Rule of thumb : one minute action can be described in max 10 sec

**From the Task Analysis**  
**to Video Shoot:**

**Making Tea!**

# Goal

Make cup of tea

## Sub-Goals

Heat water

Infuse tea

Add milk/sugar/lemon

## Unit Tasks

Fill  
kettle

Boil  
kettle

Place tea  
bag in cup

Add hot  
water

Add  
milk

Add  
sugar

Add  
lemon

## Artifacts

water, kettle

tea bag, cup, hot water

milk, sugar,  
lemon, spoon



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Liv Media

Number	Cut	Type	Visual Content	Sound	Colour	Time	Actors	Drawn by
1			TITLE SEQUENCE					Olivia
2		ELS	DAY: Car enters Rainthorpe, shot from horses field.	Actor on phone Sound of car driving along gravel down the drive. (Music)		8 seconds	Charlotte	Olivia
3		CU	Hand taking Bag from car, meanwhile still on the phone	Girl on phone (Music)		1 second	Charlotte	Olivia
4		CU	Car boot slams	Girl on phone (music)		1 second	Charlotte	Olivia
5		ECU	Front door handle opens door	The clanking of the door handle opening, and girl on phone		1 second	Charlotte	Olivia
6		LS	Door opens - actor enters - shot from inside			2 seconds	Charlotte	Olivia
7		CU	Actor on phone, jammed into shoulder	"see u soon" (phone conversation)		2 seconds	Charlotte	Olivia

# Video-format and Duration

The video should have the following format:

- MPEG-4, max 3min.
- resolution 640 x 480, codec: AAC, H.264
- be sure that the video is self-explanatory
  - explain necessary background information in the beginning of the video
- consider that font sizes should be big enough and readable when your video is being presented

## **Next Steps:**

- 1.) Refine Storyboard + Create Shot List (Filming)
- 2.) Plan Filming (Location, Permissions, Actors, Artefacts etc.)

Gather back here: Wed 10am (s.t.)

## **Second Blog Post**

- concept storyboard
- categories: WS15/16; Concept, Team X
  - deadline: 08/03 11:59 p.m.