



PROJECT 2

Self-promo Video

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Foundation in Design



Pre-production



Information and Target Audience

As the theme is self-promotion, this video will be expressing my personality and character traits. I would like to tell the audience that I am an artistic person, who loves art from the bottom of the heart. To show that I am an art lover, I will include the art medium I used, and my recent artworks (both traditional and digital arts) in the video. I will also bring in the music elements taken from my self-promo poster.

My video will be speaking to those who are interested to know more about me, and hopefully, leaving a good impression on them.

Video Style

I would like create a text overlay video. Text overlay videos are typically accompanied by background music, which does not fundamentally change the nature of the narrative but does enhance it for those who turn on the sound. I will keep the sentences short and simple, so the viewers do not feel overwhelmed by the amount of text on-screen at any one time. Texts should be leaved on the screen for long enough to be read to make sure viewers are not rushed to catch it all. Some effects and animations will be applied to catch the viewers' eyes.

Inspiration



<https://youtu.be/Fm6ukTLh3Mw>



<https://youtu.be/ttFLUB3I7Sg>



<https://youtu.be/QUEh-suWe9U>

These are my video inspiration. They all have one thing in common : elegant style, no voiceover, and music as the emotion elicitation.

Video Elements

Intro

- My name
- My age
- My place of birth

Art

- Art style
- Art medium
- Traditional and Digital Arts

Music

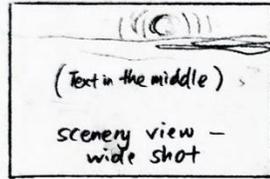
- Classical music
- Trumpet
- Violin

Ending

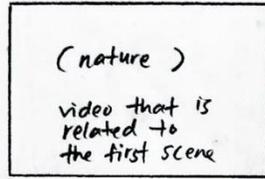
- My real photo
- My contact
- My art page

Duration : 1-2 minutes

Storyboard



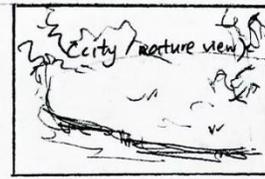
Hey, I am Yi Yun



I am 19 years old



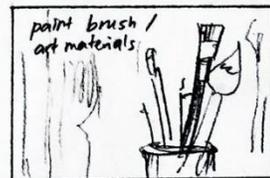
was born in Penang



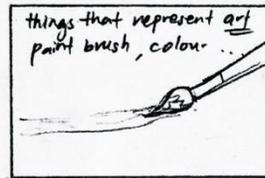
but raised in Johor



I am an art lover



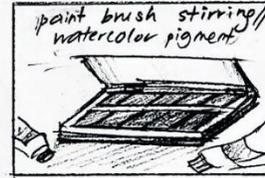
Love painting,



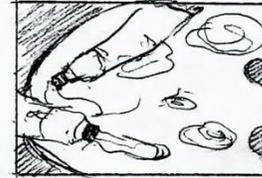
Exploring different art forms



Like canvas painting



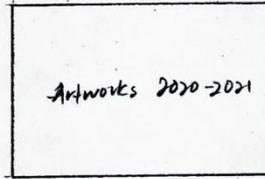
watercolor painting



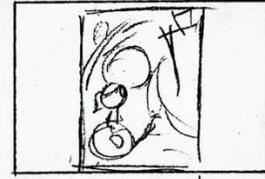
acrylic painting



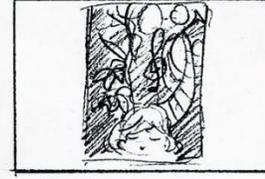
and sketching



recent artworks



① latest artwork MARKER ART !!



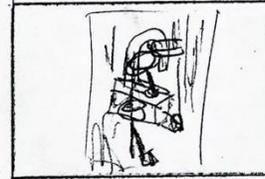
② ACRYLIC ART



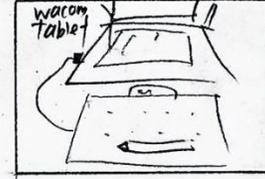
③ WATERCOLOR ART



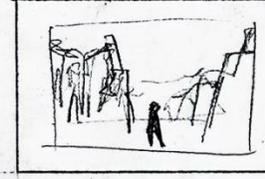
④ PENCIL ART (HUMAN PORTRAIT)



⑤ PENCIL ART (STILL-LIFE OBJECT)



what is more ... (prelude of digital art)

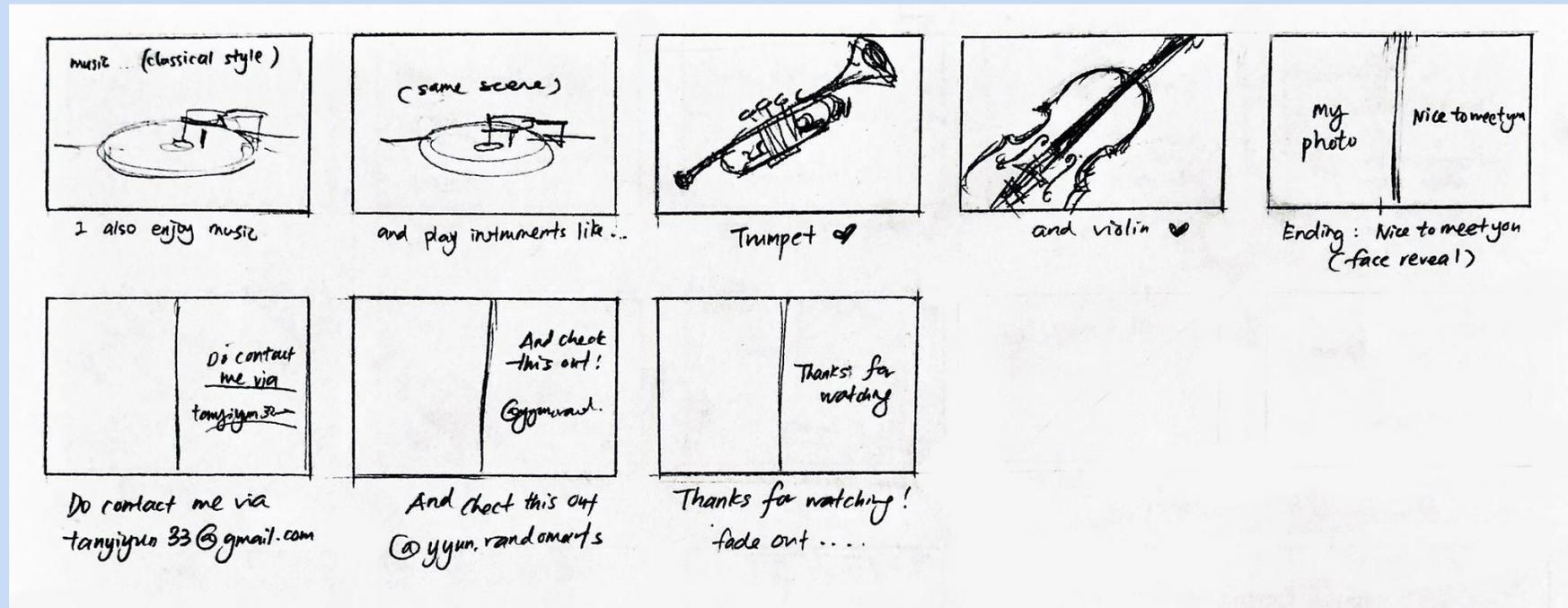


⑥ Digital art #1



⑦ Digital art #2

Storyboard





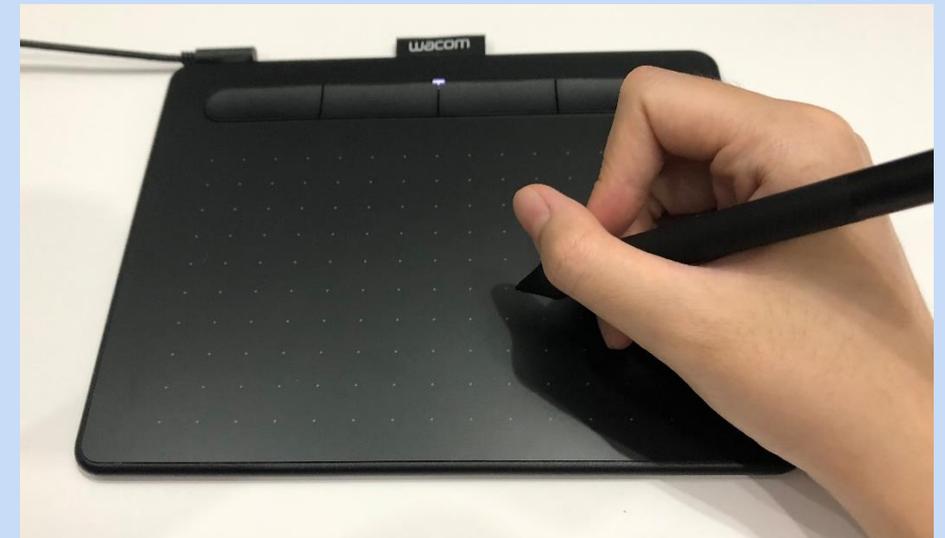
Production



Shots



Shooting of my artworks (traditional arts) and my Wacom tablet (digital arts).



Shots



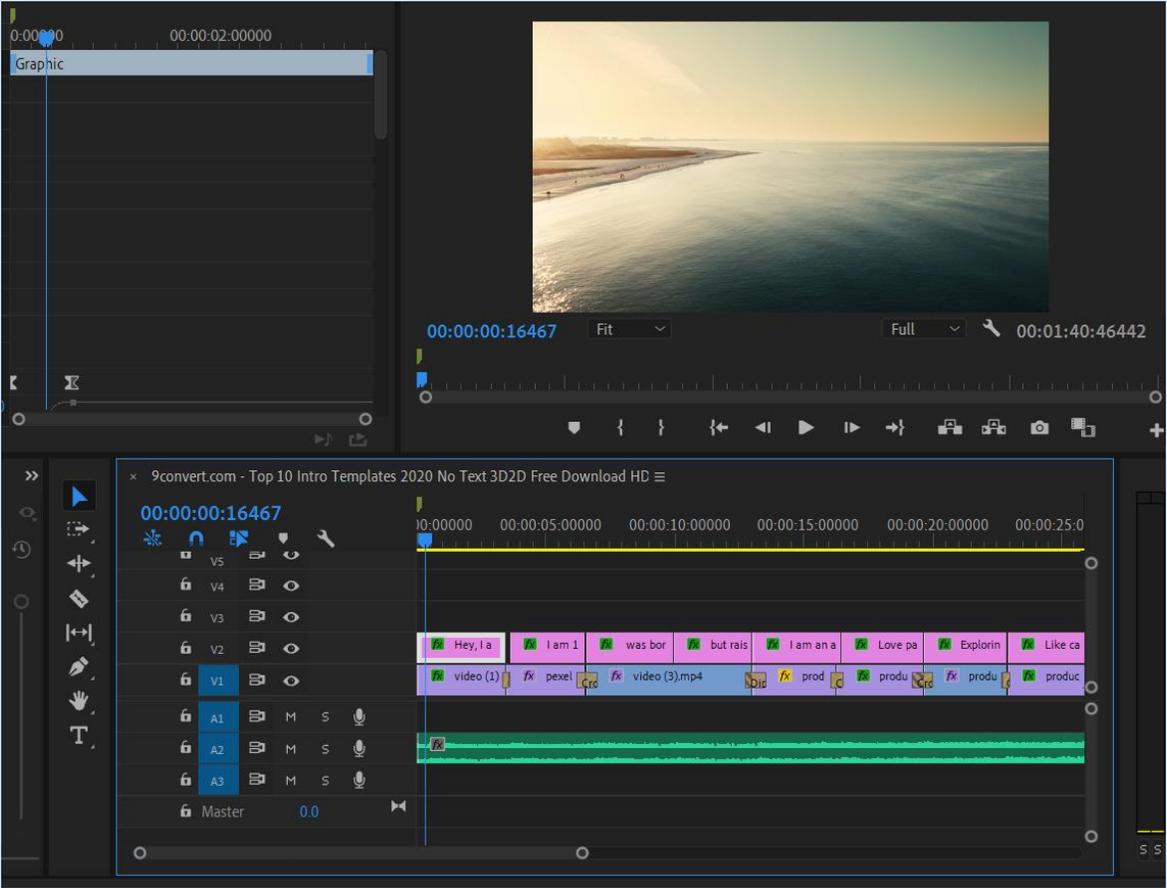
Face reveal at the end of the video,
followed by my contact details and art
page.



Post-production

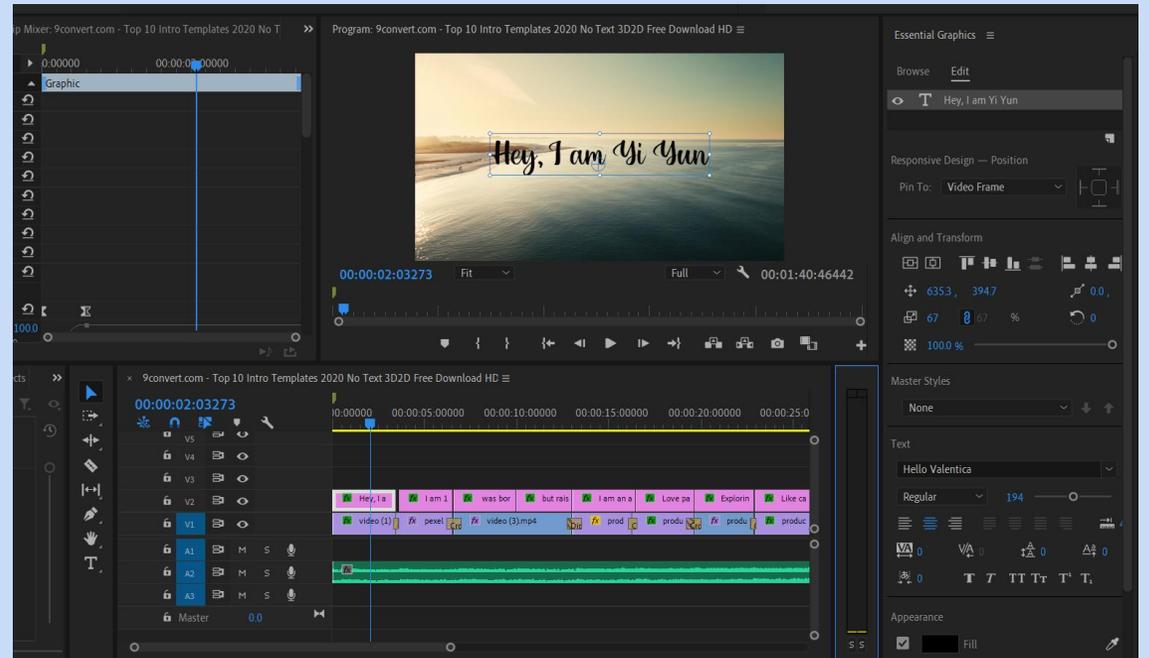
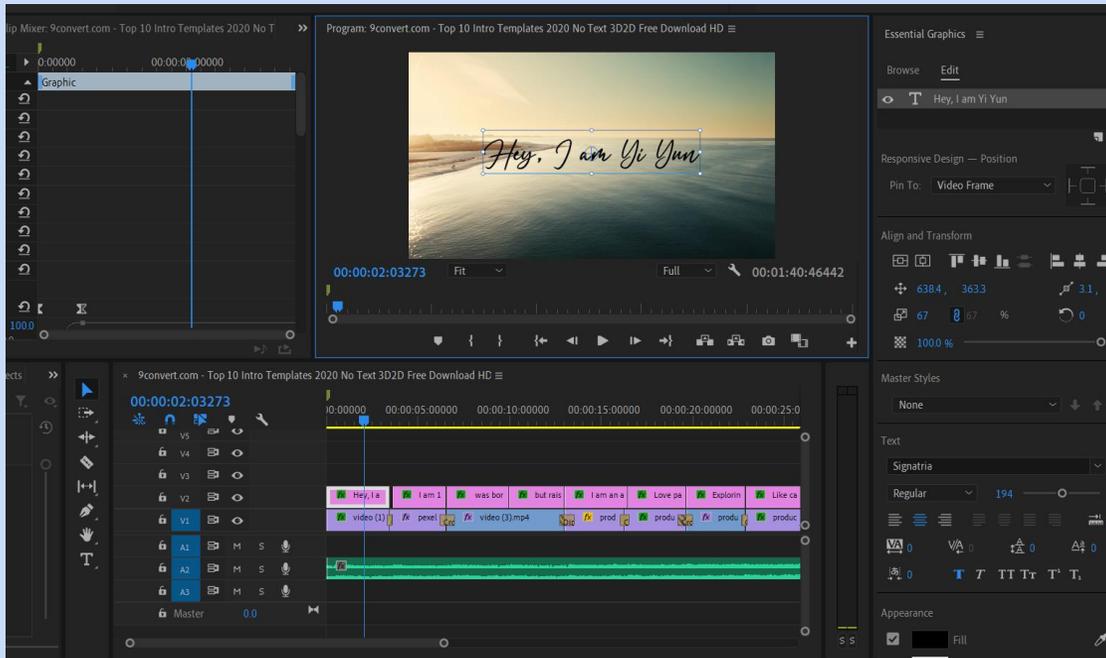


Video Editing



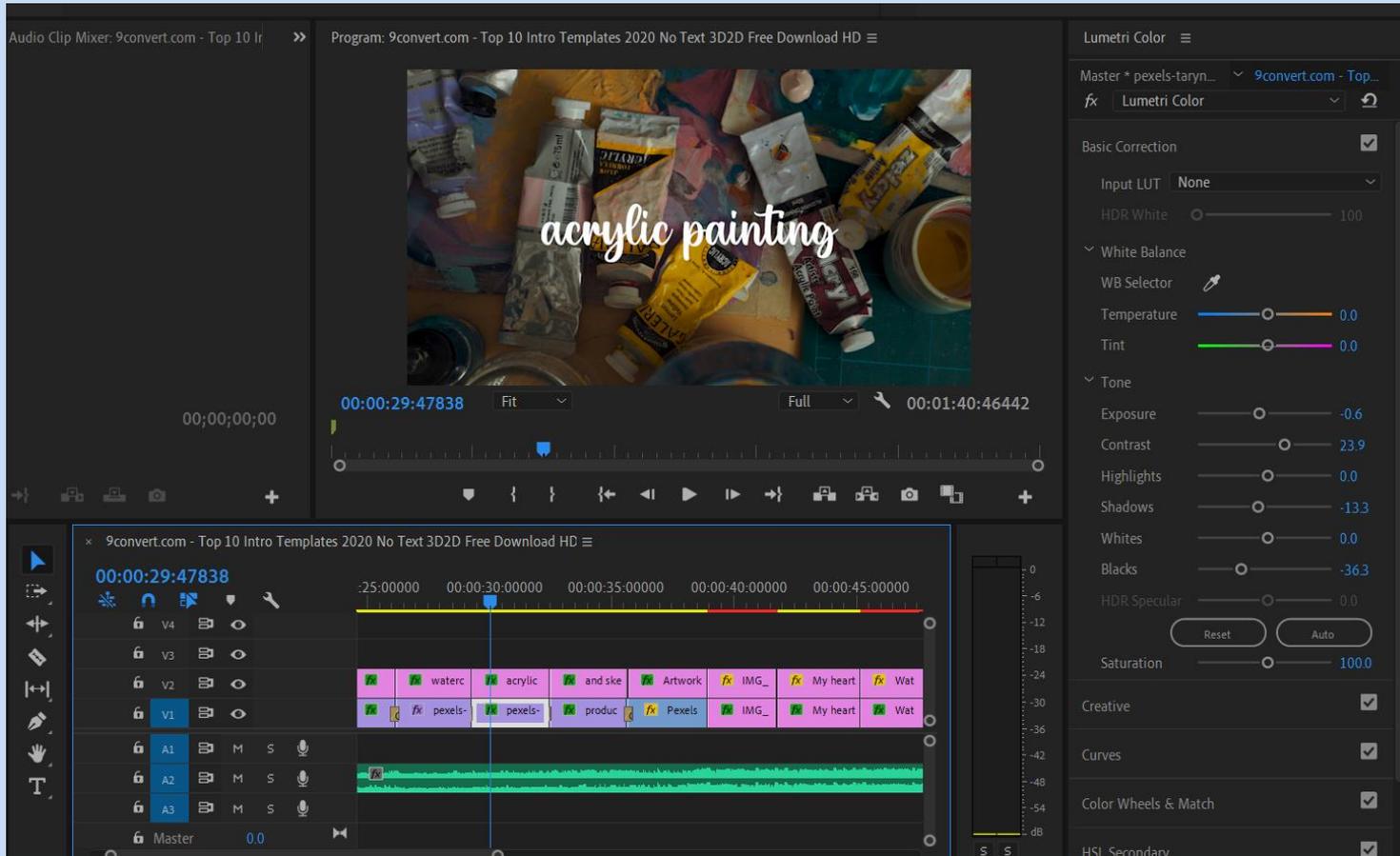
I used Adobe Premiere Pro to combine and edit clips to create my final video.

Video Editing



The initial font I used is Signatrina. I was then advised to use thicker and clearer font, so I changed to Hello Valentica. All the texts are animated.

Video Editing



I applied colour correction to a few scenes to create a contrast between text and background. For this scene, I reduced the exposure and increased the contrast level to make sure the white text is easy to read.

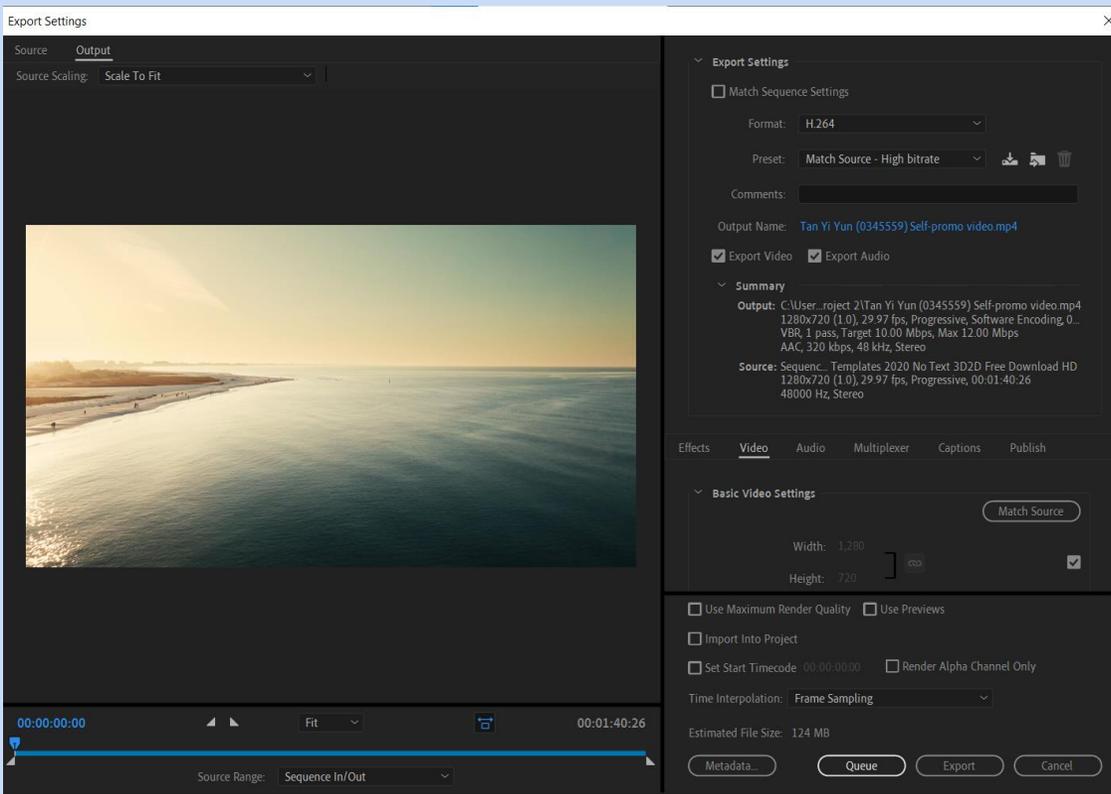
Video Editing



<https://youtu.be/CNWcyNYVeec>

I used no copyright music from YouTube as my background music. I chose this music because it sets up the mood, bringing up the spirits of inspiration and motivation.

Video Exporting



When my video is completely edited, I rendered out the video according to the format : 720 HD size; 1280 x 720px; 16:9 aspect ratio; 48kHz; 16 bits stereo sound; mp4.

Video Publishing



<https://youtu.be/B3KN993JLys>

The final video presentation has been published on YouTube.

End of Presentation