

Holly McCaw, News Media Production

Homework – Video Analysis

#1: News Story

WWMT – Fixing Bikes http://www.wwmt.com/news/features/positively-michigan/stories/vid_18.shtml

- **Wide Shot** - End of story when kids are riding on their bikes
- Impact: It completes the story when you see kids riding bikes after working on them. It shows that the program is worth something and they learned something.

- **Medium Shot** – 1:17, several people with several bikes
- Impact: It gives the viewer a better idea of how many people are involved and the scope of their work

- **Close-up** – people’s faces and parts of the bike
- Impact: the smiles on their faces showed the emotion of the story and told the viewer they were enjoying what they were doing.

- **Tracking shot** – N/A, there wasn’t much movement in what was being shot so there wasn’t a big opportunity for this type of shot.

- **Extreme close-up** – shot of guy working on part of a bike
- Impact: gives the viewer a better description of what they’re fixing and working on. It shows specifics.

- **Establishing shot** – They used a series of close-ups to create an establishing shot to show they were working on bikes.
- Impact: It was effective in that the quick sequence of shots and natural sound brought the viewer into the work taking place.

- **Final thoughts:**
 - There were too many close-ups in the beginning, the story needed a wide or medium shot sooner to help the viewer understand what was taking place and the scope of the story.
 - Great close-up shots of the work being done on the bikes and the natural sound used such as the leader saying “look good” and the spinning of the wheel. Hearing the sounds of the work being done make the story more descriptive.

#2 – Video of Choice

Rope swing: YouTube: <http://www.youtube.com/watch?v=4B36Lr0Unp4&feature=relmfu>

- Wide Shot /Establishing shot - :00 – opening shot.
- Impact: Shows the scope of the location where this event will take place.

- Medium Shot - :37, 43, :46 – shots of people swinging around the mountain but a little closer
- Impact: Showing a medium shot gives a little variety to the story and puts you into the action a little closer

- Close-up - :18 – guy letting sand go to see the wind direction
- Impact: helps to build anticipation for what is about to take place

- Extreme close-up: - :12, :27 – shot of equipment and shot from the rope
- Impact: the shot of the equipment further describes for the viewer what's going into the event. The shot from the rope brings the viewer into the action and takes you along for the ride.

- Trucking shot - :05 – walking with the first guy to swing
- Impact: it's taking you along for the ride

- Cutaway - :30 – girl laughing
- Impact: Gives the viewer insight into what's happening around the action and the mood. Clearly this is a fun event, not serious.

- Final thoughts:
 - Shots started to get redundant, the video could have been shorter
 - Could have used a few more medium shots; however, it was likely difficult given that the subject was moving quickly