

The Video Production Process

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ASPRS Films Committee

**ASPRS 2011 Annual Conference
Milwaukee, WI
May 2011**

ASPRS Films Committee Purpose:

To highlight key topics of significance for ASPRS and the geospatial community:

- **Recognize our historical heritage;**
Beyond a collection – tell the story
- **Document history as it happens;**
Contributions from participants
- **Support ASPRS activities, and**
Support the broader ASPRS mission
- **Communicate ASPRS contributions to the geospatial community and to the public.**
Public awareness of the value of ASPRS

Participants and Partners

Tom Keiter– Creative Director, Penn State
Public Broadcasting

<http://www.wpsu.org/>

Greg Fienberg– The Important Story–

<http://www.importantstory.com/>

Films Committee membership–

ASPRS Hq–

ASPRS membership–

Geospatial Community–

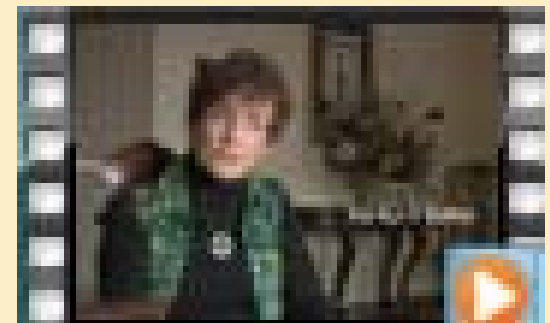
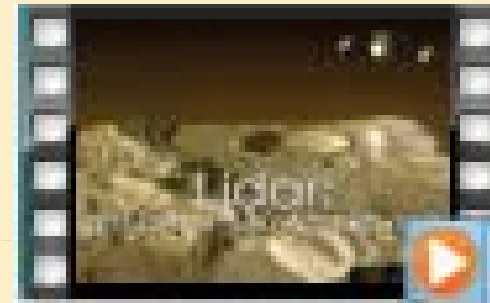
ASPRS Foundation–

Sponsors–

Geospatial Community–

Key Considerations for Video Production

- Identification of a topic;
- Identify and assemble materials;
- Develop narrative;
- Identify supporting materials;
- Editing and revision
- Final refinements.



Identification of Topics

Availability of resources;

Significance for ASPRS and
the geospatial community;

Historical Significance;

Recognition of ASPRS members;

Highlight key technologies;

Support societal needs;

Look to the future



Audience: ASPRS membership;
Geospatial community;
General public;
Prospective ASPRS members.

**Don't list the facts –
tell the story !**

Message:

Aerotriangulation: “aero triangulation formed a critical technology for building US spatial infrastructure.”

Lidar: “Lidar provide unique capabilities for mapping the earth’s surface in detail.”

Narrative:

Aerotriangulation: “practitioners of aerial mapping improvised new strategies to develop efficient capabilities for extracting accurate topographic data.”

Lidar: “innovation, improvisation, and improved technology created new techniques for aerial mapping”

identify and assemble resources

Chuck Olson– audio interviews

TVA interviews– audio/video/archival

ASPRS interviews– audio/video
collect interviews
collect interview

ASPRS archive

National Archives
Still images
Video

NASA
Promotional/educational
Video interviews

Many others . . .



Developing a Story

What is the message?

Who is the audience?

Present facts in context of an engaging narrative;

What is the narrative we can tell with materials at hand?

Relate narrative to information and issues already recognized by an audience.

Balance appeal to specific segments with engaging broader geospatial community and to public.



Film Committee Interview Program

A program to develop an archive of interviews with ASPRS members and members of the geospatial community.

Recognize honorees;

Capture history from participants, retrospectively, and as it happens;

Prepare materials to support defined topics not well-covered in other interviews.



Mining Content from Interviews

Review transcripts to screen for content relevant for the topic at hand.

Assess, and evaluate, for content and effect;

Reduce duplication;

Sort and order for content to produce a narrative.



with this great much as stable had technology don't need to worry about the anymore fully responsive that will be stable had to those technology and for it like you to do my papers once in a while.
 18:57:42.47
 C
 Q
 A: Things have changed pretty radically in that?
 18:57:47.97
 C
 Q
 A: From a personal perspective, well, about how you think it's made the most significant contribution you have ever contributed to the profession?
 18:58:02.47
 C
 R: Yes.
 18:58:07.97
 C
 Q
 A: Yeah, there's no doubt that my big contribution is in the field of accuracy.

Yeah, I think from a teaching perspective, you know, again, the students have a very strong tendency, they have been going up, in the process, to do more and more, in anybody's cell phone, in anybody's computer, in anybody's mobile, in anybody's digital, and I think that changes people's perspective, you know, on what happens?

18:58:27.47
 C
 Q
 A: So you have to find things that you've got your mag and places that you have on the ground and you compare what's going on on the ground with what's going on on the mag and with positional accuracy, you probably calculate some basic factors for thematic accuracy, there's something called accuracy matrix, and you build thematic and basically gives you measures of accuracy and category accuracy and other things?
 18:58:32.47
 C
 Q
 A: How long have you been doing this?
 18:58:37.97
 C
 R: 18:58:42.47
 C
 Q
 A: Yeah, since '87?
 18:58:47.97
 C
 R: 18:58:52.47
 C
 Q
 A: So, how have you increased and evolved about the field?
 18:58:57.97
 C
 R: 18:59:02.47

18:59:31.97
RC
 ¶
 Well the great thing about this field is that it changes constantly. Even as a professor you, you throw out the textbook that was last year's textbook, you throw out your lecture notes from last year's class and you pretty much start over. You know there's some basic things that are there but so many things have changed. They're software changes, the satellites change, the technology changes. Uh the computers are changing, the software's changing, everything.
 ¶
 18:59:55.57
 ¶
 And so um you know maybe as I'm getting older that's becoming more and more of a challenge but it's certainly been uh a fun ride to watch these things change over time. It's been an amazing ride.
 ¶
 19:00:05.57
 C
 ¶
 What's your sense of where this will go? Is it going to get to real time?
 ¶
 19:00:10.57

19:00:15.57
 C
 R: 19:00:20.57
 C
 Q
 A: Tag to accuracy assessment there?
 There's positional accuracy, how close is there's thematic accuracy or for accuracy, there's a series of the same processes involved in sampling?
 ¶
 19:00:25.57
 C
 R: 19:00:30.57



more and more things change

processing speed. Um, I have to produce a book, usually had an internal system, I've been doing it for a while. Don't know how the size of the computer at the time, it's 16K and that's OK and you know, it was the computer, the size of the computer, and you had to figure out the display, you needed to do it and that's where this is at.
 19:02:14.77
 C
 R: 19:02:19.77
 C
 Q
 A: You know how we can do that on our shape. Um, the shape probably got more storage space than the computer had and so the processing of the computer, the speed, the amount of space, the amount of the storage.

So you understand when anything have anybody so excited about it, that's not the case, it's the way you see the progress of the quality of what you're talking about, you know, it's a very part of the process, really, but you know, the technology, it's a very part of the process.
 ¶
 19:02:24.77
 C
 R: 19:02:29.77

Editing and Revision

Focus and conciseness

Visual illustration of key content
stills
text

Finding errors:

Factual errors

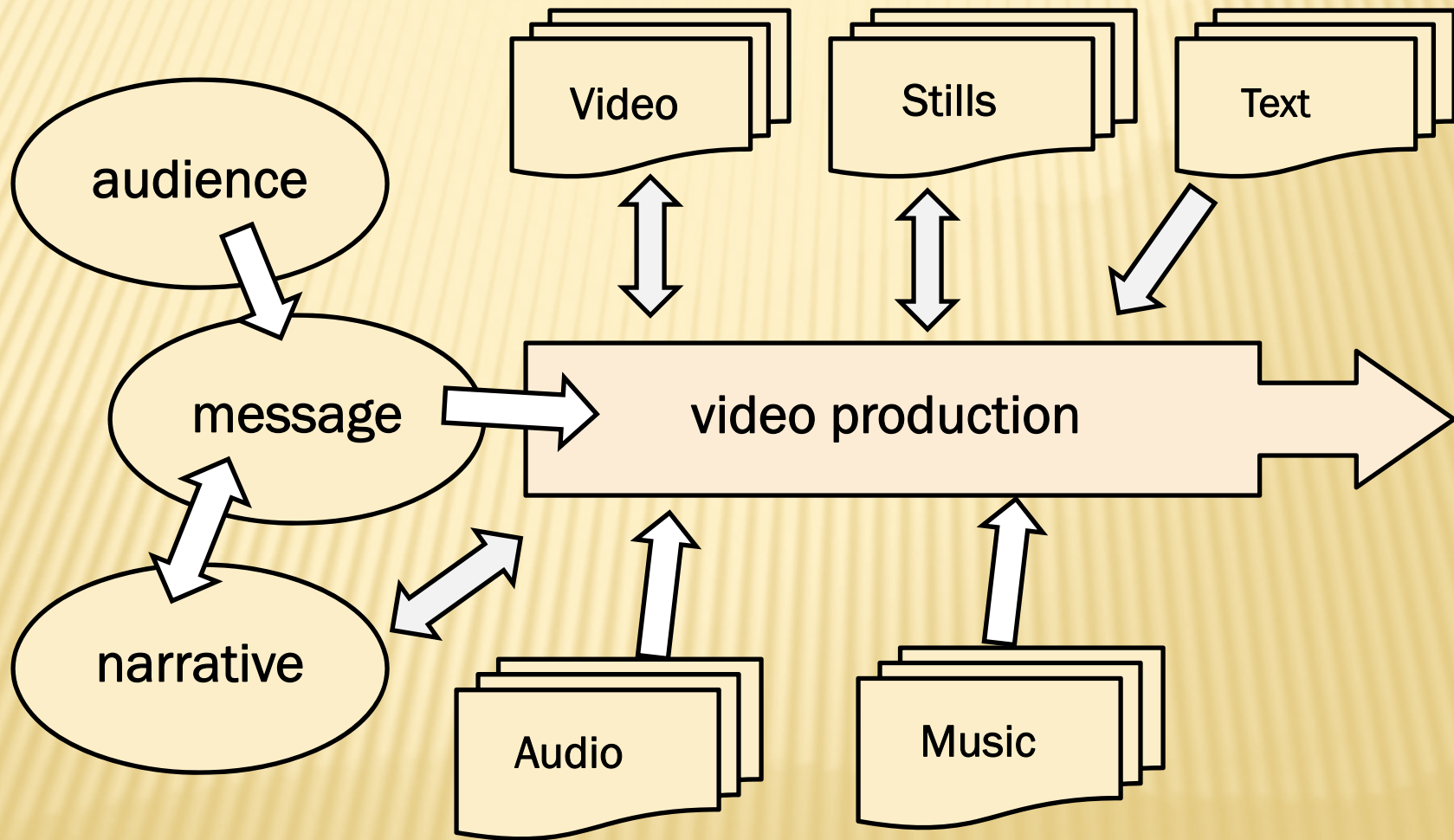
Errors of emphasis

Get the sequence right- engage the
viewer at the very beginning

It can always be shorter!



Schematic Overview of Production Process



Example

Two versions of the Aero triangulation video– version 3 & final version, version 6;

Interviews collected specifically for this video;

And . . . interviews from the archive:

Committee contributions:

stills

fine-tuning

text

