Maryland Today
Seminar 5: Planning the Art

August 7, 2018
Seminar Rules

● We all have something to contribute, so please speak up

● The more you contribute, the better the experience will be for everyone

● We will start and end on time

● Attendance counts
How We’ll Use Visuals in Maryland Today
To draw people into a written story....
Or even be the story itself.

Standalone Photo
Or even be the story itself.

Standalone Photo

Photo Gallery or Essay
Or even be the story itself.
Or even be the story itself.

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Or even be the story itself.
Visual Walkthrough

● Feature Well
  ○ Renews daily
  ○ Almost always needs image for each item
  ○ Variety of image shapes

● Events/In The News
  ○ Renews daily
  ○ Don’t Miss uses square image

● Bottom Well
  ○ Renew every few days
  ○ 16:9 image aspect ratio
● Events and bottom well have static format.

● Top of the page varies from day to day to accommodate different numbers of stories, and for visual variety. Currently, we’re using five grids:
• Morning email
  ○ Vertical format
  ○ Main art 16:9
  ○ Secondary art square
• Special Feature
Three features

How Augmented Reality Will Make Surgery Safer

CMNS dean, School of Medicine partner pen Harvard Business Journal essay on MPower partnership’s ambitions

Summer Camp Daze

Find the 2018 list of dozens of day, overnight summer options on campus for kids

Transferring an Honor

Top scholarship to transfer students renamed for Maryland native Frederick Douglass

“While young people mobilized young...”
● Five features
Five features
Universal translators that make any language understandable are common in science fiction, but now Maryland researchers are involved in a project to make the concept a reality.

The four-year initiative, funded by a $14.4 million grant from the Intelligence Advanced Research Projects Activity, aims to produce a language processing system that allows a user to type in a query in English and have information returned in English—even if the content is available only in a lesser-known languages or dialects.

The U.S. Intelligence community-funded research has clear national security implications, but the UMD team’s leader says it could enhance communications for people around the globe.

"Today’s internet brings us closer together than ever before, but the diversity and richness of human language remains a challenge," says Douglas Oard, a professor in the College of Information Studies.

The interdisciplinary research includes experts in natural language processing, speech processing and information retrieval from Maryland, Columbia University, Yale University, the University of Cambridge and the University of Edinburgh.

Joining Oard at Maryland are Philip Resnik, a professor of linguistics; Marine Carpuat, assistant professor of computer science; and Hal Daumé, professor of computer science. All four have joint appointments in Institute for Advanced Computing Studies.
Art Requirements

- Nearly all stories need art of some sort.

- Main art must always be horizontal; vertical secondary images are OK.

- Art will be cropped to various aspect ratios: square, 16:9, super-ultra-widescreen.
  - If it’s a wide shot, it needs a strong element, ideally in the center, that can be cropped to a square.
  - If it’s a closeup, it needs to be identifiable if it’s cropped way down.

- Youtube videos need a screengrab or related photo to function as the main art.
• Example of Non-Optimal Main Image
Here’s how it looked in the morning email...

CAMPUS & COMMUNITY

Bridging the Employment Gap for People With Disabilities

UMD, Gov. Hogan Announce Center to Improve Career, Educational Opportunities
• It didn’t work well on the article page either.
This image worked much better.

RESEARCH
Pest Defense
$7.7M Award to Fund UMD-Led Study of Tick Immune System

Email/homepage

Article Page
How We’ll All Work Together
Communicate

Talk to me. Talk to me. Talk to me.
Talk to me. Talk. Talk. Talk.
We might say:

- Whatcha got coming next week (or next month) storywise?

- What kind of art would work for this?

- Hey, we can help out with that!
  - Schedule photos and videos.
  - Find file art.
  - Give designers time to work.
You might say:

- I’ve got a good story coming from my unit we’d like on Maryland Today, and it has a strict time element.

- We’ve got great photos from our regular contributing photographer—here’s a Dropbox link.

- This is a great story, but we’re struggling a little bit with how to illustrate it.
Bynder? What's Bynder?!

- A digital asset management system designed to hold art and photography generated by the Office of Strategic Communications.
- Why do we need it? It provides easy, downloadable access to original high resolution imagery.
• Who has access?
  ○ Current internal Strat/Comm beta testing
  ○ Will roll out to lead communicators or designated major unit/department/college representatives
  ○ Designated users must go through training

• When will it be available?
  ○ Late fall 2018.
Creating Good Photos (And Avoiding Bad Ones)
Ehh, no....
Yes!
The importance of art and visuals...

Roger K. Lewis is a professor emeritus in the School of Architecture, Planning and Preservation and a retired practicing architect. He wrote in The Washington Post on Friday about the growing role of historic preservation in urban planning and the complexity in deciding what gets saved:

"Be grateful for historic preservation policies, laws and advocacy. They enable us to identify and protect America's significant cultural heritage, ensuring that future generations will continue seeing, using and appreciating meaningful legacies of the past.

Preservation efforts focus on architecture; parts of towns, cities and neighborhoods; natural and designed landscapes; civic spaces and works of public infrastructure; and places where important historic events, such as Civil War battles, occurred."

“You don’t take a photograph. You make a photograph.”

—Ansel Adams
Planning Your Photo

- What’s your dream photo?
- Sketch or find a sample image for inspiration
- Assess the situation
- Scout locations and backgrounds
- What does your subject look like?
- What’s the mood of the story?
Assess The Situation

- What's the location?
• What does your subject look like? Google them to try and find out.
• What’s the mood of the story? Happy, somber, serious? What should the subject’s expression be.
How do you visualize your photo?

- Wide shot, close-up, in between?
- Portrait, action or environmental shot?
- One photo, gallery or GIF?
Bring Your Plan to Life

IT'S ALIVE!!!
• Keep it simple.
  ○ Too many elements makes for a messy image.
  ○ Include just one or two points of interest to avoid confusing viewers
  ○ Think about what to include in the frame: a person, a setting, or both
• Be aware of backgrounds.
  ○ Notice what’s in your frame. An unnoticed tree growing from someone’s head or a giant advertisement won’t help the photo.
  ○ Move around to avoid an ugly or busy background.
Consider the composition.

- Rule of Thirds helps create dynamic images.
  - Break the frame into thirds using horizontal and vertical lines.
  - Place your point of interest on or near one of the intersections.
• Use different perspectives to create visual interest and clean up messy backgrounds.
● See the light.
  ○ Know where the light is coming from and use it to your advantage.
If shooting outside, shade can be your friend. If there’s no way you can make the available light work for your photo, shoot in the shade. You’ll get an even exposure with no patchy highlights.
○ If shooting inside, don’t place your subject in front of a window or shoot into a light source. This will cause bad exposure or flaring. Instead, the shooter should stand with back to the window to take advantage of window light.
• Look for Candid Interaction and Emotion
  ○ Talk to the subject to help them relax
  ○ Avoid having them pose in front of a computer.
○ If using a smartphone, re-adjust an over- or underexposed image by tapping on the subject on your screen.
○ Make sure you are saving and sending the full-resolution of the photo.
Finding Great Images

- Check Strategic Communications Digital Asset Management System (Bynder).
- Recommended stock sites.
  - Getty
  - iStock
- Know your source!
  - Look for royalty free images first from media kits, government websites and handouts.
  - Avoid pulling random images from Google, social media or elsewhere. Most are copyrighted; using them can constitute theft of intellectual property.
  - Properly credit images.
● Ask Permission Before You Photograph
  ○ Best practice is to have a release form signed. Our office has a generic form we can share. Especially if photo will be used in multiple places.

● Gather basic caption info: who, what, where, when, and maybe even why.
Photography Questions
Graphics
Create beautiful and attention-getting images
Tell conceptual stories that don’t lend themselves to photos
Convey a mood while confronting a sensitive subject
Express complex ideas and abstract concepts
Impart information
FOOD TRUCK HUBBUB

BY LAUREN BROWN

GETTING A MEAL ON THE GO in College Park has taken on new meaning this fall with the launch of two food truck hubs.

Following Prince George's County's passage of a law last October allowing food trucks to operate in groups, a pair of Terps with a rebuilt quesadilla truck has recruited seven other vendors so far to rotation in and out of two locations in the city.

David Engle '15, M.S. '15 and Chris Szczepa '17, owners of the Q Truck, also started College Park Ventures to run the hubs at 7413 Baltimore Ave., former site of the Little Tavern, (5 p.m.-midnight, Thursday-Saturday) and S&AU University Research Court, next to the College Park Metro station in the newly named Discovery District (11 a.m.-2 p.m., Monday and Wednesday).

Engle hopes to have at least 20 vendors on the sites, part of the Greater College Park initiative to revitalize the community through new downtown amenities, academic buildings, and research partnerships and startups.

In other words, deciding your next meal during or after work just got a lot harder.
Word Association Wheel

METAPHORS

HYPERBOLE

PERSONIFICATION

EMOTIONAL

SLANG

IDIOMS

HISTORY/FACTS

PUNS
You're in the dog house

My dog is so ugly, it's only friend is a cat

The dog serenaded the moon all night

You can't teach an old dog new tricks or it's raining cats and dogs

I have a new leash on life

You're in the dog house

Yo dawg

You're in the dog house

Yo dawg
Videos
MOVING PICTURES
Creating Videos That Don’t Suck
MOVING PICTURES
Creating Videos That Don’t Suck

Mark Sherwood, Producer
Strategic Communications

sherwood@umd.edu

Subscribe to our YouTube Channel (umd2101), Facebook, Twitter and Instagram
MOVING PICTURES
Creating Videos That Don’t Suck

● Video Office’s Role - Marketing
  ○ Promote
  ○ Brand
  ○ Elevate
  ○ Inform
  ○ Get Views!
The Power of Video

- 74% of all internet traffic is video
  Ahman, I. *The State of Video Marketing in 2018*, socialmediatoday.com

- Viewers retain 95% of a message when watched on video, compared to 10% read in text
  Stafford, L., *How to Incorporate Video into your Social Media Strategy*, forbes.com

- Videos are shared 1200% more times than links and text posts combined
  Stafford, L., *How to Incorporate Video into your Social Media Strategy*, forbes.com
What Makes a Good Video?

**Myth:** I need a Hollywood camera and gear to make a good video.
What Makes a Good Video?

What kind of camera should I use?

GOOD

DSLR, Mirrorless
Interchangeable Lenses

BETTER

Pro-Level Cinema-Style
What Makes a Good Video?

Uhmmm...No. Just no.
What Makes a Good Video?

Moving Pictures & Pictures that Move You

Movement

Emotive
What Makes a Good Video?

- Production Tips
  - Motivation
  - Composition
  - Lighting
  - Audio
Production Tips for Good Video

MOTIVATION

Coverage - how to best tell my story?

- Interview
- Subject - Person or “Thing”
- Supporting shots
What Makes a Good Video?
Answer these two big questions:
Who’s the target audience? What am I trying to show and why?
This can help inform:
- Type of footage - Interviews and B-roll
- Composition (Framing) & Movement
- Lighting
- Audio
- Editing decisions
- Where the video will be posted
Production Tips for Good Video

MOTIVATION

What am I trying to show and why?

- Do you need a video, article or photo blurb?
- Avoid the “So what”
- What’s special or unique about the story?
- Try to tell a story with the sound off
Production Tips for Good Video

COMPOSITION

Where should the audience be looking?

Guides to help create a pleasing image:

- Rule of thirds
- Types of framing (WAMCAP)
- Depth
Production Tips for Good Video

COMPOSITION

- Rule of Thirds
  - Creates a more balanced and interesting image.
  - Avoids the center.
  - Studies have shown that our eyes are naturally drawn to key parts in an image.
Production Tips for Good Video

COMPOSITION

- Types of framing (WAMCAP)
  - Wide
  - Angled
  - Medium
  - Close-up
  - Artistic
  - Point-of-view
Production Tips for Good Video

COMPOSITION

Wide

Angled
Production Tips for Good Video

COMPOSITION

Medium

Close-up
Production Tips for Good Video

COMPOSITION

Artistic

Point-of-View
Production Tips for Good Video

COMPOSITION

Good

Bad
QUESTION

Composition, Rule of Thirds, wide angle, story...all this doesn’t matter without....?
DA-DAH

Composition, Rule of Thirds, wide angle, story...all this doesn’t matter without...

LIGHT!
Production Tips for Good Video

LIGHTING

3 Point Lighting

- Backlight (50-100% of key light)
- Key light
- Fill light (50% of key light)
Production Tips for Good Video

LIGHTING

Lighting with 1 Light
Production Tips for Good Video

LIGHTING

Using Existing Lights
Production Tips for Good Video

WHITE BALANCE
Production Tips for Good Video

WHITE BALANCE

Avoid using **AUTO** white balance

**Sun/Exteriors**
Look for this icon on your camera.

**Artificial or Interiors**
Look for these icons on your camera.
“Sound is half of the experience”
-George Lucas
Production Tips for Good Video

AUDIO

- Microphones
- Music
- Sound Design
Production Tips for Good Video

Please **AVOID** using the built-in mic on your camera for recording interviews or other vital audio.
Production Tips for Good Video

Microphones are vital for recording clear audio that will help capture the viewer’s attention.
Production Tips for Good Video

AUDIO

Shotgun Mic

● Pros
  ○ No cables
  ○ Easy set up

● Cons
  ○ Picks up background noise

Tips

● Subject needs to be close to the camera.
● Subject should talk in the direction of the camera.
● Only use in a quiet setting.
Production Tips for Good Video

**AUDIO**

Lavalier (Lapel) Mic

- **Pros**
  - Good for interviews
  - Fairly easy set up

- **Cons**
  - Cables
  - Touchy-Feely

**Tips**

- Attach close to chest
- Hide the wire
- Prevent clothing from rubbing against mic
Boom Mic

- **Pros**
  - Excellent sound quality
  - Interviewee free to move
  - Directional
  - Mic is not visible

- **Cons**
  - Framing limitations
  - Extra gear to carry

Tips

- **Set-up slightly above person’s head but out of frame**
- **Angle toward mouth**
- **Use windscreen outside**
Production Tips for Good Video

**Why is Music Important?**

- Sets the mood
- Establishes setting
- Creates emotion
Production Tips for Good Video
AUDIO

Setting the Mood
Production Tips for Good Video

AUDIO

Royalty-Free Music Resources

- Pay per track websites - Musicbed, Pond5, Storyblocks, Audio Jungle
- Annual Subscription - APM, Manhattan Music, DeWolfe Music
Production Tips for Good Video

AUDIO

Sound Design

Creating audio for something that you didn’t record or doesn’t exist. Makes the video “come to life”.
# Preferred Aspect Ratios for Social Media Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Aspect Ratio</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>16x9</td>
<td>1920x1080</td>
</tr>
<tr>
<td>FB/TW</td>
<td>1x1</td>
<td>1080x1080</td>
</tr>
<tr>
<td>IG</td>
<td>4x5</td>
<td>600x750</td>
</tr>
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UMD Stock Footage
REQUEST FORM:
www.umdrightnow.umd.edu > For News Media > stock video footage and photography > stock footage request form

Campus Beauties

Campus Aerials

Student Life

Academic Life
UMD Graphics Guide and Templates (On the way)

Lower Thirds

Logos
QUESTIONS?
QUESTIONS?
Exercise
Exercise 1

- Please review the article at your table and discuss art and illustration possibilities with colleagues.
- Plan a photo, video or illustration, including subjects, settings, main elements, etc.
- We’ll go around table by table and discuss what we came up with.
- Visual professionals—don’t clump together… spread throughout the room to provide advice.

Exercise 2 (if time allows)

- Let’s talk about an article you recently worked on that presented challenges from the visual standpoint.
General Discussion
Session 6: Calendaring: How to leverage external calendar opportunities to promote timely and relevant stories. Holidays, national months or days, and other milestones can be tools for finding and scheduling stories well in advance. We’ll brainstorm on external, internal and unit-specific calendar items and how to take advantage of them.
Schedule

**Session 1**: 11 a.m. Wednesday, June 13, 0215 ESJ

**Session 2**: 3 p.m. Tuesday, June 26, 2212 ESJ

**Session 3**: 1 p.m. Thursday, July 12, 2212 ESJ

**Session 4**: 1 p.m. Wednesday, July 25, 2212 ESJ

**Session 5**: 1 p.m. Tuesday, Aug. 7, 2212 ESJ

**Session 6**: 1:30 p.m. Tuesday, Aug. 21, 2212 ESJ