



Architectural Film Making

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THE IMPORTANCE OF PLANNING

Coming up with an idea

- What's your inspiration?
- Who are you working with?
- Where's it going to be seen?
- How much freedom do you have?
- Does your project have a brand?

Create Your Script

- Break your script into columns to make it easier to digest.
 - **TITLE**
 - Break your film down into sections or chapters
 - **VISION**
 - Indication of what you expect to see on screen
 - **DESCRIPTION**
 - Describe key ideas, transitions etc you want to show in more detail
 - **AUDIO**
 - Visual description of how you want your music to flow

Overview

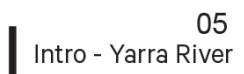
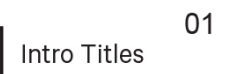
- Luxe, style, sophistication. Silvery light, muted tones. Bright flaring sun.
- Film moves from serene early morning, through bright sun lit day, through to luxe night
- Use of talent intercut through 3D footage to give life
- Focus on the detail. Both in film and in 3D, make feature of the detail, light time-lapse, materiality etc.
- Use Yarra One brand mark as linking element interspersed throughout film, both through use of light and shadow, architectural detail and graphical overlay to link spaces

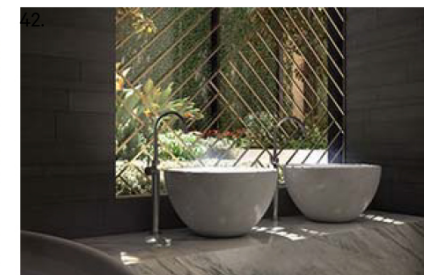
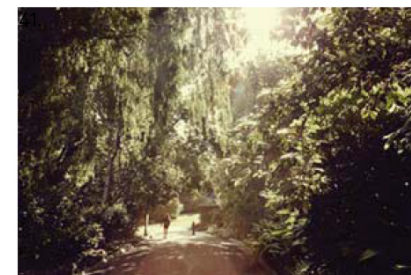
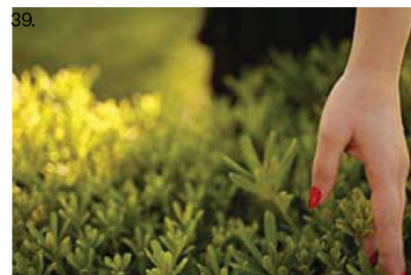
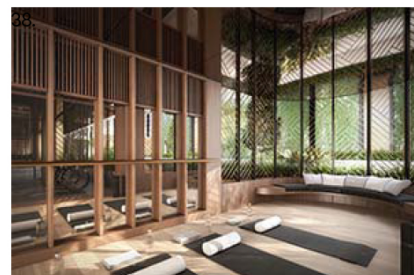
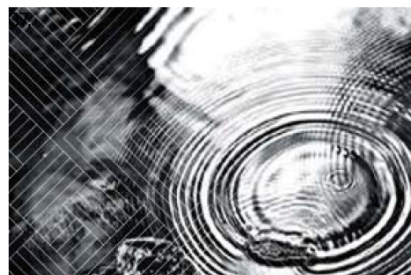
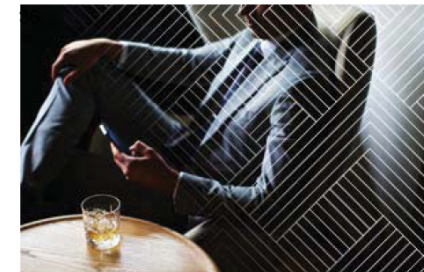
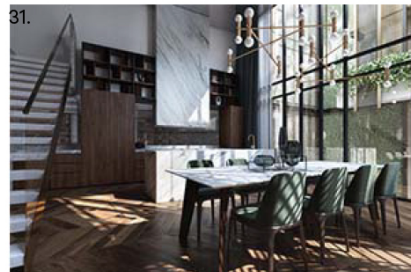
Title	Vision	Description
Intro – Titles	Film: <ul style="list-style-type: none">- Close up on water, calm ripples.- Yarra one brand mark draws across screen, bottom left to top right- Yarra One logo	Start on a close up on water, calm, tranquil. Yarra One brand mark faintly draws in left to right, Yarra One logo appears.
Intro - Yarra	Film: <ul style="list-style-type: none">- Yarra River early morning. Early light, sun streaming through trees- Misty/moody/tranquil- Rowers on river- Cyclists/runners along path- Heritage bridges- Yarra trail greenery	Intro to Yarra River. Calm, silvery, early morning. Capture uses of Main Yarra Trail, rowers, cyclists, runners etc. Capture beauty and heritage of local bridges. Track camera down Yarra river towards South Yarra, possible view out towards city. Finish on hero cutaway shot of building with Yarra River in view looking out towards city.
Laneway Culture	3D: <ul style="list-style-type: none">- Yarra One promenade/streetscape- Detail vignettes of architecture, time-lapse shadows, sun flares. Film: <ul style="list-style-type: none">- South Yarra culture/ fashion/ cafes/ streetscapes- Talent in situ	Feature the desirability of the atrium area both in wide format to show off the scope of the space and in close detail to show beauty of materiality and light in the space. Close ups on ground as sun time lapses through, look up through latticework with sun flaring towards us. To bring the area to life we intercut the atrium space with film of South Yarra culture. Cafes/Fashion. Use of talent to bring human element to the space. Talent riding pushbikes, walking chapel st/toorak rd, sitting at café etc.
Amenities	3D: <ul style="list-style-type: none">- Concierge (possibly green screen concierge in desk overall shot)- Wine Bar- Communal Dining- Communal Lounge Film: <ul style="list-style-type: none">- Concierge close-ups- Talent with wine, food, whiskey- Wine/food close-ups	We move in from the outside to the formal concierge entry of Yarra One via transition element based on brand mark. (note: if possible shoot concierge at desk) We move through the various internal amenity spaces, again using filmed talent, props etc as an additional human element to spaces. While showing off whole spaces, create more detailed vignettes of spaces shown to pick up quality of material/light, luxe detail etc.

Zen Amenities	3D: <ul style="list-style-type: none">- Yoga studio- Private Spa- Rooftop Garden- Outdoor Spa Film: <ul style="list-style-type: none">- Water close-ups- Talent in botanical gardens, long and close- Sunlight through trees- Water droplets on broadleaves- Botanical Gardens with view to city (dusk)	Start in the yoga studio both in wide and detail, showing connection between yoga room and outdoor planting. Inter cut with film shots of greenery, talent walking through botanical gardens. Shot from botanical gardens, sun streaming through trees. Shot inside private spa looking out to garden, with garden in focus, DOF shift to internal detail. Capture detail greenery, sun through leaves, water droplets on leaves etc to cut in with 3d footage. Show botanical gardens at dusk with view to city. Possible to shoot a pan shot on slider and match cut with shot of rooftop space at dusk looking out to city. Show off communal Spa as night. Use brand mark transition between communal spa and wide night hero of building as we rise up exterior.
Interiors	3D: <ul style="list-style-type: none">- 3 bed lounge- Kitchen- Hallway joinery- Bedroom Joinery- Bedroom Film: <ul style="list-style-type: none">- Close ups on talent getting ready- Man putting on cuff links/shoes etc- Woman putting on lipstick/earrings/perfume etc	Keeping focus on the city view we cut into the hero living room with same view to CBD. We explore the different interior spaces in night (as per stills) to keep the luxe mood. As we explore the spaces we intercut close ups of talent getting ready. Finish the interiors on the bedroom.
Finale	3D: <ul style="list-style-type: none">- Hero cutaway with bedroom in view, look out to city Film: <ul style="list-style-type: none">- If possible, talent in bedroom.- Woman sitting on end of bed putting shoes on.- Putting something away in closet.- Walking out of room- etc	We finish on close up cutaway hero at night with view out to CBD. If possible, shoot greenscreen of talent in space as a final touch. Yarra One Brand mark and logo transition us out to black.

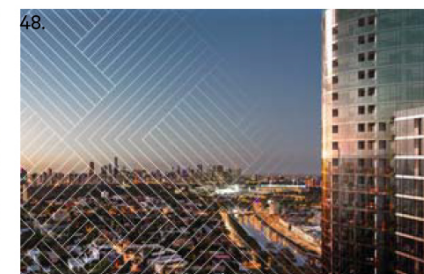
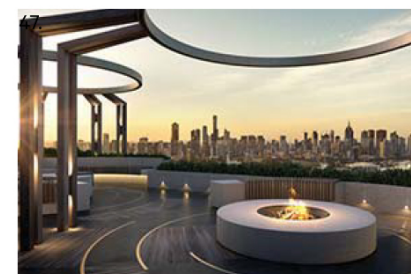
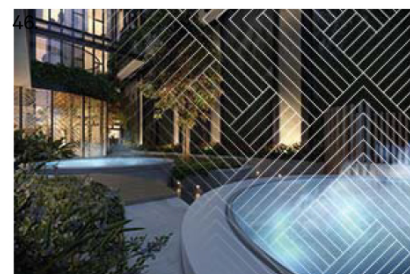
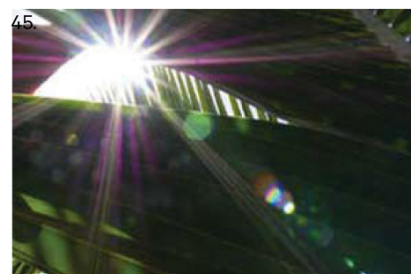
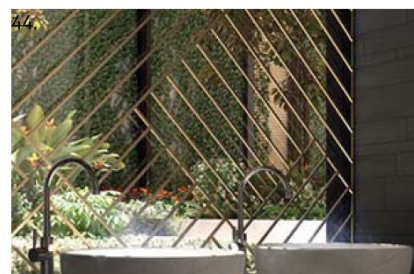
Create Your Storyboard

- Visual representation of your script
- Use underlines to create your sections
- Use weighting of frames to indicate your timing
- Can add rough timing





Zen Amenity 37





Animations

- Start with a **storyboard animatic**
 - Layout your storyboard images into a timeline to work out overall timings for different sections
 - Use it to work on your audio timing. Do quick edits and butcher the audio to try and fit with the vision. Add or take time away to suit.
 - Generally this is an in-house tool.

Animatics

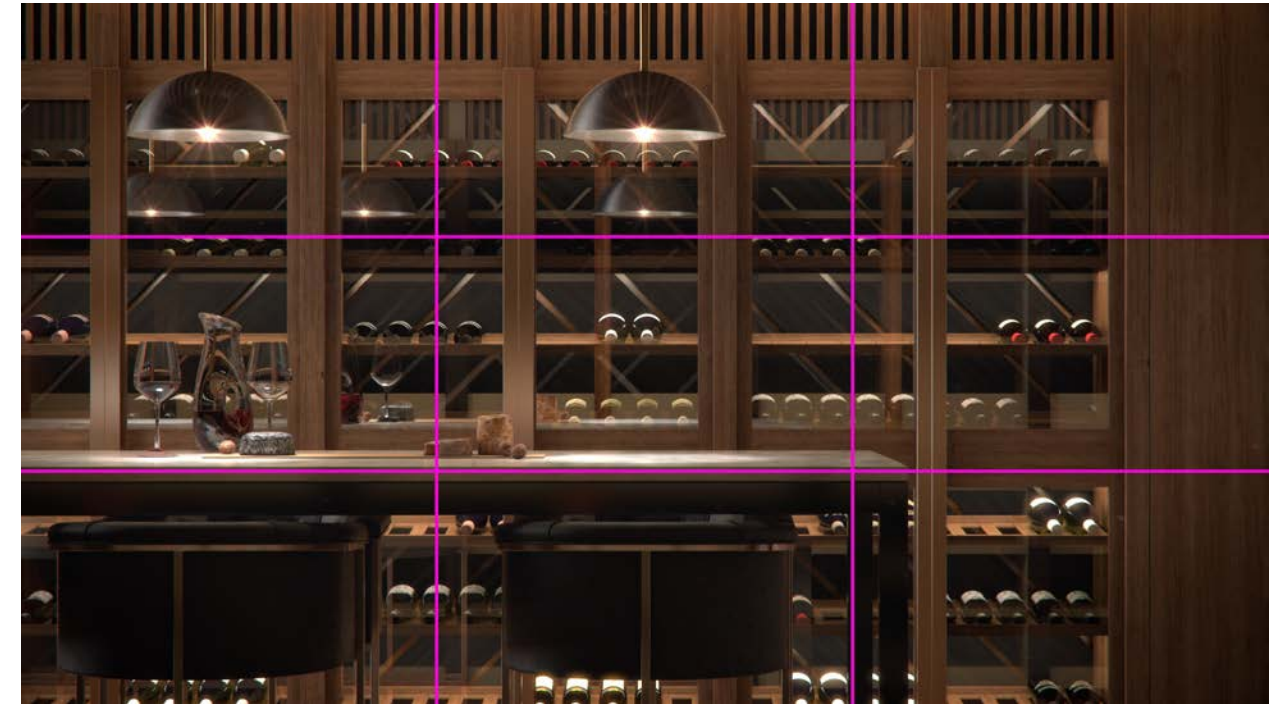
- Move on to your **presentation animatic**
 - Refined timings
 - Use rough rendered frames. The quicker the better. Always render them though to show lighting and mood.
 - Don't render full frames until you're animatic is signed off to save time and render cost.

The background of the image is a complex, abstract wireframe mesh. The mesh is composed of numerous interconnected lines forming a series of organic, flowing shapes that resemble a stylized, interconnected network or a series of overlapping, curved planes. The lines are thin and light gray, set against a white background. A solid blue horizontal bar spans the bottom third of the image, providing a contrasting background for the white text.

CAMERA ANIMATION AND COMPOSITION

Composition in Cinematography

- **THE RULE OF THIRDS**
 - Divide screen into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines.
 - Important compositional elements should be placed along these lines or their intersections.



Composition in Cinematography

- **LEADING LINES/DIAGONALS**
 - used to draw a viewers attention to a specific part of the frame.



Composition in Cinematography

- **FRAMING**

- Use objects in your scene to frame your subject.
- Canopy of a tree to frame your building
- Shoot through a window to focus on your subject



Composition in Cinematography

- **PATTERNS AND REPETITION**

- People are drawn to patterns and repetition.
- Helps create beauty in otherwise mundane objects
- Breaking repetition can be an even more powerful tool to draw your audience in



Composition in Cinematography

- **SYMMETRY**
 - People generally find symmetrical objects more beautiful.
 - Can make a powerful statement of your architecture.

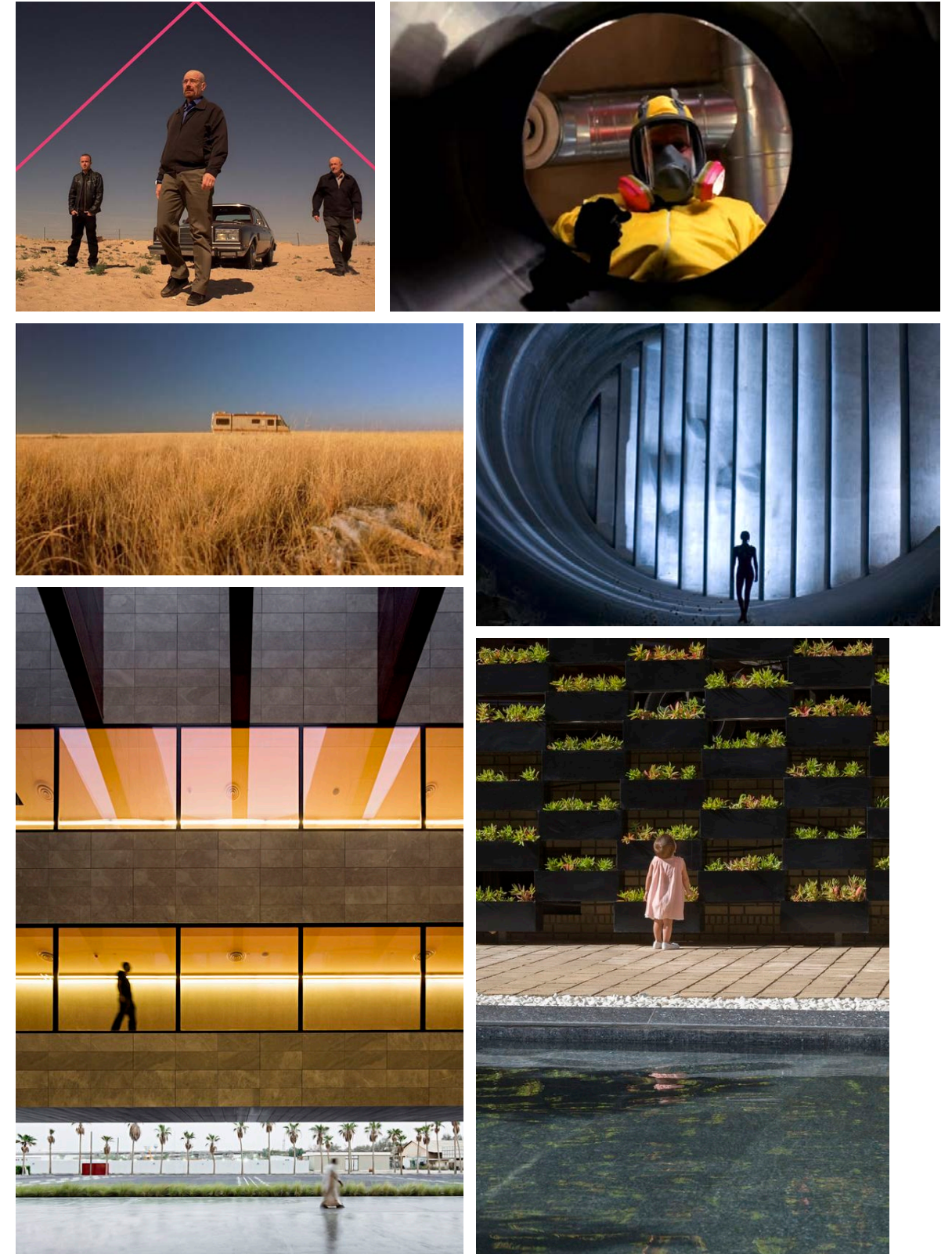


Animated Objects Add Movement

- Timelapsed light movement
- Timelapsed skies
- Wind as an animator. Trees, curtains, leaves etc.
- Add movement in post production. Dust, lens flares, birds etc.

Get Inspired

- Find inspiration for making your cameras from different sources
- Draw on real world camera techniques
- Look at architectural photography
- Get creative and think outside the box
- Develop your own and build your own unique film style





EDITING AND AUDIO

Editing and Audio

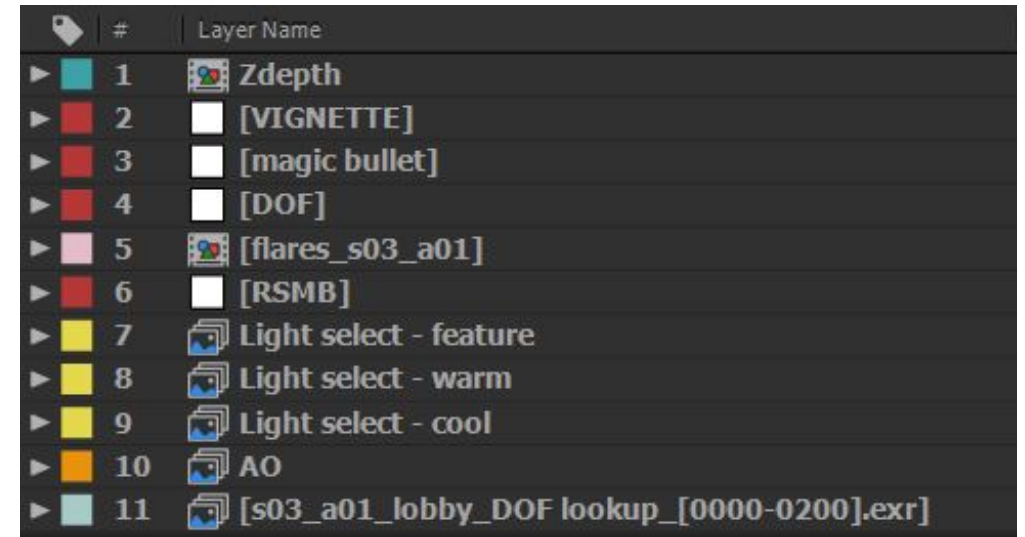
- Keep your editing tight.
- If you're timing cuts to the beat, ensure you hit the beat.
- Custom audio vs stock audio. Pros and cons.
 - Price vs customisation
- Audio style can change the mood of your film.

The background features a complex, organic wireframe mesh in a light gray color, set against a white background. The mesh forms a series of interconnected, flowing shapes that resemble a stylized, abstract landscape or a network of paths. A solid blue horizontal bar spans the bottom portion of the image, providing a contrasting background for the text.

POST PRODUCTION

Setting Up Your Post Files

- Create a layered stack that makes sense to you.
- Name your layers
- Colour code them to make larger files easier to navigate



Colour Grading

- Colour Grading ties your whole film together
 - Make sure your shots sit in the same colour tone
 - Consider your grading for both rendered and filmed footage together

Using Elements and Plugins

- Dont be afraid of plugins
 - ReelSmart Motion Blur
 - Magic Bullet Suite – Colour Grading
 - Optical Flares – Lens Flares
 - Frischluft – Depth of Field
 - Twixtor – Ultra slow motion
- Common Render Elements
 - Lighting
 - Reflection
 - Refraction
 - Z Depth
 - Multimatte

The background features a blue gradient bar at the bottom, transitioning from a darker blue on the left to a lighter blue on the right. Overlaid on this is a complex, light gray wireframe mesh pattern that forms a series of interconnected, flowing, and somewhat circular shapes, resembling a stylized, abstract representation of a network or a series of connected loops.

CONCLUSION

