



Gilding the Lily

“to add unnecessary
ornamentation to something
beautiful in its own right”

Alastair Taylor

ARPS, DPAGB/AV, AV-AFIAP



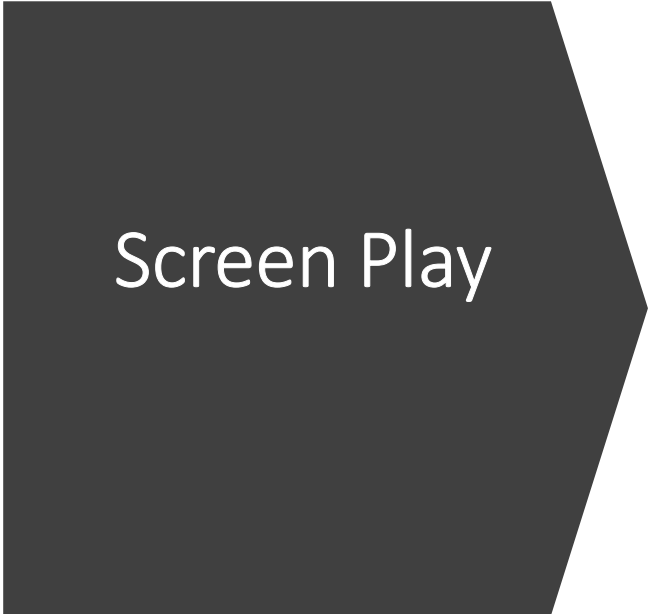
Did that grab your attention?

I hope so...

I don't think I am on my own in seeking to grab the viewers attention at the start of my AV production.

Contents

- The initial hook to get the viewer interested.
- The end which leaves a question or a thought
- The foil to make the audience think the AV is about something else altogether.
- The interlude to give the audience time to think.
- The break of flow to wake up the audience.



Storyboard Title

Shot Number:

Shot Number:

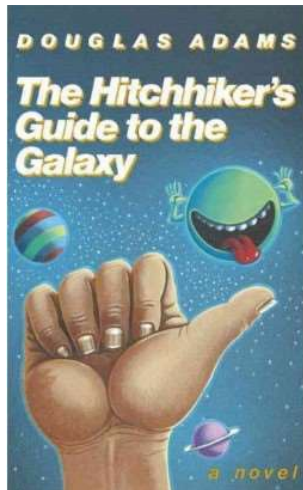
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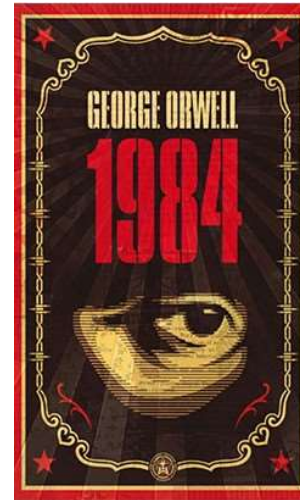
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The Initial Hook



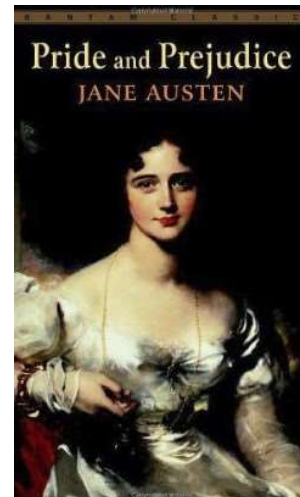
Far out in the uncharted backwaters of the unfashionable end of the western spiral arm of the Galaxy lies a small, unregarded yellow sun.

boredpanda.com



It was a bright cold day in April, and the clocks were striking thirteen.

boredpanda.com



It is a truth universally acknowledged, that a single man in possession of a good fortune, must be in want of a wife.

boredpanda.com

The Initial Hook in AV - Examples

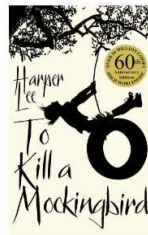
- We escape the winter gloom for our week in the sun. We relax in pastures new - a world away from the dark winter nights. New sights and new sounds, so different from our hum drum winter routine.
- I consider myself to be a man of the soil – after all, my father was a farmer.
- I should have known it was going to be an adventure when it took five attempts to land at the airport! Animals on the runway.
- When I hear this hymn what I see is the sun appearing like a jewel casting almost horizontal rays which light up the burning clouds and then as we climb the sun disappears only to rise again Its unbelievably beautiful ...
- Ancient myths. Celtic creatures of the water. Kelpies are believed to inhabit Scottish rivers and lochs. Shapeshifting. Sometime human. But often in the form of horses. Malevolent beasts ...

The Magnificent Ending



***“And now that you don’t have
to be perfect, you can be
good.”***

— Last line of East of Eden



***“He turned out the light and
went into Jem’s room. He
would be there all night, and
he would be there when Jem
walked up in the morning.”***

— Last line of To Kill a Mockingbird



***“After all tomorrow is
another day.”***

— Last line of Gone with the wind

A powerful
conclusion.

Middlemarch by George Eliot

"for the growing good of the world is partly dependent on unhistoric acts; and that things are not so ill with you and me as they might have been is half owing to the number who lived faithfully a hidden life, and rest in unvisited tombs."

Ending an AV – one of mine ...

On
the Origin of Species

BY MEANS OF NATURAL SELECTION,

OR THE
PRESERVATION OF FAVOURED RACES IN THE STRUGGLE FOR LIFE.

By Charles Darwin, M.A.,

“It is interesting to contemplate an entangled bank, clothed with many plants of many kinds, with birds singing on the bushes, with various insects flitting about, and with worms crawling through the damp earth, and to reflect that these elaborately constructed forms, so different from each other, and dependent on each other in so complex a manner, have all been produced by laws acting around us.”

Recording a Voice Over

- Your smart phone makes for a superb voice and SFX recorder.
- Always record in .wav format (similar to RAW). MP3 is OK though.
- Consider the purchase of a microphone (a complex subject!)
- Perhaps you know an actor or use <https://www.fiverr.com/>
- And if you don't like the sound of your own voice, there is always AI.
<https://freetools.textmagic.com/text-to-speech>
<https://www.narakeet.com/app/text-to-audio>
<https://speechify.com/text-to-speech-online/>
- However, only you can give the mood and feeling you seek

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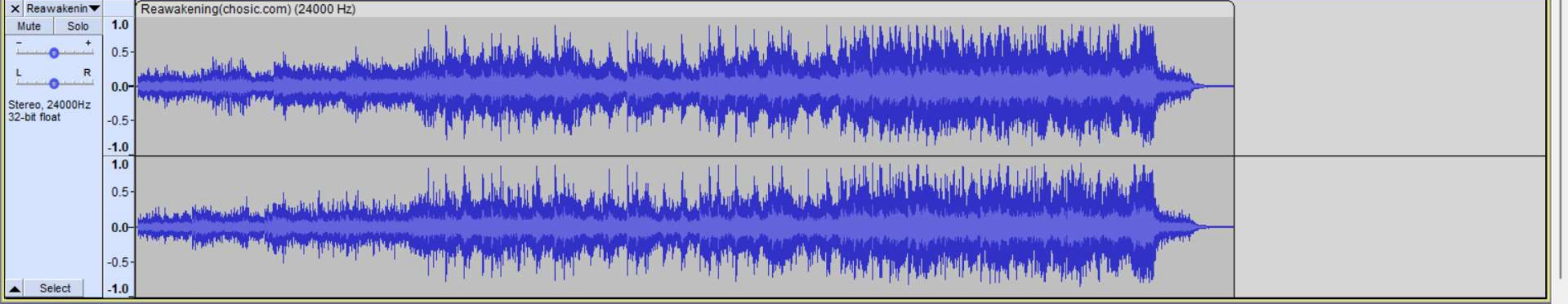
Creating a soundtrack and feel

- Write a script. (Make it personal, don't read out the guidebook)
- Some people are using AI. "Write me a film script about the Canadian Rockies in the style of a documentary"
- The written word is different to the spoken word.
- Give it space to breath.
- Think about the balance between voice, music (not too loud) and SFX.
- You will need to mix it – many software options available.
- I use Adobe Audition. Consider "Audacity" which is a free programme.
- PTE AV Studio offers very good sound editing.
- Like anything new, something of a vertical learning curve!

Microphone Array (Intel® Smart) 2 (Stereo) Recording Chann Speakers (Realtek(R) Audio)

L R -54 -48 -42 -18 -12 -6 0

L R -54 -48 -42 -36 -30 -24 -18 -12 -6 0



Project Rate (Hz) Snap-To Start and End of Selection

44100 Off 00h00m00.000s 00h00m00.000s 00 h 00 m 00 s

Stopped.

Files x Effects

- Ansel (24000 Hz).mp3
- monomyth_3_thethingsthatkeepu...
- Mouse Click (24000 Hz).wav
- Shutter (24000 Hz).wav
- Sovereign(chosic.com) (24000 H...

Follow session tempo

Sort By: Filename

Main Mixer

- Track 1 M S [01S] Micropho
- Track 2 M S [01S] Micropho
- Track 3 M S [01S] Micropho
- Track 4 M S [01S] Micropho
- Track 5 M S [01S] Micropho
- Track 6 M S [01S] Micropho
- Master M [S]

Timeline (hms): 0:20, 0:40, 1:00, 1:20, 1:40, 2:00, 2:20, 2:40, 3:00, 3:20, 3:40, 4:00, 4:20, 4:40, 5:00, 5:20, 5:40, 6:00, 6:20, 6:40, hms

Transport x

0:00.000

Zoom x

Selection/View x

	Begin	End	Length
Selection	0:00.000		0:00.000
View	0:00.000	7:04.810	7:04.810

Session Properties x

Tempo: 120 bpm 4 beats/bar

Key: (none) 4/4 time

Monitoring: External

Levels x

dB -70 -69 -68 -67 -66 -65 -64 -63 -62 -61 -60 -59 -58 -57 -56 -55 -54 -53 -52 -51 -50 -49 -48 -47 -46 -45 -44 -43 -42 -41 -40 -39 -38 -37 -36 -35 -34 -33 -32 -31 -30 -29 -28 -27 -26 -25 -24 -23 -22 -21 -20 -19 -18 -17 -16 -15 -14 -13 -12 -11 -10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0

- Intel
- PerfLogs
- Program Files
- Program Files (x86)
- Users
 - alast
 - .openshot_qt
 - 3D Objects
 - 1320c_DRV_ENG_01-01-06-00_01-01-06-C
 - ansel
 - Contacts

WAV WAV

Back On The Market.wav Another Recording.wav

WAV WAV

And so it was.wav about digoxin.wav

WAV WAV



Time points 0:00.000 00:00.000 00:00



intimate time variation.mp3

005505227-n 046650987-Stirr 008950089 00895059 012320579-argumen 07 - Creature Chromosomes.mp3

Walls Rerecording.wav 2.v Wa Re Rerec Chain Smo Chain Ch Tire Tired C Back O Another Re Another Anothe

Project Options Slide Options Styles and Themes Objects and Animation Slides Timeline

Its all very well ...

- Having a great start and ending ...
- It's just that too often, they are too far apart ...
- Some AVs are 12 minutes long and keep you gripped and interested all the way.
- Others are 4 minutes, and you soon lose interest.
- Maintaining interest is an important skill in AV making



- Home
- Gallery
- OneDrive - Personal
- Desktop
- Downloads
- Documents
- Pictures
- Music
- Videos
- Adams
- Camera
- Gilding the Lily
- New folder
- Creative Cloud Files
- This PC
- OS (C:)
- Network



IMG_20230909_092519



IMG_20230909_092624



IMG_20230909_092745



IMG_20230909_092854



IMG_20230909_092900



IMG_20230909_093248



IMG_20230909_104457



IMG_20230909_104501



IMG_20230909_104531



IMG_20230909_104536



IMG_20230909_104544



IMG_20230909_104642



IMG_20230909_105102



IMG_20230909_105150

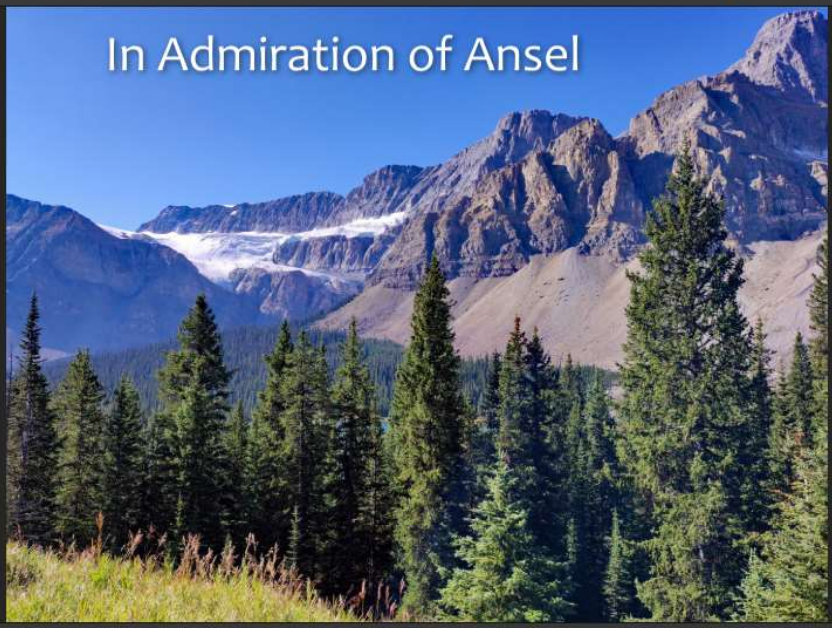
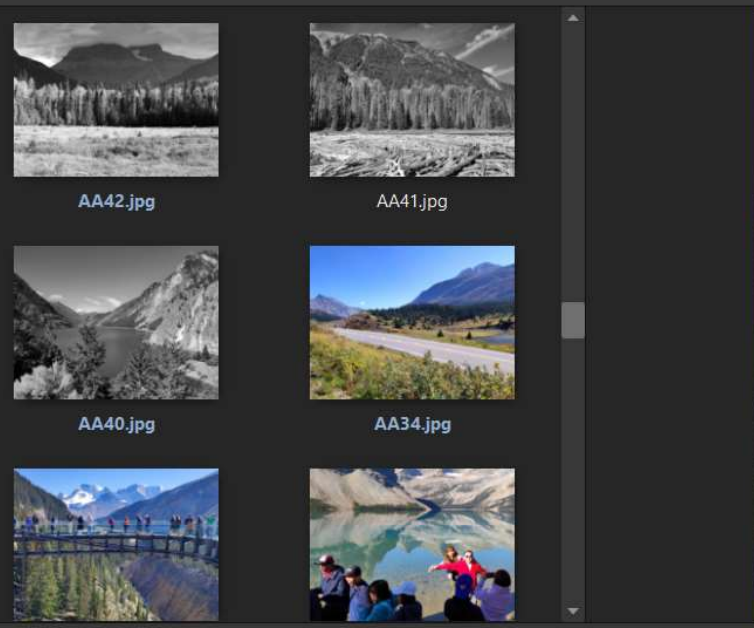


IMG_20230909_105153

How do you create a different story?

- A trip to the Canadian Rockies with some lovely landscape pictures.
- They might go well to some music but how can I make it more interesting?
- Then I remembered the great photographer Ansel Adams and started study his work.
- An idea! Recreate Ansel Adams in my own special way.
- Try to fool the audience into thinking they are all archival images
- Put a twist in the tale/tail (you decide which is the right word)
- You be the judge ...

- 1. P2E Working Files
 - A Magificent May
 - A Mothers Son
 - Adams
 - African Colours
 - Another Day in Paradise
 - Autumn in the Arcipelago
 - Beyond the Wall
 - Broken Britain
 - Devotion
 - Drot Autumn
 - Esseence
 - For Freedom and Democracy
 - Ghost Town
 - Ghost Town (B&W Version)
 - Hellebore
 - In the Footsteps of the San
 - Life on the Edge



Time points 0:01.372 00:15.787 07:04

Timeline with 14 numbered segments. Segment 1: 2. AA1 (Landscape). Segment 2: 3. AA2 (Landscape). Segment 3: 4. AA3 (Ansel Adams photo). Segment 4: 5. AA4 (Landscape). Segment 5: 6. AA5 (Landscape). Segment 6: 7. AA6 (Landscape). Segment 7: 8. AA7 (Map). Segment 8: 9. AA8 (Ansel Adams photo). Segment 9: 10. AA9 (Landscape). Segment 10: 11. AA10 (Landscape). Segment 11: 12. AA11 (Ansel Adams portrait). Segment 12: 13. AA12 (Landscape). Segment 13: 14. AA13 (Landscape).

Updated AA (V3)_mixdown.wav

A green audio waveform visualization showing the audio levels for the "Updated AA (V3)_mixdown.wav" track across the timeline.

Project Options Slide Options Styles and Themes Objects and Animation Slides Timeline

Gilding the Lily...

- Let the pictures talk for themselves.
- The words should stand up for themselves as well.
- Listen to others.
- The rest is down to timing and production.

Thankyou for your interest

