

Next Club Meeting: Wednesday, January 14th, 2008.
7:30 - 9:30 p.m. Cupertino Room,
Quinlan Center, 10185 N. Stelling Rd.,
Cupertino, CA



JANUARY 2009

November 2008 Meeting Agenda

Members winning movies and awards presented. **Pages 1 and 2**

Treasurer's Report

Club Treasurer Frank Swanson reports on Viewfinder's financial position. **Page 2**

How Aspect Ratios Work

Brian Lucas on how our home videos will look on the new TVs. **Page 3 and 5**

New Theme Challenge

Looking for a reason to get out and shoot some video? Here it is. **Page 3**

Sudoku Quiz

Frank Swanson challenges us with the first newsletter quiz of 2009. **Page 3**

Viewfinder's Video and Books Library

The club has a pretty good resource. Check out the list. **Page 4**

November Meeting Highlights

Main Features:

Viewfinders Annual Video Contest Winners Receive Gold DVD Awards

"Two Left Feet" First Club Showing and Awards Presented

January Meeting

2008 AMPS/AMMA Winners Screened

A selection of the some of the best amateur movies shown at last years festival

An Evening of Awards

The last meeting of the year is traditionally a time of award giving, screening winning movies and socializing. Although attendance was lighter than expected, it was a full and entertaining evening.

GOLD DVD WINNERS

Each year in November, on a vote by club members, Viewfinders Club chooses the winners of the October "Best Member's Movies" contest. The three winners are presented with Gold DVD awards, introduced by Bob Meacham in 2007.

With twelve movies entered the competition was strong with most of them meriting high scores but... there can only be three winners. Congratulations on their fine efforts to all that entered. Those that received the most votes were as follows.

1st place. A tie for two movies by Herb Wolff.

"Right Turn" - a feature film that places a Vietnamese immigrant in a



serious predicament after a road accident involving a blind woman.

"Shopping Carts"

Herb's AMMA 2008 "One Minute Movie" winner that pits a supermarket customer (Fred Pfof) against a stubborn shopping cart.



2nd Place. Jack Gorham's documentary "Santa Maria Urban Ministry"

which chronicles the good work being done by this San Jose church in reaching out and helping those in need.



3rd Place. Bernie Wood's "Wheels of Wonder"

a movie that records and interviews participants of a Los Altos High School program which shipped used bicycles and parts to poor students in rural Kenya.



(Note: A more complete description of these movies and all other entries can be found in the November 2008 newsletter.)

In addition to the club award, each winner also received a free one-year

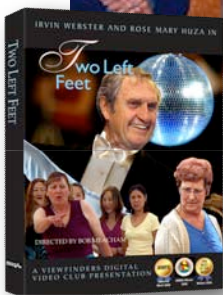
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complimentary subscription to *Videomakers Magazine*, thanks to **Dawn Branthaver**, Marketing Manager. *Videomaker* has been generous with prizes over the years and has been a strong supporter of our club.

Also, each winner will receive a composite DVD of all the movies entered in the competition, for which we thank **Gordon Peterson**.

Unfortunately, Jack Gorham and Bernie Wood were unable to come to the meeting so their awards were handed over at a later time.



"TWO LEFT FEET"

The annual club movie, produced by the Viewfinders Video Production Group, received its first club showing at the November meeting. After which, the awards that it won at the 2008 amateur movie festival sponsored by AMMA, AMPS and the "10 Best of the West" organizers were presented to the team. Those awards were:

- AMMA:** One of the ten best in category
- AMPS:** Certificate of Merit
- TBW:** Winner

"Two Left Feet" is for sale to members for \$5.00 per copy. Sales have

been brisk and so far has out sold the two previous club movies. All proceeds from the movie add to the club's funds so you can help Viewfinders by purchasing your own copy.

SO-LONG 2008

So there goes another year. We will have a new board for 2009, albeit with familiar faces, who will do their best to keep the club as active and interesting as those who steered us in the past have done, and keep us one of the premiere amateur moviemaking clubs in the country.

Happy New Year!

TREASURER'S REPORT FOR NOV/DEC. 2008

Bank Account Beginning 11/01/08 \$ 512.12
 Income Total: \$ 385.00
 Dues for 2009 \$345.00
 "TLF" DVD's (8) \$40.00
 Expenses Total: \$ 160.01
 Annual Contest Awards \$40.01
 "TLF" DVD's (50) \$120.00

Bank Account Ending 12/31/08 \$ 737.11

TREASURER'S REPORT FOR YEAR 2008

Bank Account Beginning 01/01/08 \$783.62
 Income: \$1516.00
 Dues (2008 & 2009): \$908.00
 Donations: \$20.00
 DVD movie sales: \$290.00
 Raffle sales: \$154.00
 VHS tape sales: \$29.00
 TBW Contest entry fees: \$115.00

Expenses: \$1562.51
 Quinlan room rental: \$660.00
 Movie Production Group: \$408.95
 Website (2 years): \$132.59
 Refreshments (Everest): \$70.00
 Video Library: \$24.87
 Club movie entries: \$40.90
 Program presenters: \$41.50
 Meeting handouts: \$8.13
 Annual Club Contest awards: \$40.01
 TBW Contest judging: \$135.56

Bank Account Ending 12/31/08 \$737.11

Comments:

- 1) The Ten Best-of-the-West Contest that we ran for the AMMA / AMPS Convention in October was \$20.56 in the red.
- 2) The Production Group is \$68.95 in the red (counting the 10 "TLF" DVD's @ \$5 each in inventory).

TIME FOR 2009 MEMBERSHIP RENEWAL

Bring your check or cash to our January 14th meeting to renew your Club membership for this 2009 year. The annual dues are \$30 for individuals, \$35 for families, and \$5 for full-time students. Make checks payable to: "Viewfinders Club".

**Frank Swanson,
 Treasurer**



TV ASPECT RATIOS

There has been a lively discussion recently within the Viewfinders Video Production group about the preference for shooting movies either



in the familiar 4:3 standard or the newer 16:9 standard. The arguments revolved around how camcorders handle the two formats, the question of editing, composing shots in the dissimilar shapes, embracing the new format, and simple personal taste.

So what, exactly is aspect ratio and why the two different shapes? To begin with **Aspect ration is its width divided by its height.**

4:3 Standard

This is the shape we are most familiar with. Until recently, all TVs (and computer monitors) were this aspect because it is very close to the dimensions of motion pictures, up to the 1950s, shot on 35 mm film. Commercials and documentaries were, and still are, mostly shot on 16 mm film

which also shares approximately the same shape. Television and video cameras naturally followed the same aspect ratio.

16:9 Standard

With the growing sales of TV sets and theater attendance dropping, Hollywood began producing wide-screen movies to keep their customers coming back. Among those formats were the better known Cine-

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Theme Challenge "Coast"

Once again we are throwing out a challenge for members to make a short movie around a given theme. "Coast" is the chosen topic which should provide a number of interesting subjects. On our nearby coast we have seaside resorts, fishing piers, rock pools, cliffs and waves, a lighthouse at Pigeon Point and several state parks. All can be very photogenic.

Movies should be short, no more than three minutes, and can also take advantage of the "5x5" idea that Bob Meacham introduced last year. In this case, a movie comprises of no more than five scenes at five seconds each for a total of 25 seconds.

So dust off the camcorder and plan a trip over the hills - it's a good opportunity to get the year started with a firm video idea for 2009. Submitted movies will be shown at the the April meeting.

Good Luck!

Welcome to the Viewfinders Club SUDOKU January 2009 Puzzle

The goal of Sudoku is to fill in every empty box with one of nine letters. Each letter can appear only once in each horizontal row, as well as only once in every vertical column and only once in each of the nine 3X3 squares. This month's puzzle contains the letters

E, I, L, N, O, R, S, T, and Y.

To help you get started, let's say you wanted to put an "N" in the top middle square where there is an "R" and "T". You couldn't put it in the first or second rows of that square because there already is an "N" in those rows of the first and third squares, respectively. This means the "N" must go in the only open box on the bottom row to the left of the "R". As another clue, the 9-letter word that means "the plot of a movie" appears somewhere in this puzzle. The answer to this month's puzzle appears in the back of this newsletter. Have fun!

Frank Swanson

	O	N						
	S					E	T	N
E				R	T			
O		T	E				I	R
R	E				I	S		T
			R	Y				E
Y	I	L					O	
						T	Y	



Did you know that your Club has a Video Library full of useful, educational and entertaining movies, videos and books? Did you know that as a Club member you can check out (with a nominal deposit) any of these items and return them back to the Club Librarian at the next meeting? Did you know that you can contribute your own books and movies (on either VHS tape or DVD media) to the Club Library? Frank Swanson, the Club Treasurer, is also the Club Librarian and he brings the entire library of videos and books to every general meeting. Here is the current list of movies, videos and books available (DVD unless otherwise noted):

INSTRUCTIONAL VIDEOS

1. Videomaker's "Video Editing" VHS
2. Videomaker's "Secrets of Successful Videomaker's" VHS
3. Videomaker's "Basic Shooting" VHS
4. Videomaker's "Advanced Shooting" VHS
5. Videomaker's "Lighting Techniques" VHS
6. Videomaker's "Desktop Computer Video" VHS
7. Videomaker's "Sound Success" VHS

CONTRIBUTORY MOVIES

1. "Ikebana 2003" by Dick Brain VHS
2. "Beyond the Wall" 2000 by Howard Lockwood VHS
3. "Alzheimers" by The Better Part 2005 VHS
4. "El Cajon Truck and Car Races" 2000 VHS
5. "Renovation of Santa Clara Train Depot" by John Dietrich #10VHS
6. "Senior Games" 2002 by Gordon Peterson VHS
7. "Fifty-Fifty" 2001 by Peninsula Video Makers VHS
8. "Niagara" 2000 by Gerald Turk VHS
9. "The Tallest Tower" by Dennis Palsgaard VHS
10. "Wedding Memories" by Frank Swanson

11. "Time Is Brain" by Gordon Peterson
12. "An Unearthly Adventure" by Ralph Nobles
13. "Ponvert Family Album" by Frank Swanson
14. "The Viewfinders" by The Better Part 2002

CLUB MEETINGS RECORDINGS

1. "Nature Video Editing" 1999 by Fred Heiman
2. "Legal Issues" 2002 by Tom Schneck VHS
3. "How To Make Contest Videos" 2003 Panel VHS
4. "How to Make MiniDV Look Like a Movie" 2004
5. "Comparing 3CCC with 1CCC Camcorders" 2004
6. "Comparing 3CCC with 1CCC Camcorders" 2004 VHS
7. "Family History Videography" 2005 Panel VHS
8. "How to Make Location Videos" 2005 Panel
9. "How to Make Location Videos" 2005 Panel VHS
10. "Using Text to Enhance Your Videos" 2006 Panel
11. "Underwater HD" 2008 by Mike Boom
12. "Adding Effects to Your Videos" 2008 Panel

COMMERCIAL BUSINESS VIDEOS

1. Digital Juice Promo 2001
2. Digital Juice "Jumpbacks" 2001 VHS
3. Digital Juice "Take 5 2006"
4. Digital Juice "Tech Know 2006"
5. Digital Juice "Production Notes 2006"
6. Digital Juice "Field of View 2007"
7. Digital Juice "Take 5 2007"

MOVIE/VIDEO CONTESTS

1. Viewfinders 2002 Annual Contest VHS
2. Viewfinders 2003 Annual Contest
3. Viewfinders 2003 Annual Contest VHS
4. Viewfinders 2004 Annual Contest VHS
5. Viewfinders 2005 Annual Contest
6. Viewfinders 2006 Annual Contest
7. Viewfinders 2008 Annual Contest
8. Viewfinders Contest "Water Theme" 2007
9. NCCAMC Filming-for-Fun 2000 Contest VHS
10. NCCAMC Filming-for-Fun 2002 Contest VHS
11. NCCAMC Interclub Contest 2004 VHS
12. NCCAMC Interclub Contest 2006
13. NCCAMC Interclub Contest 2007
14. NCCAMC Filming-for-Fun 2007 Contest
15. SAVAC Ten-Best-of-the-West 2000 Contest VHS
16. AMMA Ten-Best-of-the-West 2000 Program VHS
17. AMPS 2005 Contest
18. AMPS/AMMA Convention 2006 Promo
19. AMMA Ten-Best-of-the-West 2008 Contest
20. AMMA 2008 Contest

CLUB MOVIE PRODUCTIONS

1. "Quick View at Great America" 1997 VHS
2. "A Mars Experience" 2004
3. "A Mars Experience" 2004 VHS
4. "Maybe Today" 2006

MUSIC/SOUND

1. Instrumental.mp3
2. Mystery & Terror Sound Effects
3. Popular Sound Effects

BOOKS

1. Digital Video Production Cookbook, Chris Kenworthy, O'Reilly Digital Studio, 2006
2. DV Filmmaking From Start to Finish, Ian David Aronson, O'Reilly Digital Studio, 2006
3. Digital Photography Hacks, Derrick Story, O'Reilly Digital Studio, 2004 ■

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maScope, Todd-AO and VistaVision. Most of these had an aspect ratio of 1.85:1 or close enough, and which became the most common projection standard. (The movie industry assigns a value of 1.0 to the image's height, the last digit in 1.85:1.)

Around the world in 1980 there were many different aspect ratios used in film, video and television broadcasting. There was no 16:9 format. A fellow called Kerns H. Powers discovered that if all these different formats were overlapped, they shared a fairly common inner rectangle of 1.77:1, close to 16:9's 1.78:1. Other aspect ratios are still used but a "protected area" of 16:9 in the center of the frame is expected for HDTV broadcast. 16:9 has now become the international ratio for nearly all TV broadcasting.

TV Screening Your Home Videos

With over the air (OTA) TV content being broadcast only in digital form just around the corner, some of us may be thinking about biting the bullet, ditching the old analogue TV and bringing home a brand new digital HDTV set. But then, how will my 4:3 videos look on the new 16:9 TV? And in which format should I be shooting my future videos? (Note: TVs are sized according to the diagonal measure but 4:3 TVs have a larger total screen area, so your new 16:9 TV should be bigger diagonally than your old one or you'll get a smaller picture.)

Most camcorders sold over the past five or six years give one the option of shooting in either format. They do go about it in different ways however, which we can examine in a future article, but you have so far shot 4:3 videos. What can be confusing are the different terms used by camcorder and television manufacturers. Terms like 16:9WIDE, widescreen, panoramic, squeezed, letterbox, theater wide and others to describe the wider than 4:3 picture.

Your new TV will likely have controls to closely match your camcorder's video dimensions, though some minor cropping may still occur. You DVD disk player will also have simi-



lar controls. It is important to make adjustments or your video will suffer major cropping or distortion.

A comparison of how your movies will look on a new 16:9 HDTV

The illustrations above demonstrate how standard 4:3 format videos will look on a new HDTV when adjustments have been made.

1). Standard. With no TV or disk player adjustments, your movie will retain its natural format dimensions but will be bracketed by black vertical bars.

2). Full Screen. In this case, controls have been adjusted to fill the entire screen, causing the subject to become stretched horizontally, often causing people to look bloated.

3). Panorama or Theater Wide Mode. This control preserves the center area's natural dimensions but stretches the left and right sides to fill the screen. The affect differs on various TV sets and in some cases can be very distracting.

4). Zoom IN. Probably the simplest way to retain the image's natural dimensions but a good amount of cropping, especially at the top and bottom of the image will occur. Also, the picture will degrade and lose sharpness. Not what you want on an HDTV.

The Different HDTV

Most modern HDTV's follow the 16:9 format but not all. HD CRT type TVs are still being made and are available, but have to stay at the 4:3 aspect ratio. Why would one buy one of these dinosaurs? They're heavy, bulky, clumsy, old fashioned. Well, don't rush to judgement too quickly.

CRT picture quality is still superior to LEDs and Plasma. They provide richer colors, crisper images and cleaner contrast. That's why graphic artists, photographers and other imaging professionals are still working with them. Size for size consumer versions are usually considerably cheaper so you might consider adding one to your video editing suite.

At the March club meeting we will have a presentation on HD for the movie maker. Additional associated articles will appear in this newsletter throughout the year looking at aspects of high definition video, from shooting and editing through screening. ■

Brian Lucas

Sudoku Puzzle Answer

T	O	N	S	L	E	Y	R	I
L	S	R	Y	I	O	E	T	N
E	Y	I	N	R	T	L	S	O
O	L	T	E	S	Y	N	I	R
I	N	S	L	T	R	O	E	Y
R	E	Y	O	N	I	S	L	T
S	T	O	R	Y	L	I	N	E
Y	I	L	T	E	N	R	O	S
N	R	E	I	O	S	T	Y	L

CREDITS

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Viewfinder Newsletter is published during the third week of each month for Viewfinders Digital Video Club of Cupertino members.

Please send announcements and articles for submission to the publisher during the two weeks previous to the following monthly issue. Send address and email corrections to the publisher.

MONTHLY CLUB MEETINGS

Held in the Cupertino Room, Quinlan Center. 10185 N. Stelling Road, Cupertino, California. Watch the calendar for programs updates. Guest admission is free.

MEMBERSHIP DUES

- \$30 for individuals
- \$35 for families
- \$5 for full-time students

OFFICERS

President: Fred Pfof
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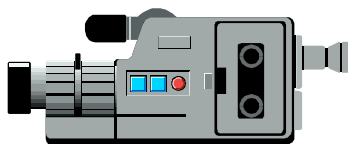
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Secretary: Brian Lucas
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WEBSITE

www.viewfindersclub.org



CALENDAR OF EVENTS

2009

JAN 14th, Wednesday

Meeting: AMPS 2008 Contest winning videos Screened
 Tech-Tips: Frank Swanson

FEB 11th, Wednesday

Meeting: Presentation on the theory of light and video lighting: Fred Pfof and John Dietrich
 Tech-Tips: Frank Swanson

MARCH 11th, Wednesday

Meeting: What you need to know about White Balance and High Definition Video.
 Tech-Tips: Frank Swanson

APRIL 8th, Wednesday

Meeting: "Theme Challenge" Screening Night
 Tech-Tips: Frank Swanson

MAY 13th, Wednesday

Meeting: Club Members Movie Night
 Tech-Tips: Frank Swanson

JUNE 10th, Wednesday

Meeting: Panel Discussion "DVD Authoring"
 Tech-Tips: Frank Swanson

JULY Date TBD

Meeting: Nimitz Grade School Videos
 Tech-Tips: Frank Swanson

AUGUST Date TBD

Meeting: "Theme Challenge" Screening Night
 Tech-Tips: Frank Swanson

SEPTEMBER Date TBD

Meeting: Guest speaker TBD
 Tech-Tips: Frank Swanson

OCTOBER Date TBD

Meeting: Club Annual Video Contest Screening
 Tech-Tips: Frank Swanson

NOVEMBER Date TBD

Meeting: Annual Gold DVD Awards and Social
 Tech-Tips: Frank Swanson

DECEMBER

No meeting this month