

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



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October Meeting Agenda

Viewfinders screen their best movies for the club to judge the finest of 2011.
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October 2011 Meeting
Highlight

Members' Annual
 Video Contest

With eight movies entered in the contest and one movie for screening only, the total of nine movies shown is a little less we have seen in previous years. The entrants were varied and included historic documentary, travel, family, a music video and two that might be described as experimental. The quality was mostly good with some entrants in the very good to excellent category.

In order of screening the movies were:

Wednesday November 9th Meeting

Annual Member Video Contest Awards

Awards for the top three movies of the year; also election of Club officers for 2012

"My Life in the Army" by
Jack Gorham

Inspired by Frank Swanson's August presentation "Making Family History Videos" Jack begins his with his serv-



ice days. In 1952 he was invited by the U.S. Government to enlist in the Army. Joining an Infantry unit, his first home bases were at Ford Ord and Fort Baker in California but the Army wanted Jack to see the world. A long sea journey to Japan and then Pusan in Korea and a change of employment as a military policeman followed. In Pusan Jack got to guard prisoners of war and observe the poverty of the peasant population. The July 1953 truce between the two Koreas included an exchange of prisoners and Jack was reassigned to Inchon, a much larger city to assist. Inchon turned out to be as poverty stricken as Pusan. Jack's discharge came in 1954 after a return to Ford Ord and then home to Burlingame.

"The Pick-Up" by **John Dietrich**

This video documents the task of transporting a retired Oregon-Washington Heavyweight business car by road from the Port of Redwood City, California, to its final home at the Santa Clara Station and Railroad Museum. Preparation required removing the underside wheels and suspension from the carriage for separate transportation. John's camera recorded the hoisting of each end of the carriage to remove the trucks (wheel assemblies) and then replacement by road transport trailers. The carriage length was such that no single trailer bed would suffice so a separate trailer was attached to each end. Very heavy equipment including cranes, trailers and trucks



were a necessity for the operation. Finally the convoy of an in-front escort vehicle and several heavy trucks and trailers carrying the business car and its components left the dockyard on its journey to Santa Clara.

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"Are We Ourselves"
by Craig VonWaaden

We have seen other music videos from Craig in the past. This latest one features the band called "The Fixx"



playing the title song at an outdoor event. The concert was sponsored by the Nugget Casino in Reno Nevada in 2009. This movie, like Craig's other productions makes use of a variety of camera angles and close ups to feature specific instrumentalists at key parts of the music. Enthusiastic crowd shots underscore the energy of the band and the ambience during the performance. Considering the number of camera positions and angles employed in the movie, synching cuts, sound and action would appear to be a major headache but this is all done smoothly and precisely without a hiccup. A very professional job.

"Insert Movie Title Here"
by Ron Rhodes

Described as a "Self Referential Movie" by Ron the movie engages through imagery and visual humor. It



opens with a DVD being loaded into a DVD player. Now, all movies should have a script but few actually show the printed script as part of the movie. Panning and scanning down the page the camera obeys words like zoom and pan to do just that. From the script we cut to a sheet of

music displaying the background music, sung by the Swingle Singers. A camcorder monitor records a camcorder monitor ad infinitum, and the musical notes of the soundtrack appear animated on an audio editor. A preview of Ron's movie appears on the big screen at the Community Center, and other distorted and multiple-mirror images are seen. Finally a spectrum of colors resolve to the surface of the DVD as the soundtrack ends and the DVD is ejected. A highly imaginative piece.

"A New Arrival at Our House"
by Bill Mannion

Bill Mannion's daughter Margaret had taken the bold step to adopt a small boy from Russia. His name is



Sergey. Sergey didn't just live in Russia, he lived in Siberia in a town called Chita, some six hours by air from Moscow. A daunting journey from California and back. Luckily Margaret has a male friend called Blaise who lives in London and volunteered to help, describing himself as a "sherpa" to guide and assist Margaret to Chita. Margaret had no Russian and realized that English language speakers might be few on the ground in far Siberia so in the weeks before the flight she taught herself some basic Russian, especially words and phrases that relate to a small boy. The journey was a great success and Sergey took to his new home and family in California like a duck to water, as the final scene has him "telling" his audience.

"The Final Harvest" by Jerry Oliver

This movie was originally produced for "The Better Part" community television program at about 30 minutes long. Jerry edited it down to 10 minutes for the contest. What is now the



Harris-Lass Historic Museum on Market Street in the city of Santa Clara was the home of two families from the mid 19th to the late 20th centuries. Cabinet maker Henry Harris came to California via Australia and built the house on 13 acres of land. In 1906 the house was sold to the Lass family. Christian Lass was a successful ship owner in Germany and owned a small fleet of sailing ships but he settled in California. The Lass family owned the house but over the years sold off much of the land. In 1985 Joanne Lass sold the house to the city who restored it as a typical 1930s farmhouse. Today the gardens provide a setting for outdoor events including the popular annual fund raising tea Party. Local schools make field trips to the museum for children to experience their heritage in the Santa Clara Valley.

"Wall of Shame"
by Gordon Peterson

As a birthday present Gordon's daughter treated him to a raft trip down the South Fork of the American



River. This is a pretty bouncy ride and the raft trip company sets up cameras at strategic parts of the river to photograph the customers' sometimes wild ride. The photos are burned to a photo CD along with other river feature collections including one that shows the more extreme "wipeouts". This is the basis of Gordon's movie. Each raft has a profes-

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PRESIDENT'S MESSAGE



I wish to thank my fellow Viewfinder Board Members for their contributions over the past year:

Bill Mannion – Vice President, publicity maker extraordinary.

Frank Swanson – Treasurer, web master, membership recorder, DVD Librarian, etc.

Fred Pfost – Secretary, club projectionist and technical advisor.

I would also like to give special thanks to **Brian Lucas** for his monthly work on our fabulous newsletter. **Joann Pfost** excelled at coordinating this year's refreshments (and keeping Fred on track).

This years program producers did a great job providing or arranging our monthly programs.

Fred Pfost

January: "Video Making with the Canon SD4500" by Jonathan Parnell of Keeble & Shuchat

May: "Nimitz Grade School Movies" with teacher Susan Woods

September: "The Independent Movie Maker" with Gregory Berkin, MBA.

Frank Swanson

February: "Award Winning Amateur Movies" screening from SCCA, AMPS and AIFVF contests in 2010

August: "Making Family History Videos"

Brian Lucas

March: "Using Still Images Creatively in Videos": how and why the video editor should employ "The Ken Burns Effect."

Bill Mannion

April: "Making Animation Videos" with Michael Humphress of "KrazyTalk Animator".

Milt Kostner

July: "Making Low Light Videos" with the assistance of Skip Stevens and Fred Pfost.

Gordon Peterson

June: "Member video screenings"
October: "Annual Member Video Contest", and
November: "Golden DVD Awards Night".

Our next and last meeting of the year will be on Wednesday, November 9th at 7:30pm. This is our Golden DVD Awards Night when we screen the top three member movies of the year submitted to the October contest, and also hold the election of Club officers for 2012.

"Connections"

My connections for this month are the video clubs that I have been connected with especially the Viewfinders Digital Video Club and the San Jose Movie/Video Makers. This connection has encouraged me to become a better video maker and experience things I would otherwise have never experienced. It has led me to travel to Thailand, Laos, Cambodia, Singapore and India. To participate in the

Viewfinders Web Site

On the website Meetings page calendar, **Frank Swanson** has added two downloadable presentation Adobe .pdf files from our last two meetings.

"Making Family History Videos" by Frank Swanson
"Independent Film Making" by Greg Berkin

The "PDF" links are in the short program descriptions at the end. They're well worth downloading by everyone with an interest in what can be accomplished with our videography hobby.

documentation of musicals, plays, public events, parades, etc. It has greatly increased my personal experiences and made life more interesting. Most of all it has brought me in contact with so many intelligent, interesting and wonderful people.

I hope that club members will support the 2012 Viewfinders Board and club events. I look forward to another year of club meetings.

Gordon Peterson

TREASURER'S REPORT FOR OCTOBER 2011

Bank Account Beginning 10/01/11	\$1463.17
Income Subtotal:	\$30.00
Membership (1) \$30.00	
Expenses Subtotal:	\$ 0.00
Bank Account Ending 10/31/11	\$1493.17



BECOME A VIEWFINDERS CLUB MEMBER

The Club membership stands at 40 members for the year. The membership dues for 2012 are unchanged from this year: only \$30 for individuals, \$35 for families and \$5 for Full-time students. If you want to renew your membership now for next year, bring your check (made payable to "Frank Swanson" with a memo to "Viewfinders Club Dues") or cash to our last meeting of the year, November 9th. If you'd like to join for the first time, fill-out the Club's Membership Form which can be found on our website's Home page and mail it in with your check.

Frank Swanson

V.P.'s MESSAGE



Closing Perspectives

These are my Closing Perspectives as Vice President of the Viewfinders. I would like to summarize what I have learned while serving in this position.

The Vice President is responsible for publicizing the Viewfinders in Cupertino and the surrounding cities.

We currently have free monthly publicity venues in several available media, i.e., the Cupertino Courier Events Column (a hard copy newspaper distributed free in Cupertino), the Cupertino Scene Magazine (snail mailed to all homes in Cupertino), the Cupertino Patch (the online Cupertino news medium available on the Internet), and Public Access station KMVT Community Bulletin Board shown on Public Access station KMVT 15 in Cupertino, Mountain View, and Los Altos.

I don't believe visitors were motivated to come to our monthly meetings by any of these media. New members please let me know if I am wrong. That's the only way we can determine which publicity venue works best.

Each site also has the phone number of the current Vice President. I have not received one phone call in the past year and surmise that previous VP's did not hear their phones ringing any/many times either.

I am not suggesting that we discontinue these free venues for notifying the public of Viewfinder meetings. I am suggesting that they are not working as a way to bring visitors to our meetings.

So what needs to be done? As stated in an earlier Perspectives column, word of mouth by members to your

friends and others will more likely bring visitors and potential new members to our meetings.

In addition, we should find ways to get feature articles and pictures into local newspapers. Cathy Platt wrote a comprehensive article for the Sunnyvale Sun about the Viewfinders and her Editor, Chris Vongsarath, agreed to run the story in the Cupertino Courier as well. Two for the price of one!!

These articles brought in ten visitors as potential new members. We obtained contact information from them at the meeting and e-mailed them to confirm their e-mail address and welcomed and encouraged them to join our Club. Brian Lucas sent copies of the Newsletter to them for follow up.

The Viewfinder Newsletters are in my opinion the best way to inform potential members of what the Club has to offer its members.

We should be looking for ways to get feature articles into newspapers in Cupertino, Sunnyvale, Los Altos, Mountain View, Campbell, Santa Clara San Jose and Los Gatos. When the meetings' Program speaker is newsworthy or the topic of the meeting is out of the ordinary, we should invite these newspapers to attend and report on the meeting. One or two articles in print per year would help to bring in potential members.

Not all visitors this year signed up to become members of the Viewfinders. This leads inevitably to the question, "Why did they choose not to join the Viewfinders?"

There will be a Board meeting in December of the incoming 2012 Officers to determine the plan of action for 2012. As occurred last year, all members will probably be asked, "What

Programs would you like your Officers to arrange in 2012?" With this question in mind, I have two Closing Perspectives.

First... Member input into what they would like to see during Viewfinder meetings is critical to holding member interest. Also, the quality of the Programs must ensure that visitors (as well as members) will leave the meeting impressed with what was presented and convinced the Viewfinders has much to offer them.

Second... Have more member activity during meetings by finding ways to encourage members to bring their completed or work-in-progress videos for viewing and discussion during the second half of each meeting.

In 2011 we scheduled Programs to run for the first 50 minutes of the meeting. But lacking member videos to show resulted in Programs being extended into the second half of the meeting. This was not always a successful option.

Member participation is critical to the success of each meeting. Viewfinder Officers can only do so much to achieve a successful meeting.

And speaking of member participation, I especially want to congratulate the two members, Craig VonWaadon and Ron Rhodes, who will be serving as Club Officers in 2012. New blood will bring new ideas, more energy, and necessary innovation to our Club.

To conclude, I would like to thank you for allowing me to serve as Vice President in 2011 and am looking forward to continuing my membership in the Viewfinders in the years ahead.

Bill Mannion

CLUB MEETINGS REFRESHMENTS VOLUNTEERS

The club thanks JoAnn Pfof for recruiting the members below who will provide refreshments and those that will and have done so this year.

<i>July 13th</i>	<i>Jim Gorman</i>	<i>October 12th</i>	<i>Scott McLaughlin & Glenn Mooty</i>
<i>August 10th</i>	<i>Jerry Oliver & William Loden</i>	<i>November 9th</i>	<i>Janet Holl & Gordon Peterson</i>
<i>September 13th</i>	<i>Betty Pickett & Sal Tufo</i>	<i>No December meeting</i>	

Video Contest continued from page 2

sional pilot to guide it down the river. His position is at the back of the raft, which is the most vulnerable spot going over rapids. If anyone is going to get dumped it is him, and often he does given the evidence of the photos. We are treated to a slide show of rafts overturning or taking off and landing with bone-jarring crashes. Passengers and pilot hang on for dear life or bounce over the sides, everyone gets thoroughly soaked yet through it all, apparently, have a great time.

"Mystery in the Sky" by Sal Tufo

Sal's movie looked like a prelude to Halloween night. This very spooky movie features the moon, clouds, raindrops and a dark and dramatic night sky. Eerie music completes the creepiness of the video which appears to have been shot or edited in an old grainy black and white technique reminiscent of early Frank-



enstein or Dracula films. There is not much story here but the effects are chilling. Brrr.

"Balloons" by Bernie Wood
(Screened but not a contest entry)

This movie was shot 20 years ago at a hot air balloon meeting in Fresno, Cali-



fornia. Like all Bernie's movies this one comes with a narrative by Bernie in his familiar poetic style. A description of the movie's subjects, the colorful and graceful balloons that rise majestically in the early morning air beg for poetry. We see the envelopes, large limp silk canopies, as they are partially inflated on the ground enough to raise them slowly to an upright position, the owners careful not to scorch the fabric. Once upright, the basket and burner are mounted and the balloon is ready for flight. Soon the sky is filled with these colorful and grand engines of flight, silent except for the occasional roar of the burners as they drift away across the landscape.

At the November meeting members scores for each of the movies will be announced and the winners will be rewarded. Don't miss it. ■

Vietnam Traveling Wall

The Vietnam Traveling Wall will be in Cupertino's Memorial Park (across the street from De Anza College) from November 9 through November 13, 2011.

Mark your calendars and plan to attend several of the events. They should make great video subjects for next year's meetings.

Wednesday, November 9th at approximately 1:00pm
The Wall arrives with a Patriot Guard motorcycle escort.

Thursday, November 10th at 1:00pm Dedication Ceremony with City Officials and local school choirs and bands

Friday, November 11th at 11:00am Annual Veterans Day Ceremony with military speakers, Air Force Band, Monta Vista Madrigals, and special recognition of Vietnam Veterans with the unveiling of the Vietnam Memorial Boulder



Cupertino Memorial Park

Saturday, November 12th all day open to the Public for visitations.

Sunday, November 13th at 3:00pm. The Vietnam Traveling Wall departs.

Bill Mannion

Welcome to the Viewfinders Club SUDOKU Puzzle

The goal of Sudoku is to fill in every empty box with one of six letters. Complete the grid so that every row, column and 3x2 box contains the letters D, E, G, L, N and O (no repeats). And, then can you find the "mystery word" spelled-out somewhere? The answer to this month's puzzle appears in the back of this newsletter. Have fun!! ■

	L			E	
G		N			
	D		L		
		G		N	
			E		G
G				D	

2011 AMPS Amateur Video Competitions Open Details: www.ampsvideo.com

TECH TIPS

SHOOTING TIPS FOR THE AMATEUR VIDEOGRAPHER: Part 15 by Frank Swanson

Shooting for Graphics

While watching television you may not have noticed or paid any attention to the graphics (e.g. titles and overlays) that are superimposed over the visuals. They are used so well by the graphic editors at the television stations that they seem to blend in perfectly with the video in the back-



ground and convey to the audience a very simple, clear and concise message. What tricks, then, do the shooters (cameramen) use to provide the "graphics friendly" shots? Here are four shooting tips that you can use when shooting for great graphics in post-production:

1 Preparing for Your Shoot: The first step in shooting for graphics is to know how the footage you are going to shoot will fit into the final production. Which shots will need room in the frame for graphics? Which ones won't? Determine ahead of time what types of graphics you will use and the placement of those graphics. Will you be keying in nameplates or statistics? Will you shoot a news-type shot



of someone who needs space over his shoulder to allow for a piece of video or graphic? Knowing where you will place your graphics before you shoot your footage will help you record usable material that will work nicely when it's time to edit-in the graphics later at home.

2 Name Identifiers: No matter how intricate, name identifiers should be positioned in the lower third of the picture. For interviews at a medium close-up (head to chest), allow space for the graphic without covering the face or chin of the subject. When recording allow enough time for the textual graphic to appear and then fade away, typically long enough for the viewer to read it out loud two or



three times, before cutting to another shot or zooming-in for a close-up



of the subject.

I generally use textual graphics with a 1-second fade-in and a 1-second fade-out; anything shorter seems too abrupt and anything longer seems to drag on a bit; I never use cuts for name identifiers as they seem too abrupt and call attention away from the subject.



3 News-style Stories: Graphics for news-style stories typically are set in a box over a subject's shoulder. Interviews of people are included in this category as well. To accomplish this, start out recording the subject straight on, then, at the appropriate time, pan and zoom-out the camera



the right-third (or left-third) of the frame to

allow the graphic to appear in the upper-left corner (or upper-right corner) of the frame. These kinds of graphics are typically seen on news shows and interviews. Please note that graphics seldom, if ever, are put in the lower-right or lower-left corners.

4. Sports: If you shoot sporting events, you might consider spicing things up a bit with a few graphics.



You can use text to iden-

tify players, highlight team or

player statistics, or even keep a running scoreboard. After you determine the content of your graphics, decide where to place them in post-production editing. Consider pre-recording players' introductions of themselves and then as you record them later on the field waiting for action to unfold and in the left or right-third of the frame, place these insert clips reduced in size to 30% in the open space.

Well, there you have it. Four tips on how to shoot your footage that will make it possible for you later as the post-production editor to add some graphics zip to your videos. Remember that when you're shooting, keep in mind whether you're going to add graphics to that shot and then frame your subject appropriately. You'll be glad you planned ahead and got those great shots! ■

CREDITS

Editor and Publisher: Brian Lucas
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Viewfinder Newsletter is published during the fourth 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: Gordon Peterson
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WEBSITE

www.viewfindersclub.org

Sudoku Puzzle Answers from Page 5



CLUB MEETING EVENTS 2011

<p>January 12th, Wednesday</p> <p><i>Videomaking Made Easy with the Canon SD 4500</i> by Jonathan Parnell of Keeble and Shuchat</p> <p>Tech-Tips: <i>Framing the Shot</i></p>	<p>February 17th, Thursday</p> <p><i>Award Winning Amateur Movies:</i> by Frank Swanson. Screening of movies from SCCA, AMPS and AIFVF contests in 2010</p>
<p>March 9th, Wednesday</p> <p><i>Using Still Images Creatively in Videos:</i> how and why the video editor should employ The Ken Burns Effect by Brian Lucas</p>	<p>April 13th, Wednesday</p> <p><i>Making Animation Videos:</i> with Michael Humphress of "KrazyTalk Animator"</p>
<p>May 11th, Wednesday</p> <p><i>Nimitz Grade School Movies:</i> screened and presented by teacher Susan Woods and Apple employee and editor Peter</p>	<p>June 8th, Wednesday</p> <p><i>Member Video Screenings:</i> recently produced movies by club members are shown to help Club members improve the quality of their productions</p>
<p>July 13th, Wednesday</p> <p><i>Making Low Light Videos:</i> basic rules and procedures for improving your low light video shooting and editing</p>	<p>August 10th, Wednesday</p> <p><i>Making Family History Videos:</i> what, why, how and when to get started in documenting your family history</p>
<p>September 13th, Tuesday</p> <p><i>Independent Movie Maker Presentation:</i> How to profit from our hobby by Gregory Berkin, Director, Producer, Filmmaker</p> <p>Tech-Tips if time allows</p>	<p>October 12th, Wednesday</p> <p><i>Annual Member Video Contest:</i> Screening of best movies produced by Club members this year</p> <p>Tech-Tips if time allows</p>
<p>November 9th, Wednesday</p> <p><i>Golden DVD Awards Night:</i> screening of the top three movies for the year; also election of Club officers for 2012</p>	<p>DECEMBER</p> <p>No meeting this month</p>

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