

PROPUESTA DE CAMARA

MANEJO DE CAMARA

PROFESOR: HASLTON ANDREY GIRALDO

ESTUDIANTE: JHON DAVID OSORIO LINARES

CORPORACION UNIFICADA NACIONAL DE EDUCACION SUPERIOR
20 DE NOVIEMBRE DEL 2014

PROPUESTA DE CAMARA

En este video institucional vamos a manejar un balance de blancos cálido para representar los colores del logotipo de seaweed, utilizaremos iluminación ambiente
aremos planos generales para darle información al espectador sobre estas locaciones ,primeros planos ,planos medios, planos detalles, para mostrar el diseño y la fabricación de estos productos y la buena calidad de estos productos (ropa)

TENDECIA CROMATICA

En el video institucional queremos darle un look cálido al producto audiovisual, darle mucha importancia a los tonos cálidos los cuales nos representaran el logotipo de seaweed.



OCRE ROJO



NEGRO MATE



BLANCO MATE

REFERENTES:

-PRIMITIVE-2010 SPRING LOOKBOOK –PAUL RODRIGUEZ & SHAY MARIA

<https://www.youtube.com/watch?v=spZoF49jvXg>

-Adidas skateboarding the legend of Stan Smith

<https://www.youtube.com/watch?v=vq1SHY40zyo>

-(nikesbbrasil) Nike Sb: Eric Koston – Control it all

<https://www.youtube.com/watch?v=Kgzun-4Jln8>

SCOUTING

LOCACIONES

-SKATE PARK SAN CRISTOBAL SUR (Exterior)

Medidas :20 m x 30m

Sin conexiones eléctricas

Colores :

 Gris  Rojo  Azul cielo  Verde Manzana  Purpura



-Graffiti Barrio Casa Linda avenida Villavicencio (Exterior)

Medias: Ancho:5 m

Altura:3 m

Sin conexiones eléctricas

Colores:

 Negro  Rojo sangre  amarillo claro  Marrón  Blanco



 Naranja Claro Gris  Azul cielo



-Taller de sastrería San Blash (Interior)

Medidas: 4m x 2m

8 tomas eléctricas

2 entradas de luz natural

Colores:

 Crema  Blanco  Negro  Café Claro  Café Oscuro



-Cuarto del pulpo de estampados (Interior)

Medidas:3mx2m

4 conexiones electricas

1 entrada de luz natural

Colores:

 Azul cielo  Café oscuro  Café Claro  Blanco  Azul Rey
 Gris  Negro



-Cuarto de revelado (Interior)

Medidas: 2mx1.5m

2 conexiones electricas






1 entrada de luz natural




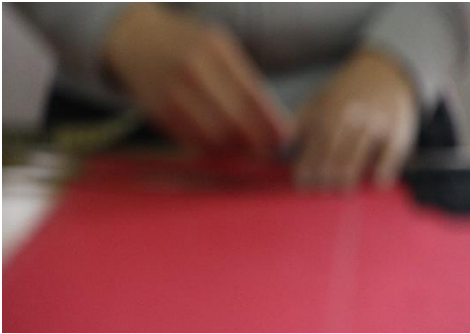

Colores:

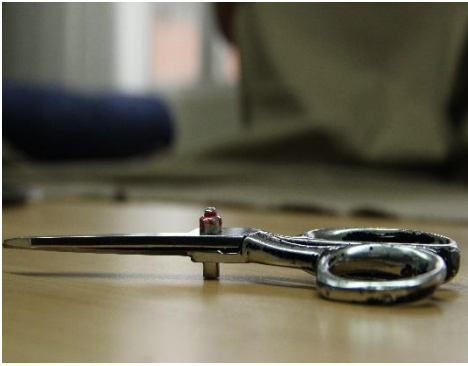



Blanco Café Oscuro Crema Gris











GUIÓN TÉCNICO/SHOOTING





Título						
Productor						
Director						
Asistente						
Asistente						
ESC.	PL.	IMAGEN	SONIDO	T.P.	T.T.	SHOTING
1	1	Plano detalle de las marquillas	Música :manu beats Sonido ambiente	3s	3s	
1	2	Plano general de las marquillas	Música :manu beats Sonido ambiente	5s	8s	
1	3	Plano detalle metro	Música :manu beats Sonido ambiente	4s	12s	
1	4	Plano medio de oscar diseñando	Música :manu beats Sonido ambiente	5s	17s	
1	5	Plano overshoulder	Música :manu beats Sonido ambiente	5s	22s	

1	6	Plano general de oscar caminando	Música :manu beats Sonido ambiente	5s	27s	
1	7	Plano overshoulder de oscar mirando los bocetos	Música :manu beats Sonido ambiente	5s	32s	
1	8	Plano detalle de las agujas	Música :manu beats Sonido ambiente	3s	36s	
1	9	Primer plano de las manos marcando la tela (desenfocado)	Música :manu beats Sonido ambiente	5s	41s	
1	10	Primer plano d elas manos marcando la tela (desenfoque)	Música :manu beats Sonido ambiente	4s	45	





1	11	Plano detalle de la tijera	Música :manu beats Sonido ambiente	3s	48s	
1	12	Plano medio de oscar paneo hacia izquierda	Música :manu beats Sonido ambiente	5s	53s	
1	13	Plano detalle de la maquina de cortar	Música :manu beats Sonido ambiente	7s	60s	
1	14	Primer detalle de los trozos de tela	Música :manu beats Sonido ambiente	4s	64s	





1	15	Plano de la maquina de coser	Música :manu beats Sonido ambiente	3s	67s	
1	16	Plano general de oscar y Andrea cosiendo	Música :manu beats Sonido ambiente	5s	72s	
1	17	Plano detalle de la aguja	Música :manu beats Sonido ambiente	5ss	77s	
1	18	Plano overshoulder de andera cosiendo	Música :manu beats Sonido ambiente	5s	82s	





1	19	Plano medio de oscar arreglando el buso sobre la mesa	Música :manu beats Sonido ambiente	3s	85s	
2	1	plano del pulpo	Música :manu beats Sonido ambiente	5s	90s	
2	2	Plano medio corto de oscar acomodando el cuadro	Música :manu beats Sonido ambiente	3s	93s	
2	3	Primer plano de oscar abriendo la llave	Música :manu beats Sonido ambiente	5s	98s	

2	4	Plano medio de de el horno	Música :manu beats Sonido ambiente	4s	102 s	
2	5	plano medio de oscar estampando	Música :manu beats Sonido ambiente	5s	107 s	
2	6	Primer plano de la prenda estampada	Música :manu beats Sonido ambiente	5s	112 s	
3	1	Plano medio de oscar en la termo fijadora	Música :manu beats Sonido ambiente	3s	115 s	





Libro de Producción

3	2	Plano entero de la termo fijadora	Música :manu beats Sonido ambiente	5s	120 s	
3	3	Primer plano de el estampado terminado	Música :manu beats Sonido ambiente	5s	125 s	
4	1	Plano genera de oscar y los skatersl	Música :manu beats Sonido ambiente	5s	130 s	
4	2	Plano overshoulder	Música :manu beats Sonido ambiente	3s	133 s	

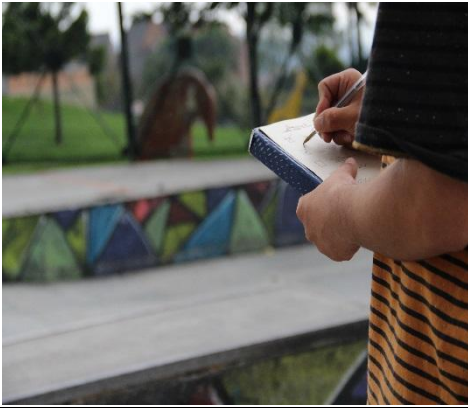



4	3	Plano overshoulder	Música :manu beats Sonido ambiente	3s	136 s	
4	4	Plano overshoulder tabla de control de calidad	Música :manu beats Sonido ambiente	3s	142 s	
4	5	Primer plano de la entrega de la ropa	Música :manu beats Sonido ambiente	3s	145 s	
4	6	Plano americano del skater poniéndose la ropa	Música :manu beats Sonido ambiente	5s	150 s	

4	7	Primer plano de la entrega de la ropa	Música :manu beats Sonido ambiente	3s	153 s	
4	8	Plano corta picado medio del skater poniéndose la ropa	Música :manu beats Sonido ambiente	5s	158 s	
4	9	Primer plano del logo de seaweed	Música :manu beats Sonido ambiente	4s	162 s	
4	10	Primer plano de los pies rodando en la patineta	Música :manu beats Sonido ambiente	5s	167 s	

Libro de Producción

4	11	Plano overshoulder de oscar viendo al skater patinar	Música :manu beats Sonido ambiente	7s	174 s	
4	12	Plano detalle del bolígrafo	Música :manu beats Sonido ambiente	3s	177 s	
4	13	Plano general del skater haciendo un truco	Música :manu beats Sonido ambiente	3S	180 s	
4	14	Primer plano de el truco	Música :manu beats Sonido ambiente	3s	183 s	

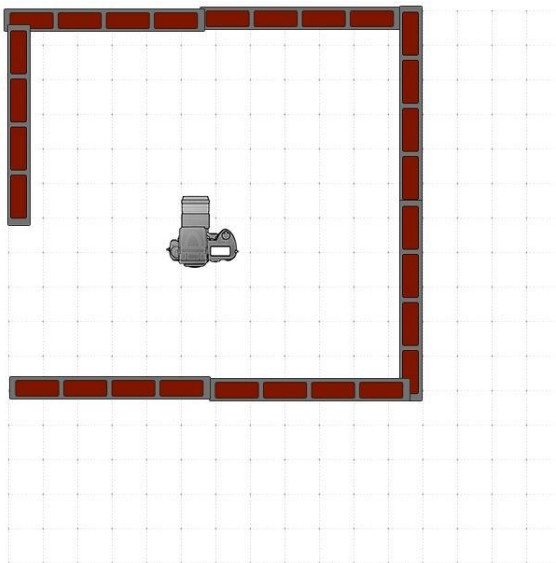
Libro de Producción

4	15	Plano medio de oscar marcando la tabla de control de calidad	Música :manu beats Sonido ambiente	3s	186 s	
4	16	Plano medio de los skaters despidiéndose de oscar	Música :manu beats Sonido ambiente	7s	193 s	
5	1	Plano medio de modelo usando la ropa de seaweed	Música :manu beats Sonido ambiente	3s	196 s	
5	2	Plano detalle del rostro de un skater sonriendo	Música :manu beats Sonido ambiente	3s	199 9s	

5	3	Plano general del parche descendiendo y derrapando	Música :manu beats Sonido ambiente	3s	201s	
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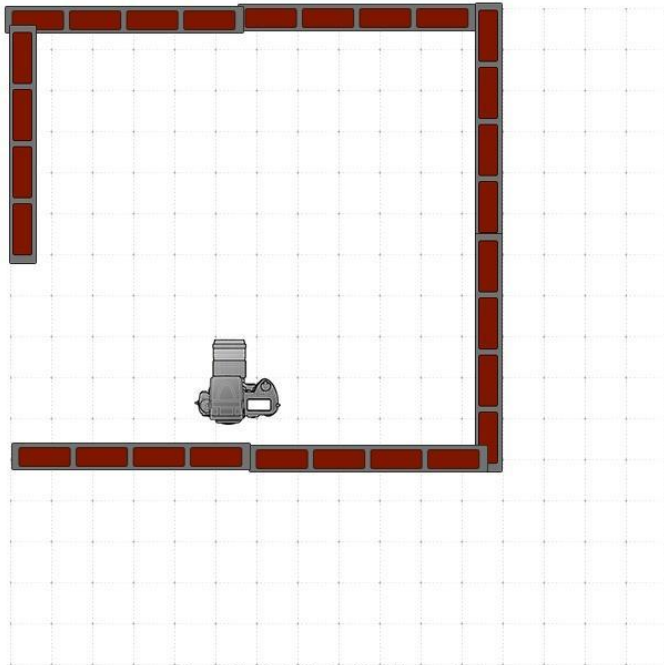
PLANIMETRIA

1.1 Plano detalle de las marquillas



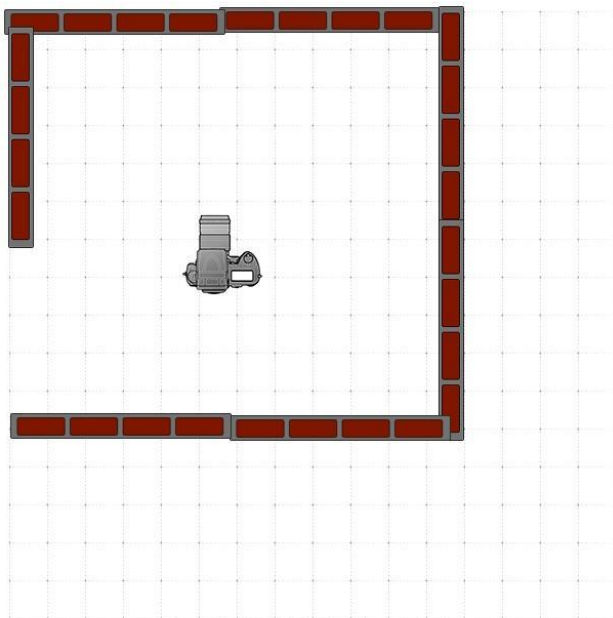
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1.2 Plano general de la marquillas



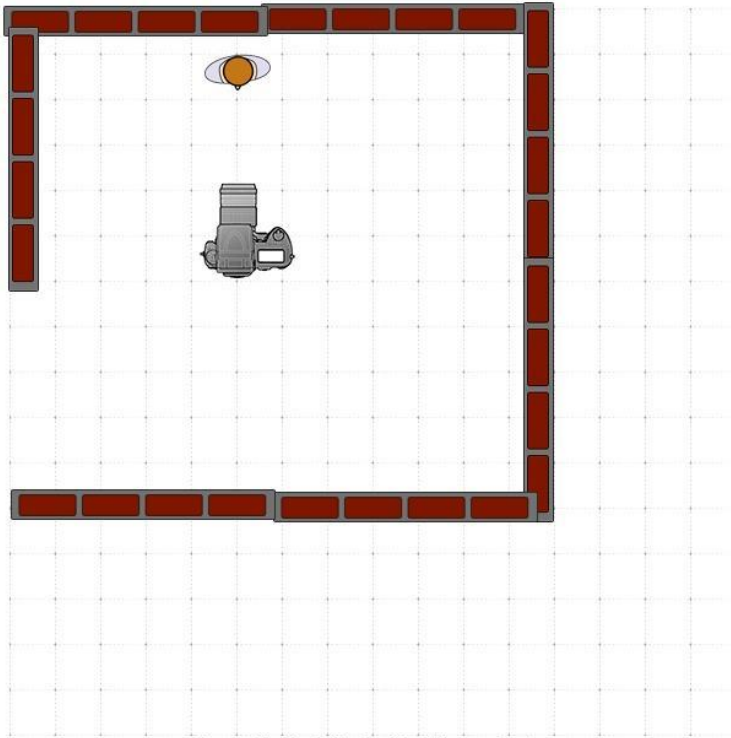
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1.3 Plano detalle metro



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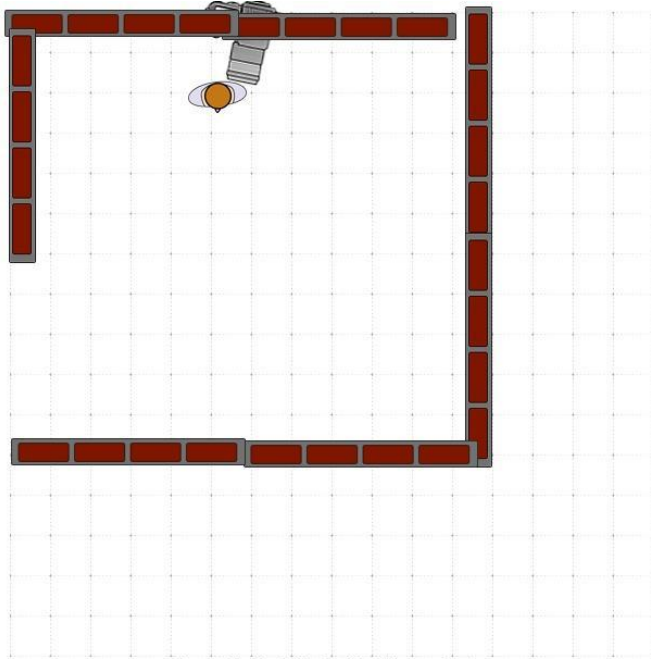
1.4 Plano medio de oscar diseñando



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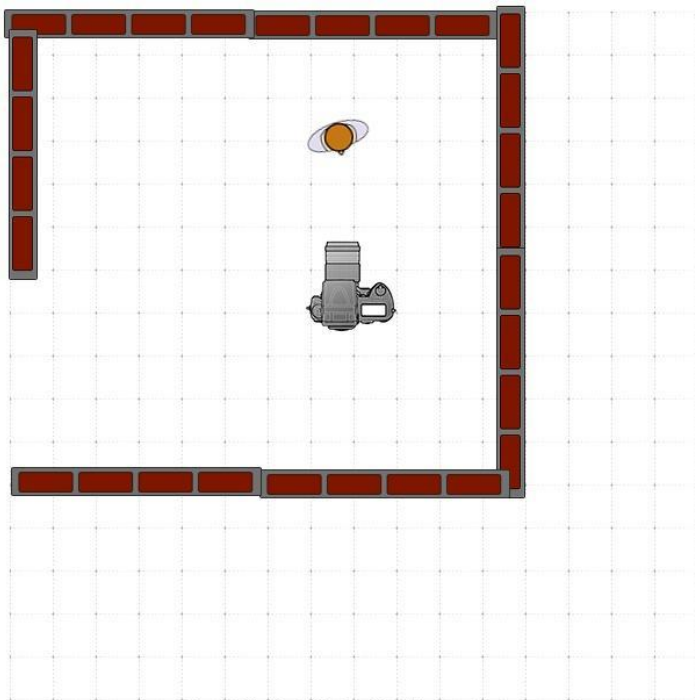
1.5 Plano overshoulder de oscar diseñando



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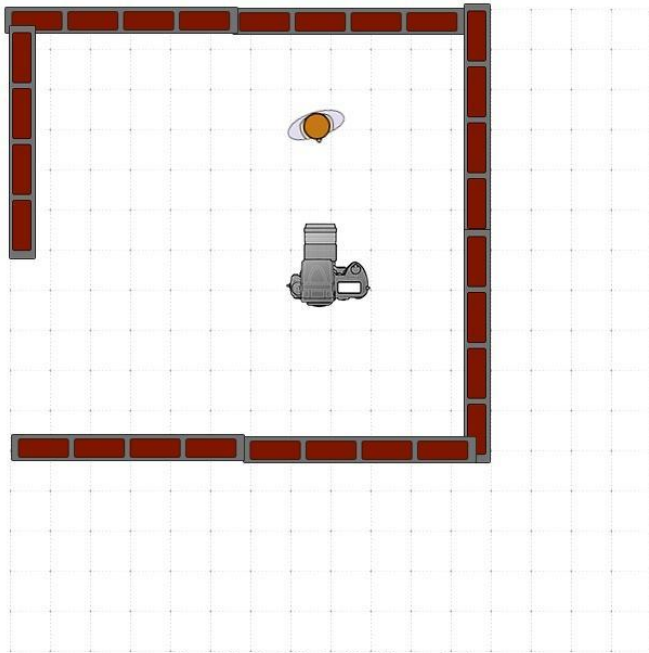
1.6 Plano medio de oscar caminando



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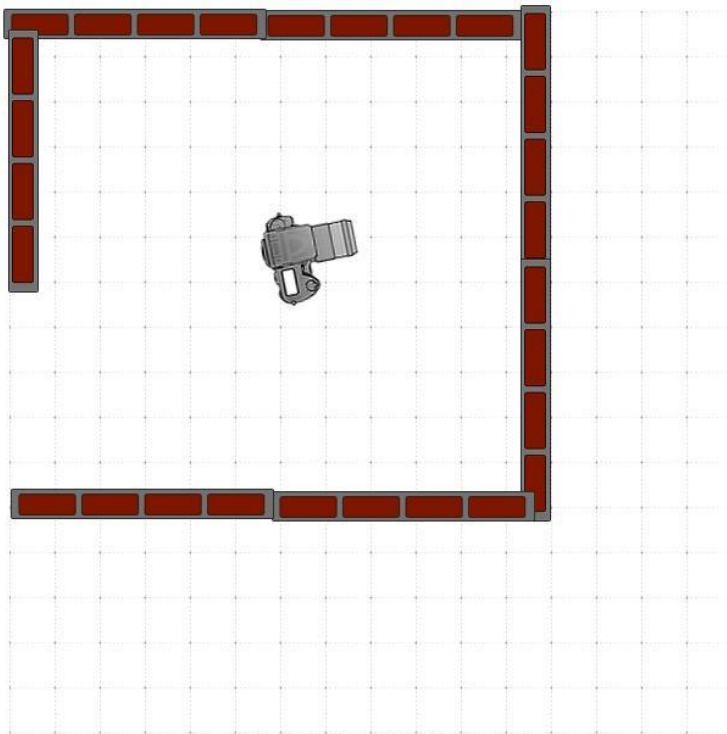
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1.7 Plano overshoulder de oscar mirando los bocetos



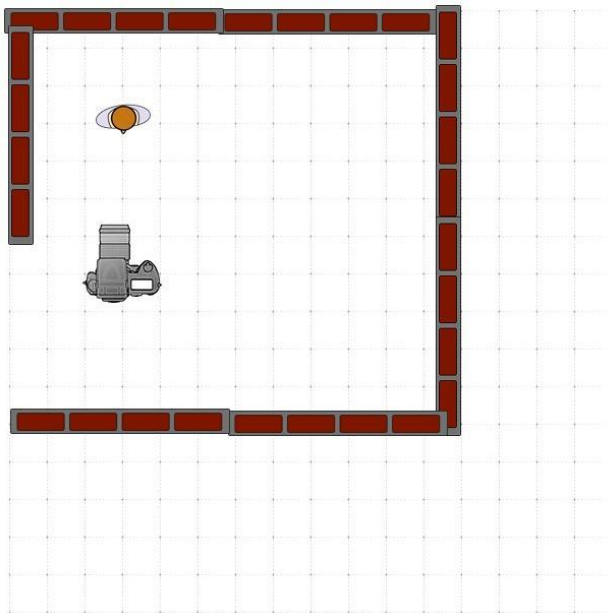
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1.8 Plano detalle de la agujas



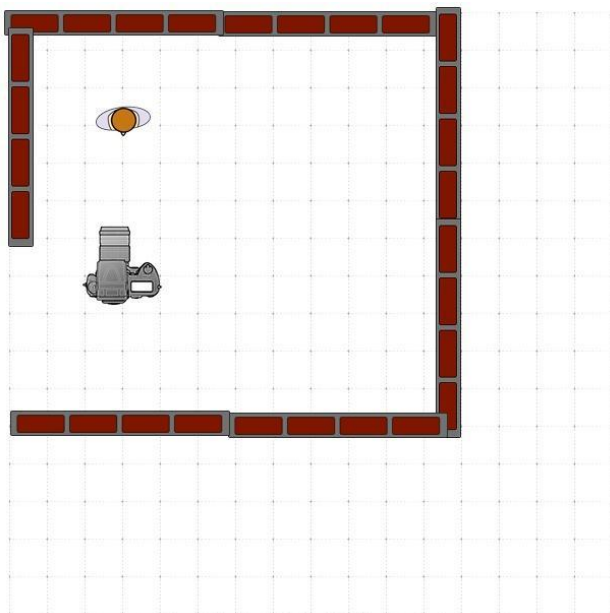
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1.9 Primer plano de las manos marcando la tela (desenfoque)



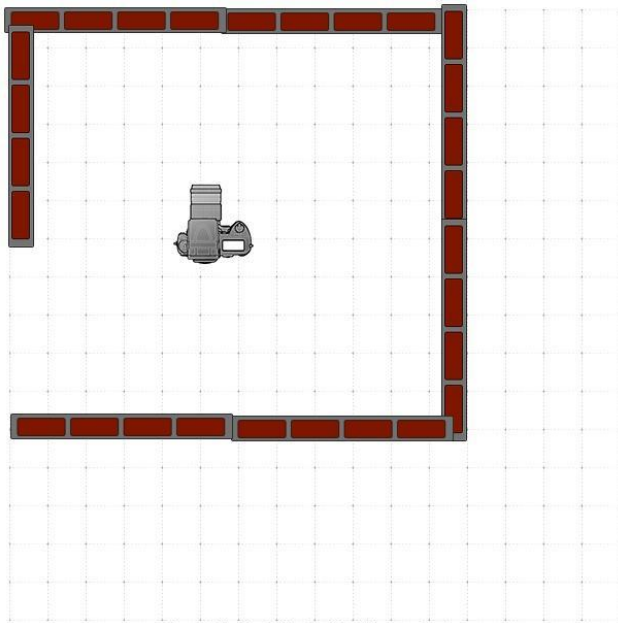
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1.10 Primer plano de las manos marcando la tela (desenfoque)



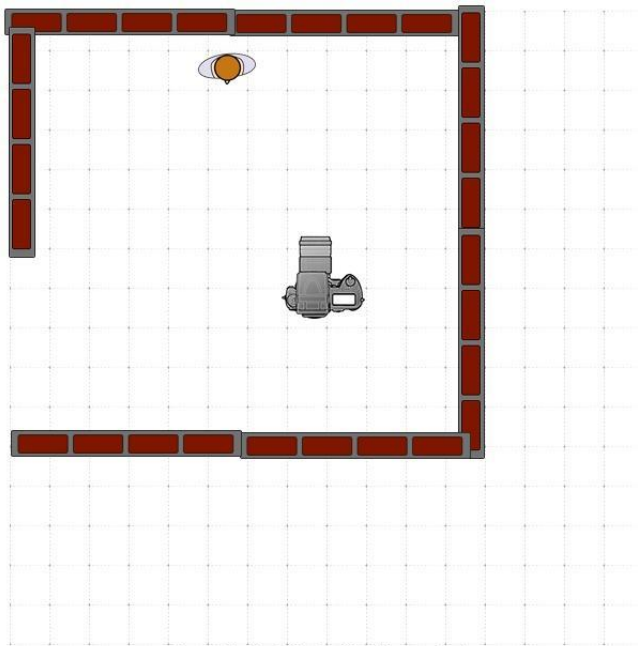
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1.11 Plano detalle de la tijera



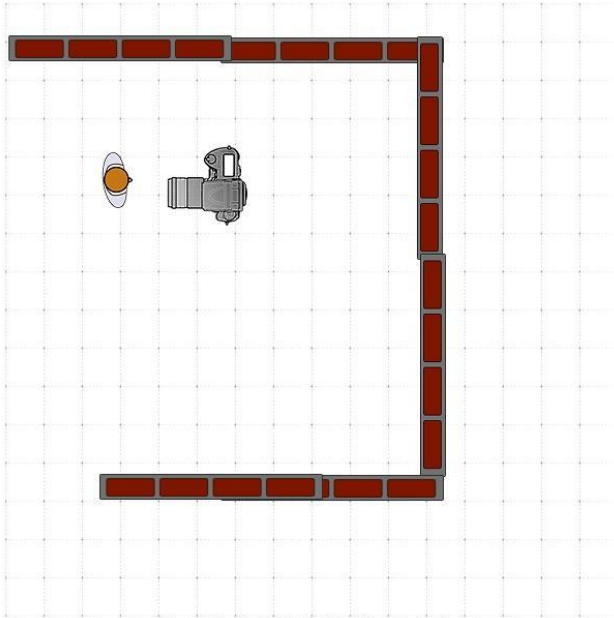
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1.12 Plano medio de oscar paneo hacia izquierda



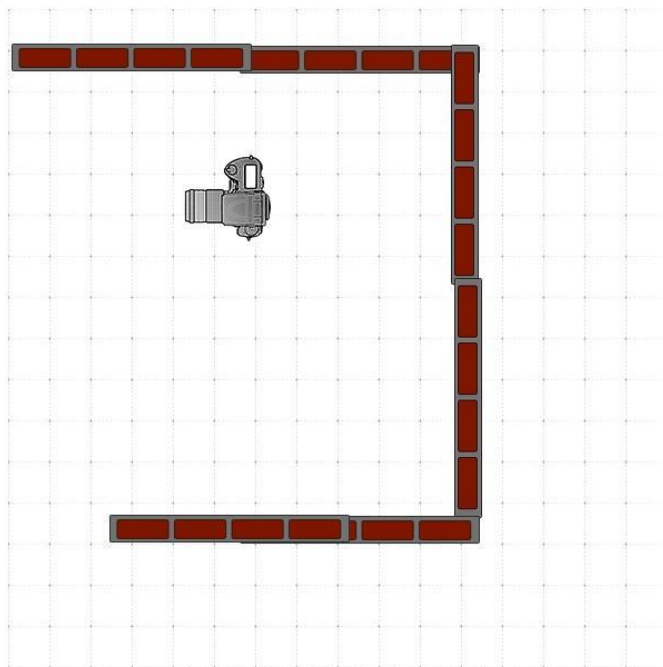
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1.13 Plano detalle de la maquina de cortar



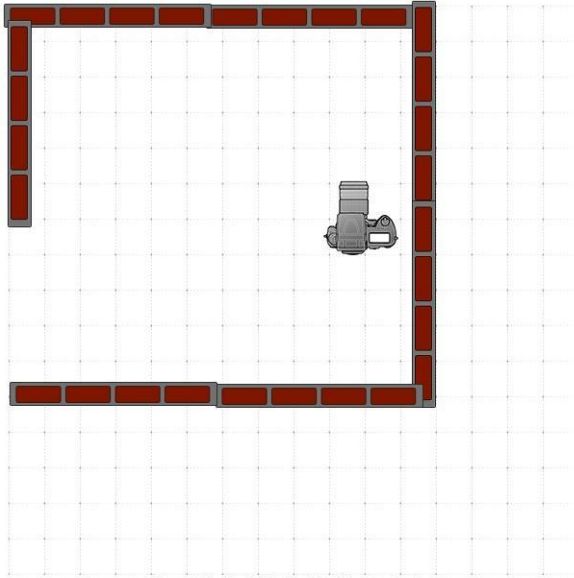
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1.14 Primer detalle de los trozos de tela



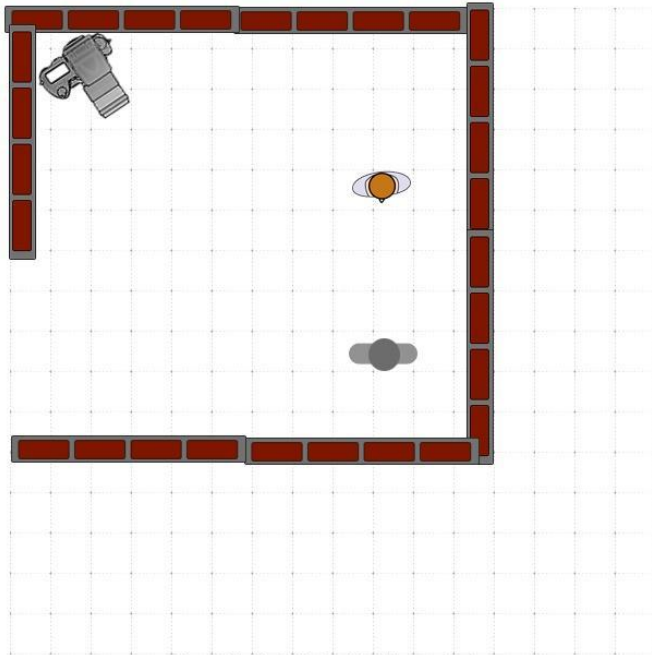
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1.15 Plano de la maquina de coser



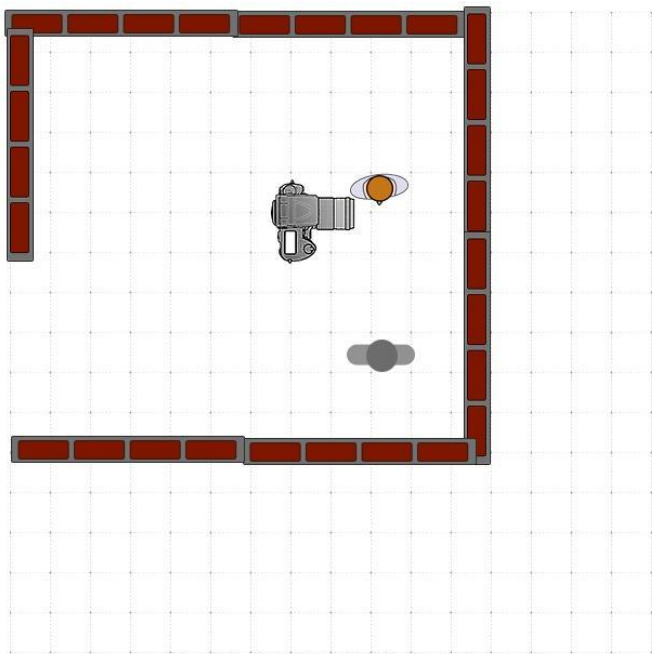
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1.16 Plano general de oscar y Andrea cosiendo



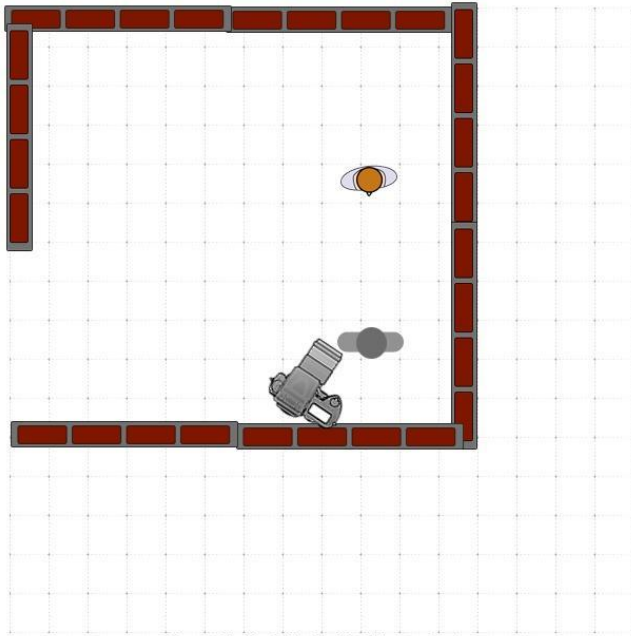
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1.17 Plano detalle de la aguja



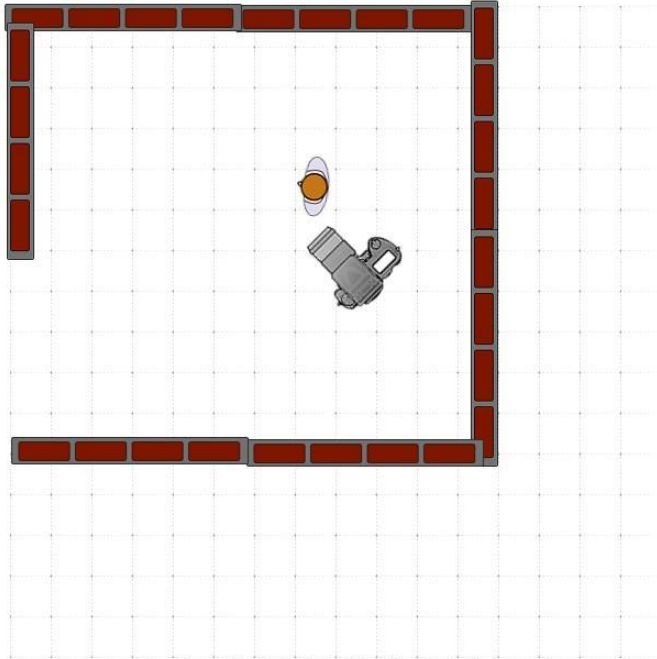
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1.18 Plano overshoulder de andera cosiendo



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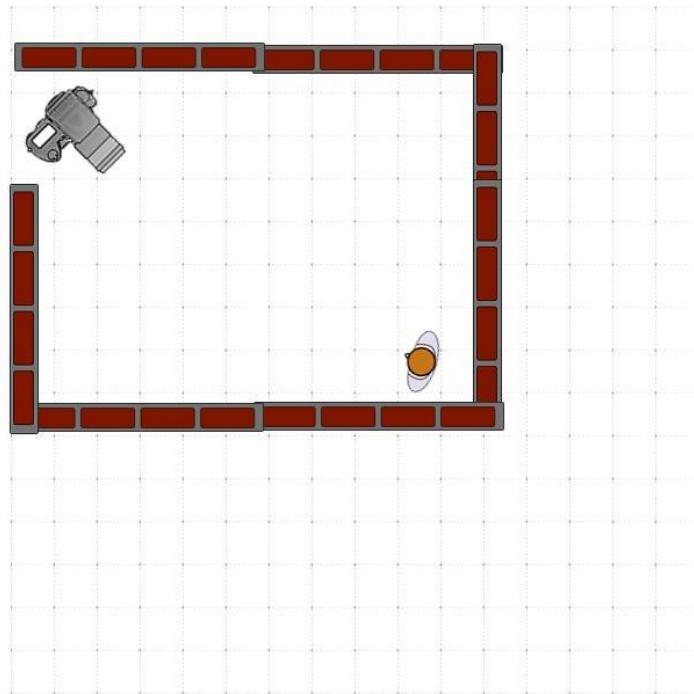
1.19 Plano medio de oscar arreglando el buso sobre la mesa



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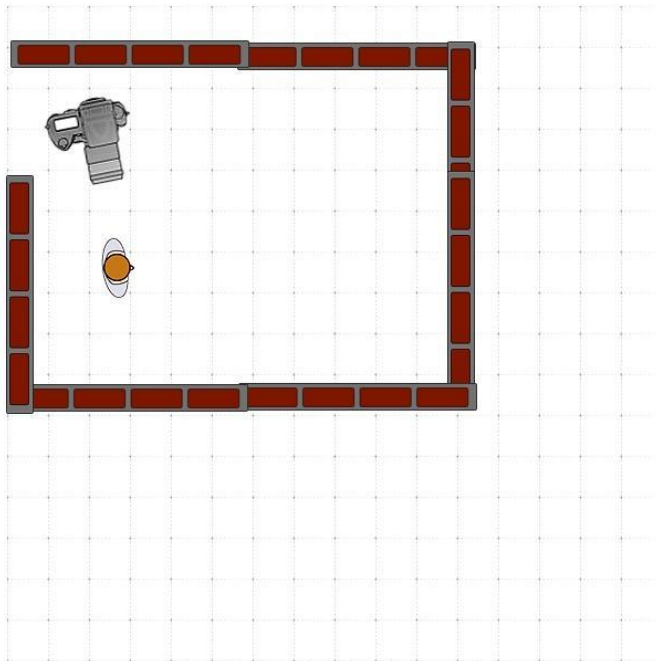
2.1 plano del pulpo



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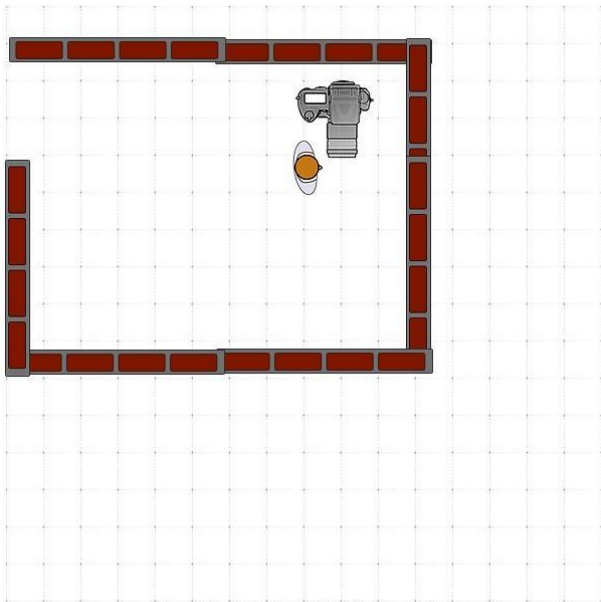
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2.2 Plano medio corto de oscar acomodando el cuadro



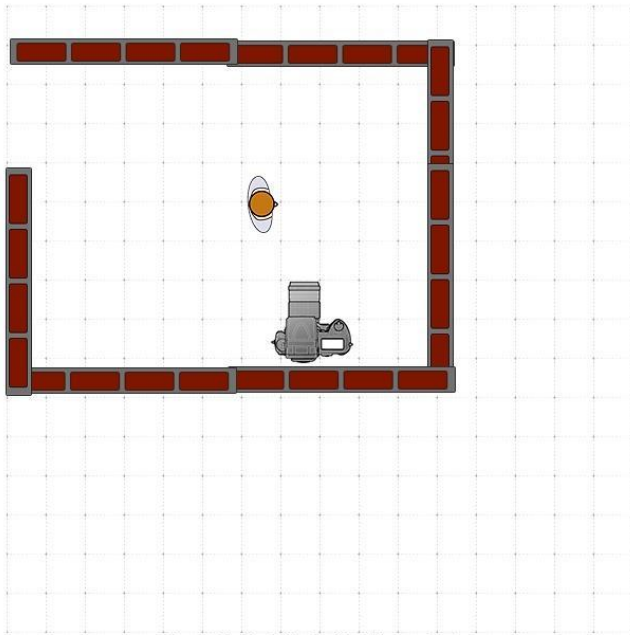
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2.3 Primer plano de oscar abriendo la llave



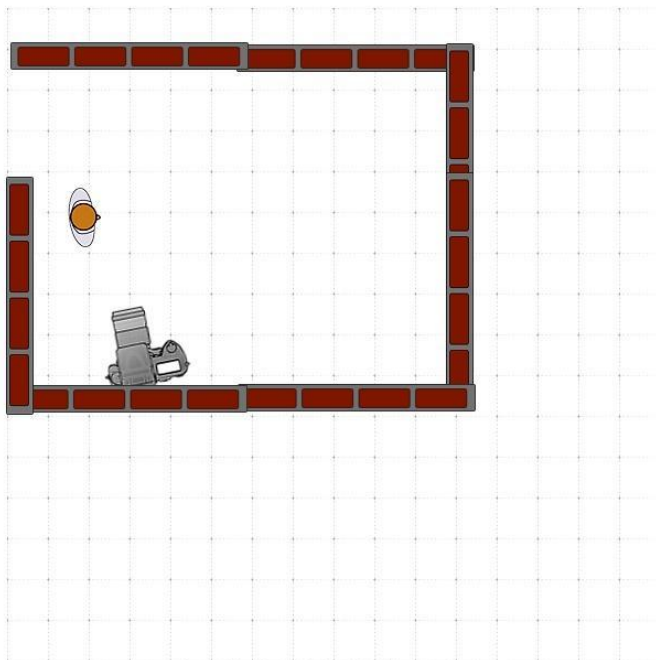
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2.4 Plano medio de del horno



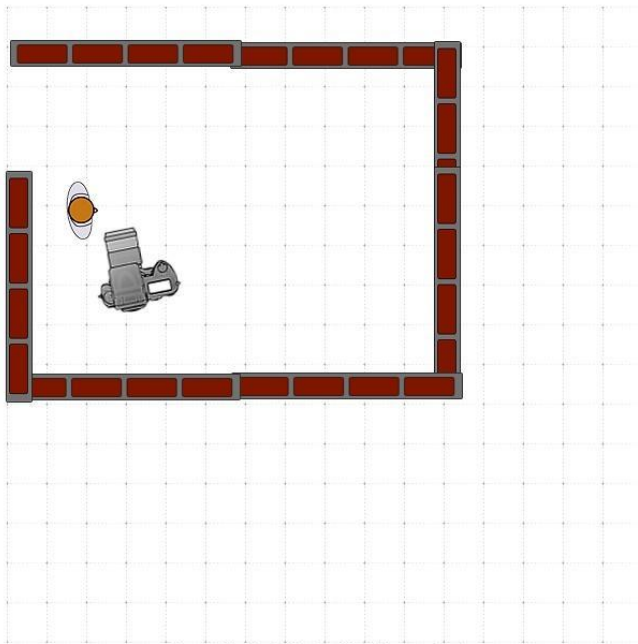
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2.5 plano medio de oscar estampando



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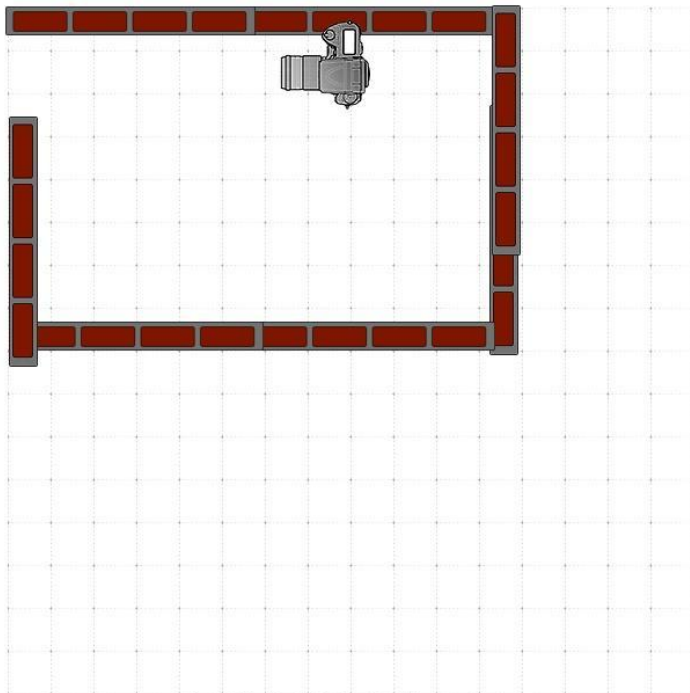
2.6 Primer plano de la prenda estampada



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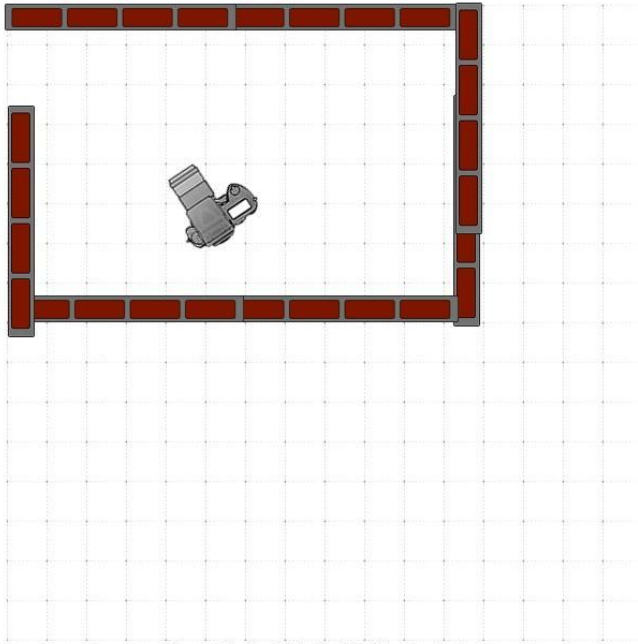
3.1 Plano medio de oscar en la termo fijadora



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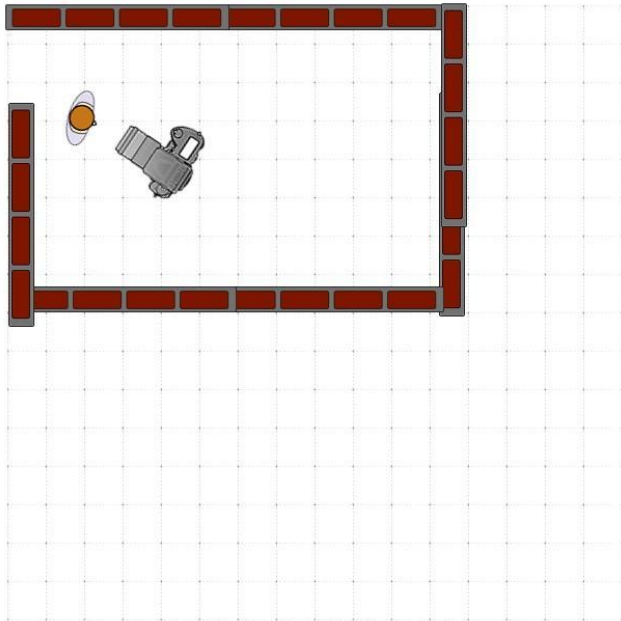
3.2 Plano entero de la termo fijadora



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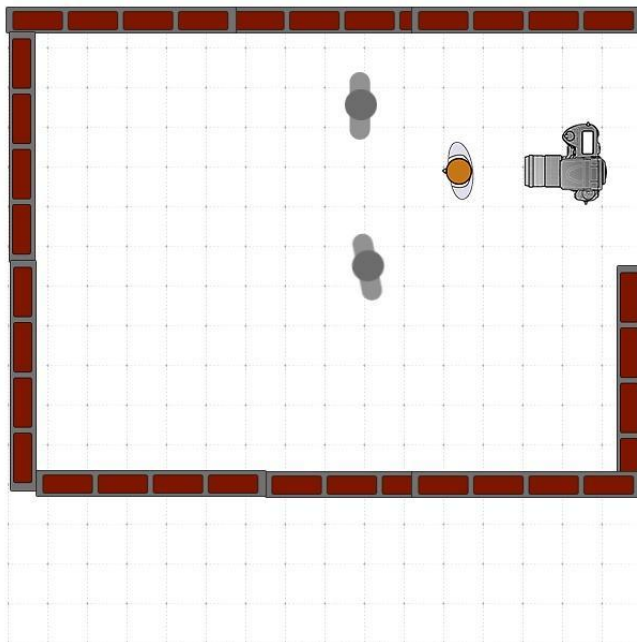
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3.3 Primer plano de el estampado terminado



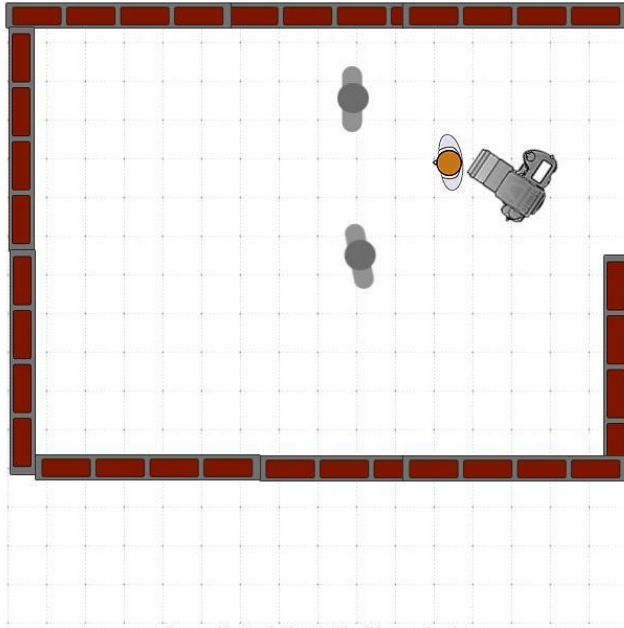
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4.1 Plano genera de oscar y los skaters



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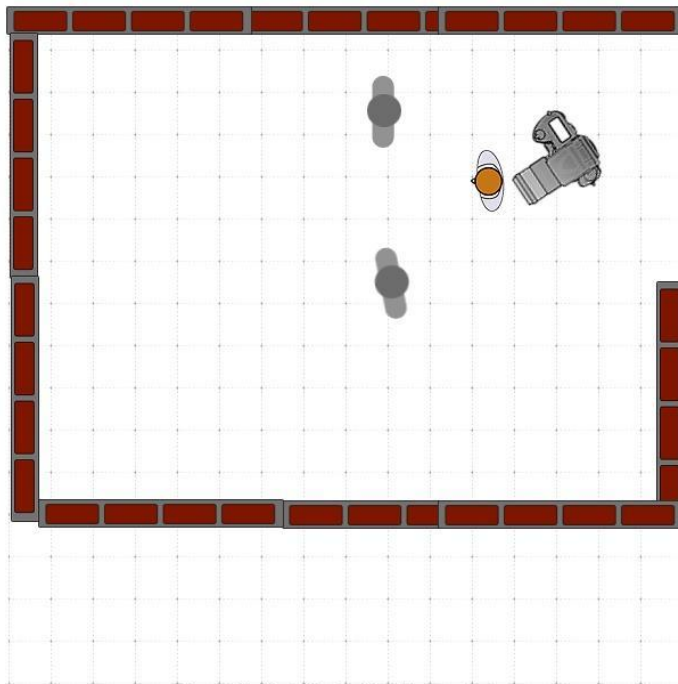
4.2 Plano overshoulder



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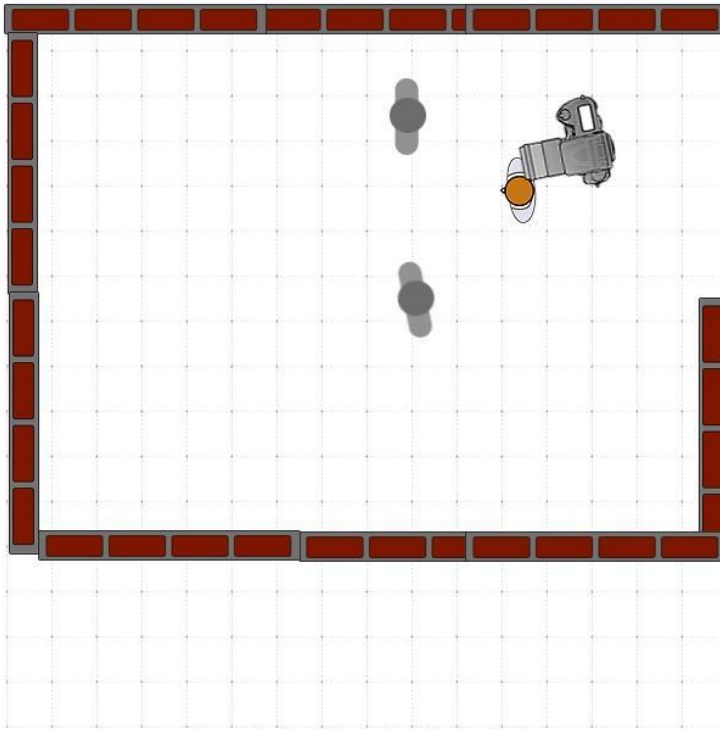
4.3 Plano overshoulder



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Graphics by: Don Giannatti, antic_eye, IconShock & QH Photography

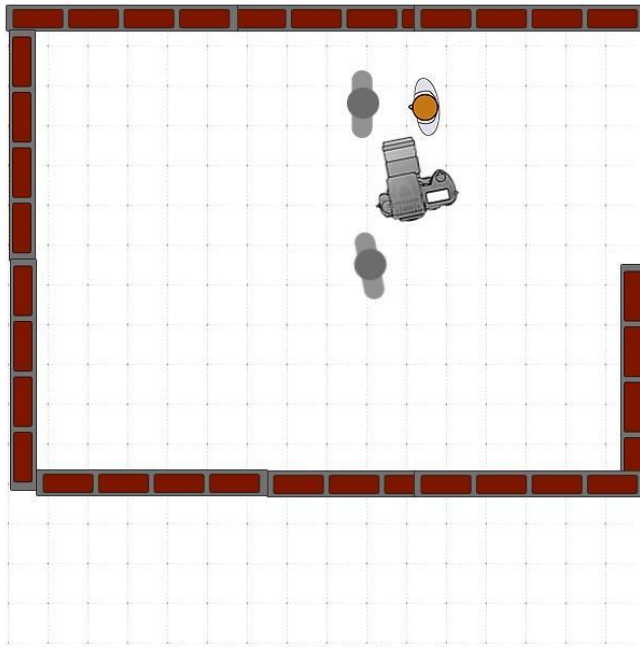
4.4 Plano overshoulder tabla de control de calidad



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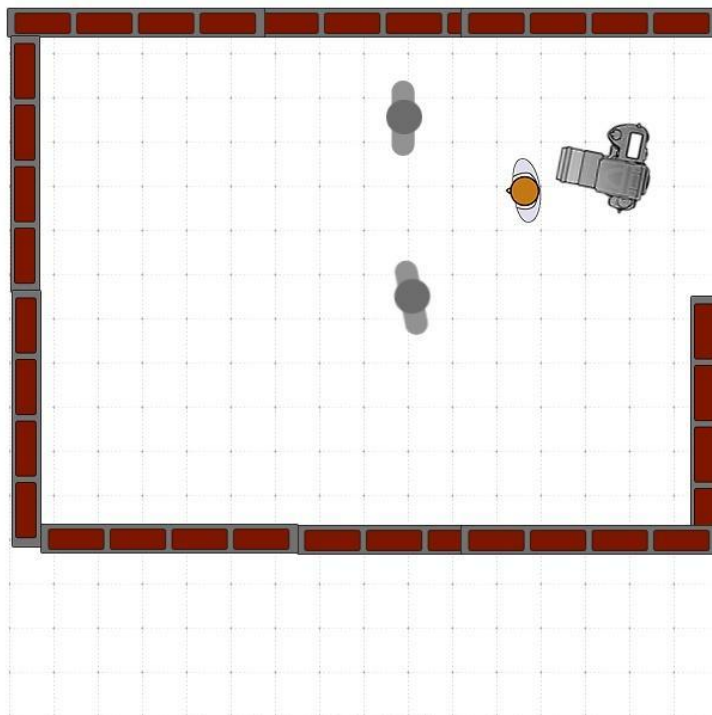
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Graphics by: Don Giannatti, antic_eye, IconShock & QH Photography

4.5 Primer plano de la entrega de la ropa



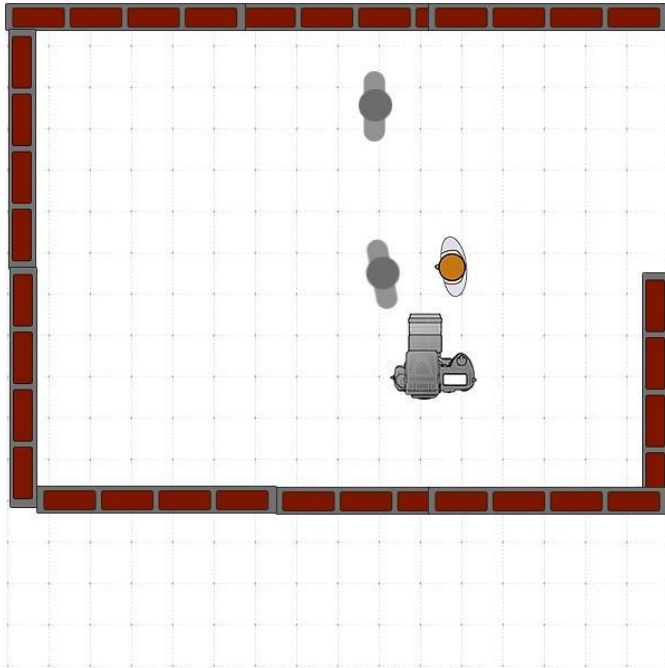
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4.6 Plano americano del skater poniéndose la ropa



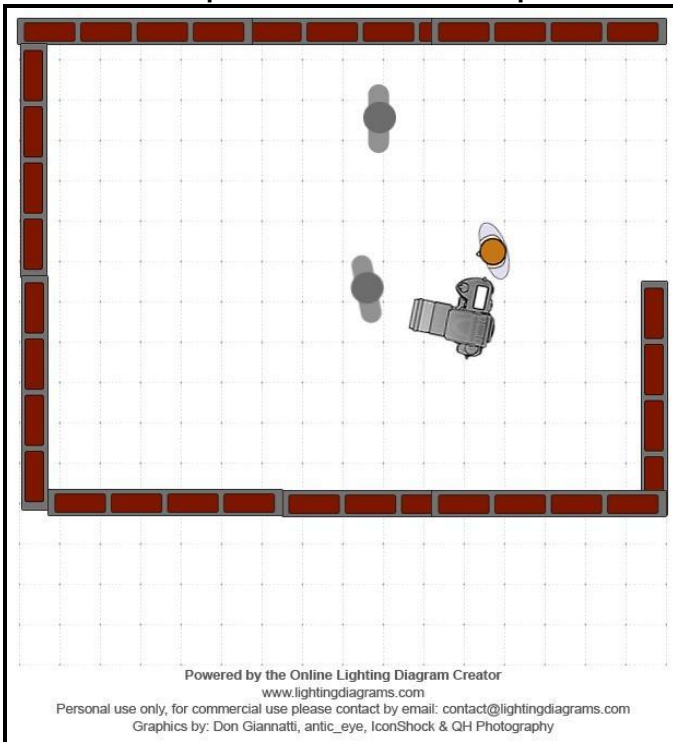
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4.7 Primer plano de la entrega de la ropa



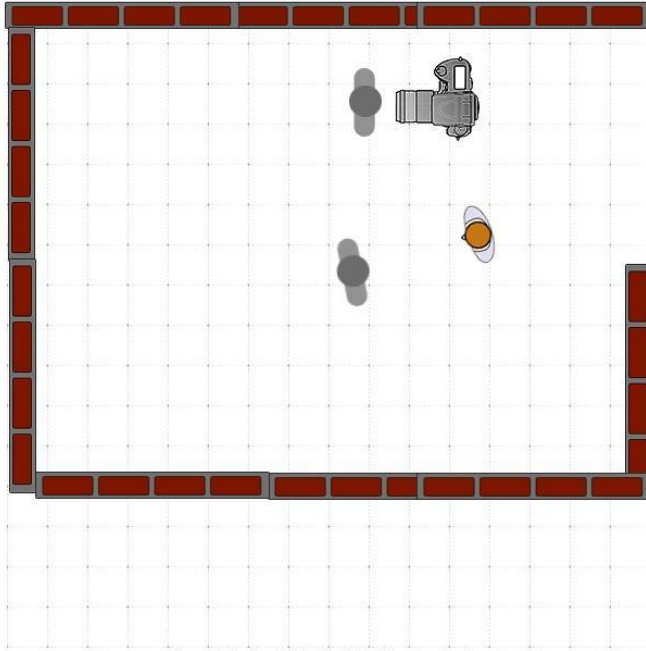
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Graphics by: Don Giannatti, antic_eye, IconShock & QH Photography

4.8 Plano corta picado medio del skater poniéndose la ropa



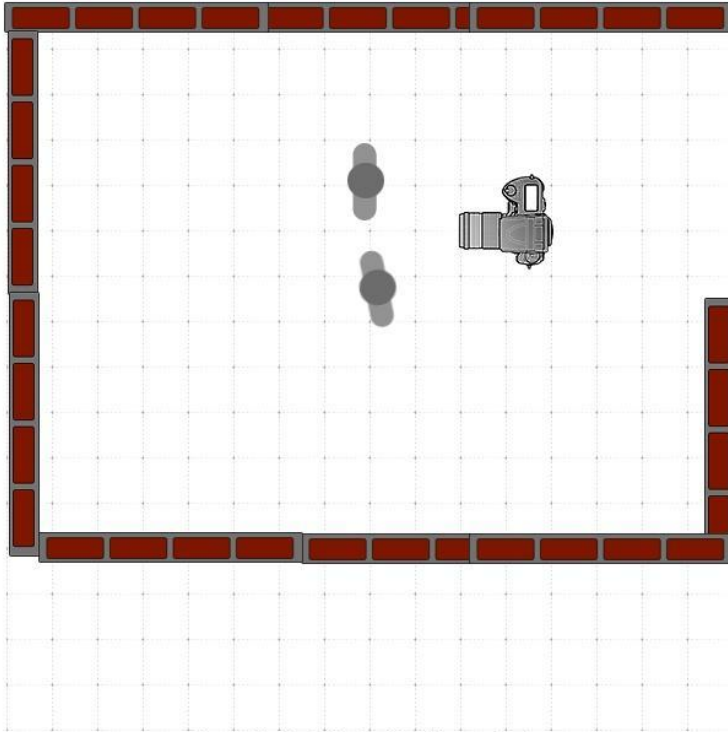
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4.9 Primer plano del logo de seaweed



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Graphics by: Don Giannatti, antic_eye, IconShock & QH Photography

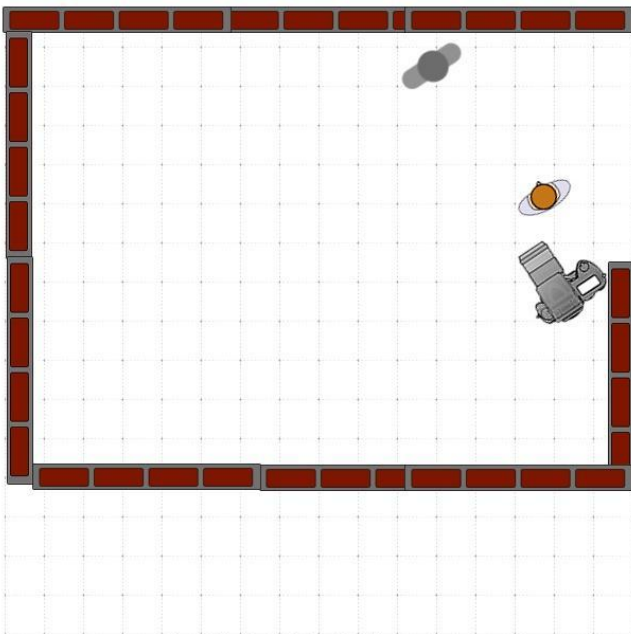
4.10 Primer plano de los pies rodando en la patineta



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Graphics by: Don Giannatti, antic_eye, IconShock & QH Photography

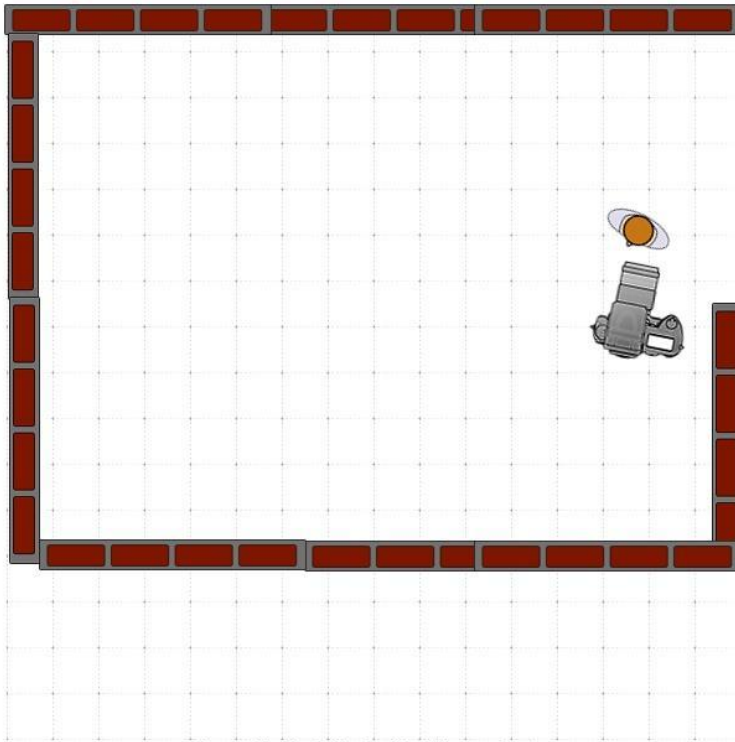
4.11 Plano overshoulder de oscar viendo al skater patinar



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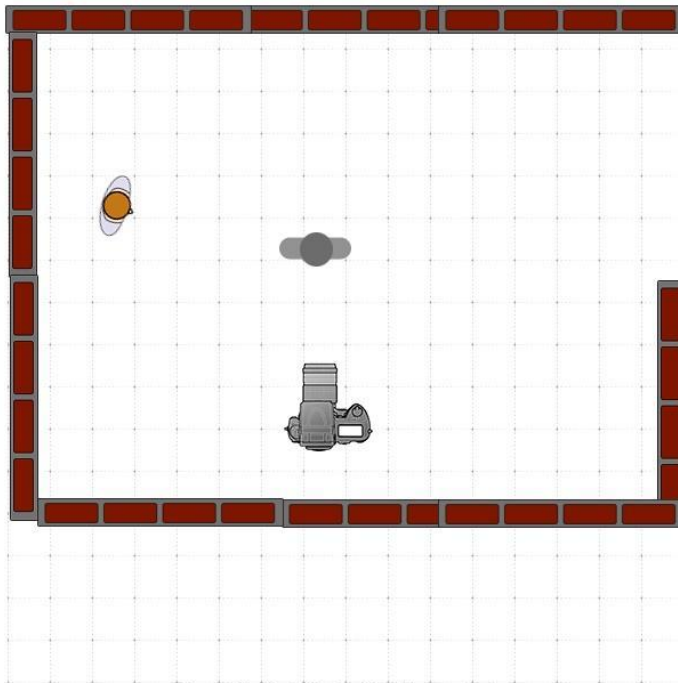
4.12 Plano detalle del bolígrafo



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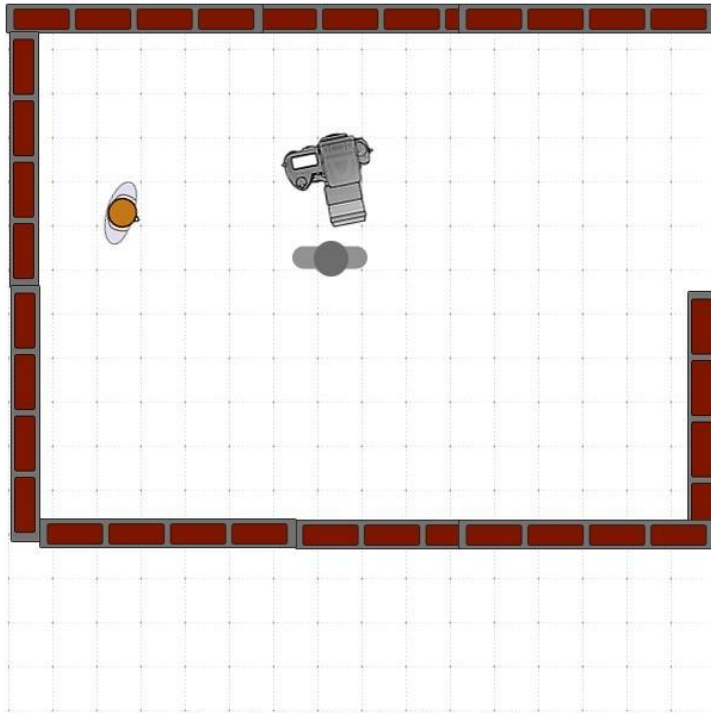
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4.13 Plano general del skater haciendo un truco



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4.14 Primer plano de el truco

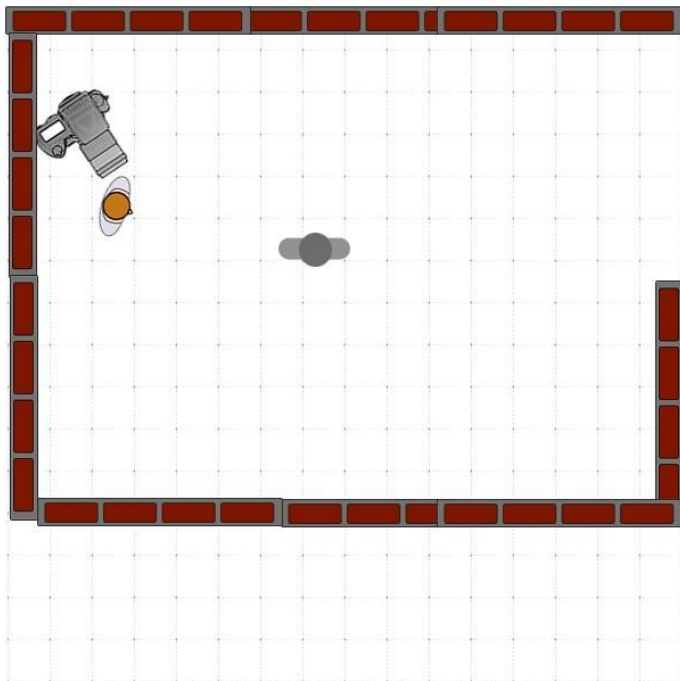


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4.15 Plano medio de oscar marcando la tabla de control de calidad

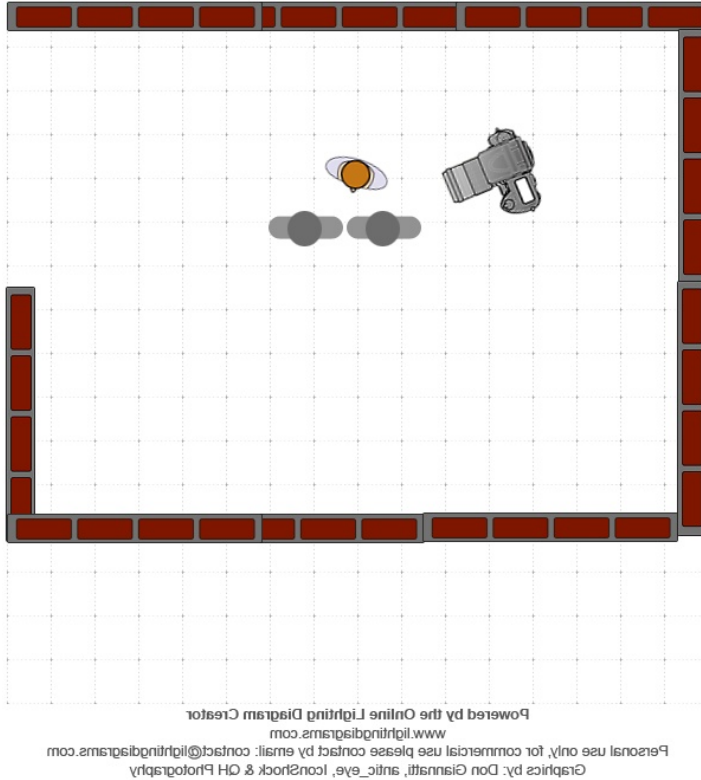


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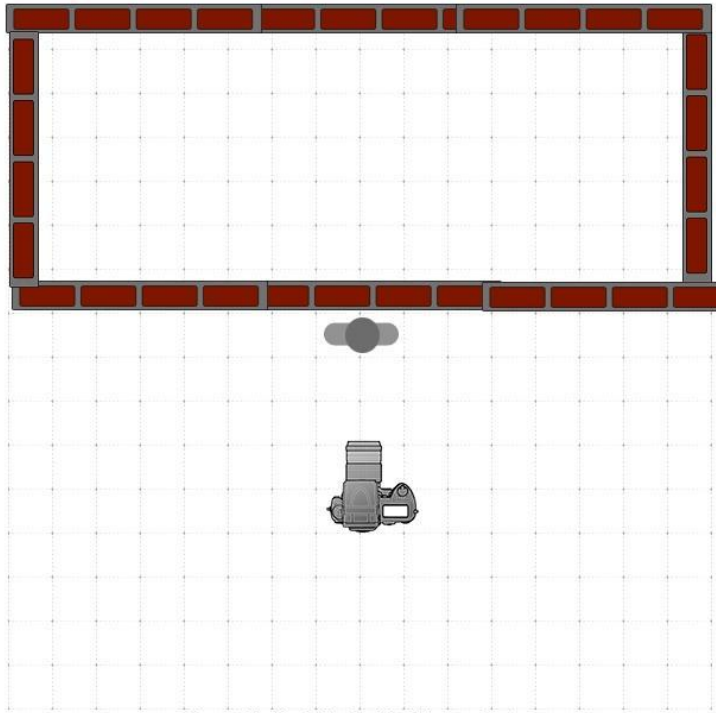
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4.16 Plano medio de los skaters despidiéndose de oscar



5.1 Plano general del parche descendiendo y derrapando



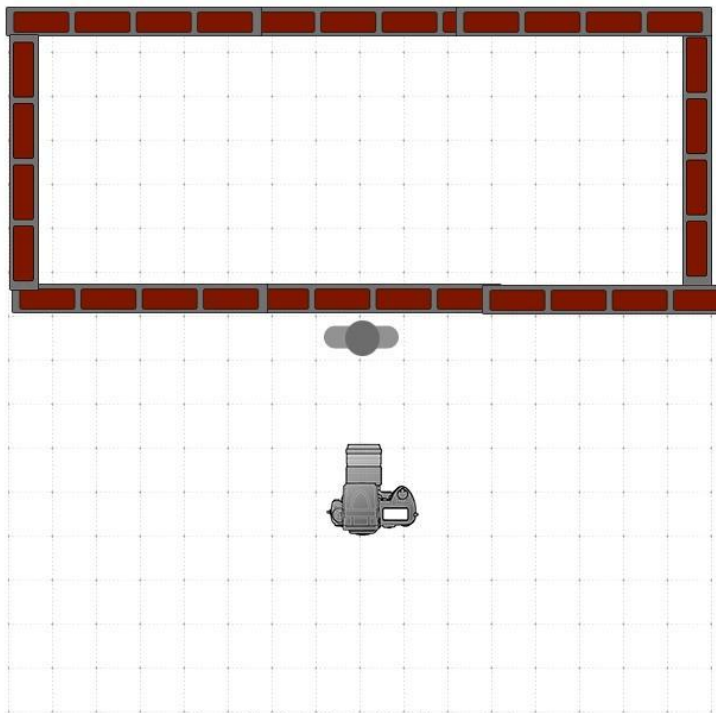
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Graphics by: Don Giannatti, antic_eye, IconShock & QH Photography

5.2 Plano general del parche descendiendo y derrapando



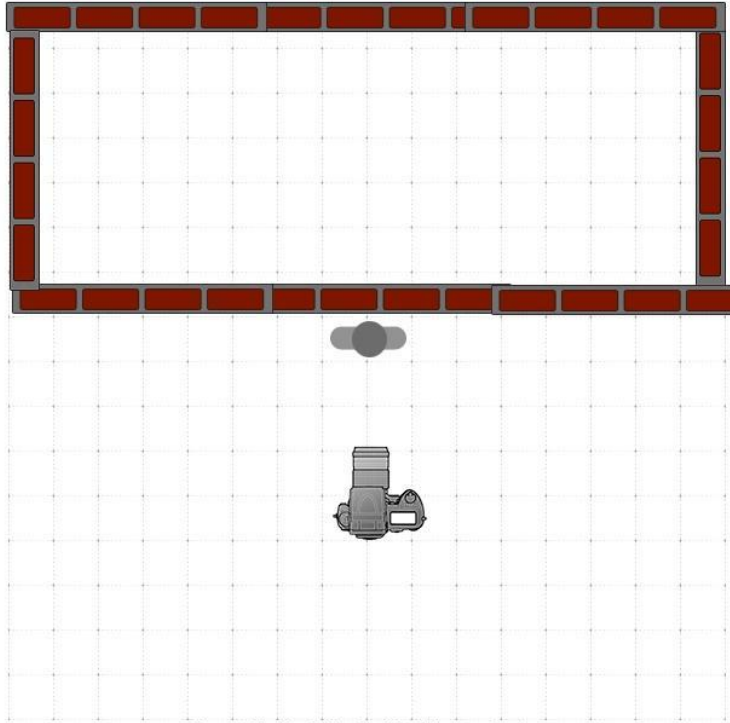
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Graphics by: Don Giannatti, antic_eye, IconShock & QH Photography

5.3 Plano general del parche descendiendo y derrapando



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Graphics by: Don Giannatti, antic_eye, IconShock & QH Photography

FICHA TÉCNICA

TÍTULO:SEAWEED
 GÉNERO:VIDEO INSTITUCIONAL
 IDIOMA:ESPAÑOL
 DURACIÓN:201 SEGUNDOS
 FORMATO DE RODAJE:192X1080
 FULL HD
 FORMATO FINAL: H264 (MP4)

CARGO	NOMBRE	NACIONALIDAD
Productor	Cristian Urbina	Colombia
Productor(es) Asociado(s)	Cristian Urbina	Colombia
Coproductor(es)	John Osorio Mendez	Colombia
Productor Ejecutivo	John Osorio Mendez	Colombia
Productor de Campo	Cristian Urbina	Colombia
Guión	Jhon David Osorio	Colombia
Director	Jhon David Osorio	Colombia
Script	John Osorio Mendez	Colombia
Actores principales	Oscar Rodriguez Andrea Gomez	Colombia Colombia
Actores secundarios	Felipe vazquez Johan Mogollon Felipe Higuera	Colombia Colombia Colombia
Jefe de Casting	Cristian Urbina	Colombia
Director de fotografía	Jhon David Osorio	Colombia
Camarógrafo	Jhon David Osorio	Colombia
Asistente de Cámara	Cristian Urbina	Colombia
Foto Fija	Jhon David Osorio	Colombia
Diseñador de Producción	Cristian Urbina	Colombia
Director de Arte	John Osorio Mendez	Colombia
Jefe de Ambientación	Cristian Urbina	Colombia
Escenógrafo	John Osorio Mendez	Colombia
Diseñadora de vestuario	John Osorio Mendez	Colombia
Jefe de maquillaje y peinados	John Osorio Mendez	Colombia
Sonidista	Cristian Urbina	Colombia
Microfonista	Cristian Urbina	Colombia
Director Efectos Especiales	Cristian Urbina	Colombia
Editor	Jhon David Osorio	Colombia
Dibujantes	Jhon David Osorio	Colombia
Mezcla de audio	manu beats	Colombia
Música original	manu beats	Colombia