Video Capture and Editing in the New Media Environment

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Abstract. With the development of the Internet, video has become an integration of all kinds of information transforming from traditional ways of video capture and editing. It will be recognized again under the background of new media, and its producing methods will break the tradition. This paper is based on characteristics of video production under the new media background. We discuss that the changes of production and transmission of video capture and editing methods in the future. New media film and TV works can continue to standing with vital force through improving their quality.

Introduction

We are living in the information era. The new media art has sprung up of fantastic rate in the global world. Its medium is based on digital equipment when Internet becomes the platform. It can fully combine the latest modern technology, which is different from traditional mediums. Along with the constant changes of new media art, the method of video capture and editing has changed and become different form tradition. We will focus on the needs and development of a contemporary era to explore new ways of video capture and editing.

Overview of the New Media

Media is also called medium, which is defined as tools, carriers and technological means to transmit and access information. There are two kinds of meanings of media. Narrow meaning refers to equipment that records and stores all kinds of information. General meaning refers to all kinds of tools, facilities and institutions that can carry information. New media isn’t collectively known as recent and emergent mediums but a media form to meet the need of audiences with support from advanced technology. It is modern medium which based on Internet and multimedia techniques for information storage and transmission. New media art is a new contemporary art which can make a great different in thinking and practice of aesthetics. To achieve those ideas is based on digital transmission and Internet technology and all round diversification to ameliorate production, communication and inheritance.

There are several differences between traditional media and new media. The biggest difference is that communication state of traditional media is one-to-all, and new media is all-to-all. The new media transmission works at the system of advanced techniques. It has four characteristics. Firstly, traditional audiences become a publisher of information as well as traditional publishers. Their boundary is dimming between countries, communities and industries. Secondly, the choices of audiences are more personalized. Everybody can express their own ideas in a personal way and share information which they are interested in, but it may lead to good or bad mixed content and hard to manage so audiences are supposed to have a better ability to screen information. The third is mobility. It will be a normal
phenomenon for people to watch videos on bus or taxi as 3G/4G technology is developing. The last one is real-time communication. Information can be spread in all over the world in real time which sharply narrows time and space distance.

Analysis of Video Capture and Editing of New Media

Simple Production

Traditional method of video capture and editing is to work in a studio or some special occasions carrying a bulky camera and tripod. The Filming staffs only need to master some basic skills and follow those six basic requirements: horizon, steady, clear, accurate, smooth and real. If they are skillful in position, close-up, fixed shooting, sports picture and composition, they can produce professional videos as well as professionals. But in recent years, especially the rising of new media, micro videos become popular and dominant in video production at the advantage of distinctiveness.

The progress of new media technology promotes the development of other Internet business. The service of network video and editing technology are continue to improve. The cost of purchasing video capture equipment is greatly reduced. Technical barriers of video capture and editing are getting low. Nowadays, we are able to film and editing with daily tools as long as we have our own ideas and interests.

From Tencent Weishi, literally means micro-video, short video clips shared in WeChat and MiaoPai of Sina micro-blog, then to the CatchApp of China which was launched in August in 2015. The tools of video capture and editing are in constant renewal. The CatchApp has got millions of users in about half a year. It is a short video social software and its core functions are based on dynamic labels and film scene transitions. The operation is extremely simple. You can complete a video operation with techniques of taking photos. All you need is to choose three dynamic moments to represent a condensed life scene. You can make a worth sharing short video without the limitation of professional photography [1]. More and more short video tool platforms have proliferated which shows there is a great potential in short video market under new media environment.

Convenient Communication

In an era of information resource optimization, Internet technology has become an important technical basis to get and exchange resources. Each user is like a router to access and transmit resources, which bring a fission spreading way that helps video capture and editing can be convenient to interactive with outside world. The finished product can be also spread all over the world through the Internet.

The way of video transmission is very convenient because users just need a single click to share videos. No matter users are in a bus or in the street or other places, they will be willing to share videos where coverages Wi-Fi. People can watch videos with a variety of terminal and even download videos and watch them anywhere. In conclusion, all the things mentioned above help increasing the spreading of short videos and extending the range. People can choose videos which they like in an easier way.

But even if Wi-Fi become universal, people prefer a smaller memory, faster loading video due to the quick march of life rhythm. In the demand of development of new media, video compression standards and image fusion technology has constantly updated. It changed from low level compression technique, such as JPEG, MPEG to lossless compression, like Huffman coding, arithmetic coding AC and other digital video compression coding technology [2]. Video has become smaller and smaller, and compression quality is getting better, which makes video communication more convenient.

Diversity of Communication Channels

Nowadays, mobile phone can be seen everywhere. The way to get and share videos through many kinds of Apps are more and more convenient. There are many famous video sharing sites. For example,
foreign sites like YouTube and Coursera, the domestic like Youku, Iqiyi and Leshi. Some of them have launched their apps, such as Tencent, Youku and Iqiyi. Numerous videos are uploaded and downloaded every day. One reason for that is its convenience operation and less time consuming, which greatly promotes the development of video capture and editing.

Compared to TV communication, new media video transmission is not single. Different formats of videos are spread for synchronous or asynchronous communication through the broadcast or streaming media, in the websites, Apps and other communication platforms. Audiences receive videos through a variety of digital terminals synchronously or asynchronously. Because of constantly updated technology, mobile phone, computer, iPad and other video receiving terminals, they are high popularized and portable, especially mobile phone, which integrates interpersonal communication and mass communication. It changes the ways of watching videos from the appointed time and place to a personal, high osmotic video communication [3].

**Trend of Social Interaction**

For video creators, creating videos is a new way for them to express their personality freely. After the development of new media, video capture and editing have been changed. They are not limited to professional photography communication circle or a single way to external presentation of their work. The general public can also use video capture, editing tools to complete, share and spread their video works in the Internet.

The trend of development of new media video will be short video and entertainment. Compare micro video with long video, micro video transmission is faster and its consuming time is shorter. Micro video content is relatively concentrated. In the age of *Amusing Ourselves To Death*, some lively and funny or celebrities involved videos are more popular and easier to communicate with audiences and encourage them to share.

The traditional form of family watching TV interactive way is single and narrow in audiences. Because web censorship is relatively loose than television censorship, by comparison, the content of new media videos are pluralistic and open. Its pattern is variety in aspects and audiences [3]. Due to the growing number of video websites, video apps and social apps and popularity of Wi-Fi, the willingness of people want to watch and share high-quality videos became stronger. The way of watching new media videos is not limited at home and more interactive. The young audiences are skilled at new media techniques and open to new technology and other things, the age structure of new media shows younger trend. For example, sharing videos in the Moment in WeChat, QQ Zone, microblog and other social websites and apps gradually become a new media communication chain for users to do secondary transmission.

**From UGC to iPPC, Network Video Ushered in A New Era of Professional Content**

The Traditional PPC (Professional Produced Content) couldn’t meet the developing diversified demands of users under the press of homogenization of competitors. Based on the concept of Web 2.0, UGC (User Generated Content) came up and developed. Everyone can create and spread content with a camera-function mobile device with the help of development of mobile device technology. The audiences are users and communication channels, which makes the content tend to be more diversified, wide and professional, even turn to be virus-like spreading. Youtube was the first to start UGC video model, then domestic websites, Youku, Tudou.com and other video sites have imitated Youtube with a localization improvement. Video websites used to be based on download but now turn to download, upload and sharing content.

Taking a popular blogger of Sina.com microblog Papi Jiang as example. The script, filming, editing of her videos are done all by herself. She got more than eight million fans in half a year. More than ten thousand people read her WeChat articles. She finally got 12 million investment. Her achievement is due to seize the opportunity of flourish of UGC video. And she is major in directing so she has
professional skills in video creation. The topics of her videos skillfully catch the punchline of young person. As a result, her videos are popular in virus-like spreading. Looking back other video content creators, their videos achieved less approval and spreading because they are unprofessional in creating content, video capture and editing. The failure of Tencent product, Weishi is due to lack of domestic video creation of production population and ability, quality cannot meet the increasingly choosy users. The new mainstream in new media video will tend to more professional individuals, institutions and even the cooperation between individuals and institutions. ‘I’ in the IPPC, means individual, interactive and Internet, which indicates that the development of new media needs to rely on the high quality content, effective interaction and the spirit of the Internet, including openness, equality, and cooperation sharing.

**Video Capture and Editing Programs of New Media**

**Equipment Selection**

Video creation is traditionally an expensive activity in film and television. It is very difficult to get a good visual effect in a dark night or a bad illumination environment. However, those difficulties can be overcome by digital cameras in the condition of enough light, proper color balancing and light proportion while the illumination technology has developed. Some amazing effects can be done by video editing software in postproduction. What’s more, digital camera is small and flexible so it is convenient for us to choose film location and camera angle with less limitation. As the editing and processing part continue to improve, postproduction techniques can give pictures a stronger visual impact to replenish some sights that pictures doesn’t present.

**Fragmentation**

People pay more attention to their trivial time and search information during the time when the pace of life speeds up. However, they enjoy their life making use of trivial time but become impatient day by day. They lose their patient when facing some large amount of information. In such environment of fragment information transmission, micro video catches their attention and makes a hit with users. People watch micro films with tablet PC or mobile phone during trivial time. The optional themes and length meet the audiences’ personal needs [4].

**Montage**

Telling a story through camera shots is all the movie creators are trying to do this. They can rewrite scripts constantly and film crew can get some perfect sub lens. But for a good film, storytelling and dramatic presentation depends on editing staffs who can control precise positions and length of key lens when editing video sources. In order to achieve expected effect, editors must have a deep understand in scripts before processing videos. They have to arrange and select those earlier video sources and decide a concerted editing style through the whole film and make full use of montage, which helps edited works having more influence. Editors also need to know highlights and weakness of the video sources and leak filling so that the expected ideas of directors can be blended into films and concordance with themes, structure, content and forms of the programs [5].

**The Application and Effect of Video in the New Media**

In terms of developing user demand and business market, new media assistant or professional video websites or apps will be a part of people's daily life. For audiences, the model of watching video has changed from pure viewing, production, consumption finally to integration. The line between video creation and consumption is blurred, which has greatly liberated the initiative of audiences. Differ from traditional ways to watch TV, audiences can make a comment and share their opinions about video
content synchronously or asynchronously on the Internet. What’s more, they can easily edit any fragments and share them on the Internet with new media techniques. They can even film some video clips with a small camera or a smartphone and upload them [3]. However, this process may lead to copyright disputes. It requires video platforms, video creators, and audiences to clarify the video copyright, application and other issues in advance.

As an emerging cultural industries, the popularization of micro video represents the trend and direction of new media cultural industry. As video capture and editing methods become universal, a new era of micro video are for all the people. At present, there are a lot of practical examples, such as micro video of WeChat, mobile advertising video, micro video lesson. The small video of Tencent is especially in the center of attention. More and more people use it since WeChat was launched because it is easy to take some small videos and share to friends.

Let’s take Zach King, a celebrity in YouTube and Vine in America for example. His six-second short videos help him get millions of fans on the Internet. The reason for the popularity of his videos is that he is excellent at editing. For example, he uses some photographic techniques, such as cheat, 3D motion tracking to make his six-second videos like a Magic Show. He is recognized as the King of Editing [6]. The content of his micro videos are based on some scenes in normal life, such as getting up and emtpying rubbish. Those scenes can remind people of their daily life memory and strike a chord with them.

We can record our life by producing small videos as long as we are proficient in video capture and editing. A video telling a story of producer can be shared with other people from all over the world on the Internet. Our life, video capture and editing will be changed more with the developing new media. For example, new media environment makes contribution to providing news information even news reports. News reporters could not arrive on the scene immediately under emergent issues. For normal people without professional journalism knowledge or background of news organization, they can take photos and videos with the help of camera-functioned equipment and network at once. They can spread videos and update the information to catch the attention of audiences and inform them about the latest information on the Internet.

Summary

For the era of new media, the rise of micro video is just the tip of the iceberg. It will be many new things developing rapidly with the magic power of Internet. Meanwhile, there is one thing we need to think about it. It is the quality of those new things. No one wants to see something very different from their ideal expectation after watching dozens of second’s advertisement. The era of micro video is the competition of content. All of the film creators should realize that only good film works have enduring vitality. So how to ensure the quality of video works is the key point that whether new media film and television can continue to standing with vital force.

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