VeSPA Video

Client : VeSPA & Thomas Schlegel
Virginia Tech University
CS 4624 Multimedia/Hypertext
May 8, 2013

Siggi Simonarson & Sean Case

The Hokie Grail

- League of Legends tournament
- 24 Teams
- Over 75 games
- $1000 cash prize + raffles & other prizes

Goals

- Create promotional material for Virginia eSports Association to:
  - Obtain sponsors for future events
  - Excite players to compete in future events

Deliverables

- Promotional Video
  - Footage taken at event
  - ~ 4 minutes
  - Used by VeSPA to get sponsors

- Highlight Reel
  - In game footage
  - ~ 5 minutes
  - Entertainment for League of Legends Players

Filming

- Event took place in the beginning of the semester
- Shot the live event with two cameras from Innovation Space
- Lighting & spread out nature of event were issues

In Game Footage

- Some of the teams submitted LoL Replay files
- Issues arose with compatibility between patches
- Ended up using footage from the stream

Conversion

- Cameras recorded in .mts format
- Streamed games were in .fla format
- Needed them in .mov format for editing software
- Used software called Toast

Editing

- Tried out a lot of different editing software at Innovation Space
- Decided to work with iMovie for ease and ability to work on our personal computers

Publishing

- Videos themselves only 500 - 700 MB
- Published to YouTube
- Music usable on YouTube
  - Copyright holders are YouTube Content Partners
  - Can't collect ad revenue from video - not an issue
- VTechWorks versions of videos
  - Creative Commons Licensed Music
- VTechWorks hosting for:
  - CC licensed videos
  - iMovie Project files for future videos
- Raw video totals 120 GB

Updated Timeline

- ✔ **Jan 27 - Feb 2:** Collection of in game footage
- ✔ **February 1 & 2:** Filming of live event
- ✔ **February 12:** Meet with client to nail down specifics & collect necessary files
- ✔ **March 26:** Promotional video draft done
- ✔ **March 27:** Midterm presentation
- ✔ **March 27 - April 3:** Work with client for promotional video edits
- ✔ **April 7:** Promotional video final edit
- ✔ **May 1:** Highlight reel video draft
- ✔ **May 1 - 8:** Work with client for highlight reel video edits
- IP **May 8:** Final presentation

Promotional Video

Highlight Reel Video