
VeSPA Video Project

CS 4624

Virginia Tech

Blacksburg, Virginia

5/8/2013

Created by:

Sigurdur (Siggi) Simonarson & Sean Case

Created For:

Virginie eSports Association & Thomas A. Schlegel

Table of Contents

1. Executive Summary	3
2. Users Manual	4
3. Developers Manual	5
4. Lessons Learned	11
5. Timetable	13
6. Acknowledgements	14
7. References	15

Table of Figures

1. Promotional Video Storyboard	9
2. Top 10 Plays Video Storyboard	10

Executive Summary

The Virginia eSports Association (VeSPA) held a League of Legends tournament from January 27 - February 12, 2013 called The Hokie Grail. The tournament consisted of 24 teams, and over 75 games were played with over \$1000 cash prizes and raffles. This project set out to use both footage from the live event as well as in-game footage in order to promote the organization. The promotional material generated by the project is meant for two distinct audiences. The first is the collection of the companies that VeSPA contacts in order to obtain sponsorships for future events. To appeal to this audience the project created a promotional video consisting of footage from the live event. This footage highlights the sponsors for the Hokie Grail and shows attendees interacting with resources provided by them. The second audience is the gamers that the organization wants to attend future events. The live event promotional video achieves this goal to some degree by exciting players, but a top 10 plays video was also created to better appeal to this audience. The top 10 plays video consists of in-game footage that highlights some of the best players that competed in the tournament. This is meant to excite and inspire gamers, as well as provide a forum for high level play to be recognized.

In addition to the two video deliverables, raw video footage of both the live event and the iMovie projects used to create the videos have been organized and distributed to the client. These resources allow the project to be maintained, updated, and expanded upon. This aims to speed up the process of generating future montages and compilation videos by the Virginia eSports Association. The project also provided an excellent learning exercise in shooting footage of a live event, working with clients, video editing, file conversion, and publishing. This project has not only succeeded in creating a product that the client can use right now, but also in generating a template that the client can use for similar projects in the future.

Users Manual

Deliverables

The instructions for the deliverables in this project are quite simple. The deliverables for this project are two videos, a promotional video for the tournament and organization and a highlight reel for the tournament. Both of these videos have been posted on YouTube and given to the clients as well. The clients can use these videos to try and attract sponsors. To do this they are able to send the YouTube link or they can provide the video in another format if they want to. This provides them with flexibility in how they want to distribute or use these videos to bring in new sponsors or promote themselves.

Raw Footage

Along with the final video as deliverables, iMovie projects for each video are available on the VTechWorks digital archive. All of the raw footage we have from the event has been distributed physically to the client. This means that if the client ever goes back and wants to make a new video from this tournament, they will have a large amount of footage to choose from. This footage is organized to make it easier to look through and find relevant material. The clips are grouped together based on different criteria, such as what day they were shot, or what is being filmed in the clip. This will make it easier on the client if they do decide to go back and make their own video in the future. Not only have these videos met the needs of the client's organization, but they have been provided with the means to create their own in case they change their minds.

Deliverables Locations

Hokie Grail Promotional Video

<http://youtu.be/Upj1HDzy9f4>

Hokie Grail Top 10 Plays Video

<http://youtu.be/706UBMDZ-6Y>

Developers Manual

Maintaining the Project

Provided with the project are four iMovie Projects that can be used to modify and extend the current videos, or be used as a basis for future projects. The iMovie projects included are the following:

Promotional Video.rcproject

This is the iMovie project for the Promotional Video as it is seen on YouTube. It contains 45 clips, each of which is approximately 3.9 seconds in length. This is so that the clips sync properly and change with the beat of the audio track. The clips are separated by hard cut transitions that give the project a clean, observable tempo that is in line with the music. Between the second and third clip is a 2 second black title clip that reads “VeSPA Presents,” this title can be changed using iMovie’s text feature. 10 clips later, another title clip is displayed that reads “The Hokie Grail.” This title is synced up with a quiet point in the music that emphasises this title. All of the clips up to this point have been of preparation and lead up to the event. What follows is approximately 45 clips of the event itself and the awards ceremony. Finally a 56 second long clip is displayed to roll the credits. This clip is played at a faster frame rate and in reverse, and shows the camera moving out from the venue and revealing that it took place in the Graduate Life Center. These credits can be edited using iMovie’s text tool. The music track used in the project is Breath and Life by Audiomachine.

Promotional Video CC.rcproject

This is the iMovie project for the Promotional Video as it is seen on VTechWorks. It is identical to the Promotional Video.rcproject with the only difference being the audio tracked used is licensed under a Creative Commons license. The music track used in this project is Summer Morning by Mr. Meizong, available here:

<https://soundcloud.com/mmmontagemusic/mr-meizong-summer-morning>

Top 10 Plays.rcproject

This is the iMovie project for the Top 10 Plays video as it is seen on YouTube. It begins with 3 black background title clips, with the titles “VeSPA Presents The Hokie Grail,” “Top 10 Plays,” and “#10 Team 703 Dominant Dragon Fight vs Hoo Dat.” These titles can be edited using the iMovie text editing tool. What follows is an in-game clip showing the Team 703 vs Hoo Dat team fight. What follows are 9 more title clips followed by clips showing what is described in the title clip. Any of these clips could be swapped out for another clip. The title transition used is called “Drifting.” For future Top X Plays videos,

the same iMovie project could be used and just the clips and the audio could be swapped out. At the end of the video is a 12 second closing black title clip that says “Presented By Virginia eSports Association.” This can again be editing using the iMovie text tool. The music track for this video is Sail by AWOLNATION.

Top 10 Plays CC.rcproject

This is the iMovie project for the Top 10 Plays video as it is seen on VTechWorks. It is identical to the Top 10 Plays.rcproject with the only difference being the audio tracked used is licensed under a Creative Commons license. The music track used in this project is Luminous by Mr. Meizong, available here:

<https://soundcloud.com/mmmontagemusic/mr-meizong-luminous>

Group Roles

Both members of the team took part in the filming of the live event.

Siggi

Looked through the clips of the live event and put together the promotional video. Gave input on what plays should be used in the highlight reel and finalized the preliminary version of that video.

Sean

Went through the files of the in-game footage to find all the potential plays to be used for the highlight reel. Put together the preliminary version of the highlight reel.

File Structure

The file structure for this project is relatively straightforward. Here is an overview of the structure:

- VeSPA Video Project ¹
 - Creative Commons Videos ²
 - Promotional Video CC.mov
 - Top 10 Plays CC.mov
 - Finished Videos ³
 - Promotional Video.mov
 - Top 10 Plays.mov
 - iMovie Projects ⁴
 - Promotional Video CC.rcproject
 - Promotional Video.rcproject
 - Top 10 Plays CC.rcproject
 - Top 10 Plays.rcproject
 - Raw Live Event Footage ⁵
 - Camera 1 ⁶
 - Day 1 ⁷
 - 00000[1].mov
 - ...
 - 00062[1].mov
 - Day 2 ⁸
 - 00004[2].mov
 - ...
 - 00044[2].mov
 - Camera 2 ⁹
 - Day 1 ¹⁰
 - 00000.mov
 - ...
 - 00069.mov
 - Day 2 ¹¹
 - 00070.mov
 - ...
 - 00122.mov
 - Raw Top 10 Play Clips ¹²
 - Part 1.mp4
 - ...
 - Part 7.mp4

Explanation of File Structure

1. This is the folder that encompasses the entire project. All files necessary to use, modify, update, or extend the project are contained within this folder.
2. This folder contains the finished video deliverables with Creative Commons licensed music.
3. This folder contains the finished video deliverables with music from YouTube Content Partners.
4. This folder contains the iMovie projects needed to modify, update, or extend the project. A more in-depth overview of the iMovie projects can be seen in the “Maintaining the Project” section.
5. This folder encompasses all of the raw footage that was taken at the live event. The footage is split across two cameras.
6. This folder contains the raw footage taken by camera 1.
7. This folder contains the raw footage taken by camera 1 on day 1. The footage consists of 62 .mov files that can be imported into most modern video editing software.
8. This folder contains the raw footage taken by camera 1 on day 2. The footage consists of 41 .mov files that can be imported into most modern video editing software.
9. This folder contains the raw footage taken by camera 2.
10. This folder contains the raw footage taken by camera 2 on day 1. The footage consists of 69 .mov files that can be imported into most modern video editing software.
11. This folder contains the raw footage taken by camera 2 on day 2. The footage consists of 52 .mov files that can be imported into most modern video editing software.
12. This folder contains the gameplay footage from the games used in the Top 10 plays compilation. There are 7 .mp4 clips, each containing a section of the in-game content streamed from the event.

Promotional Video Storyboard

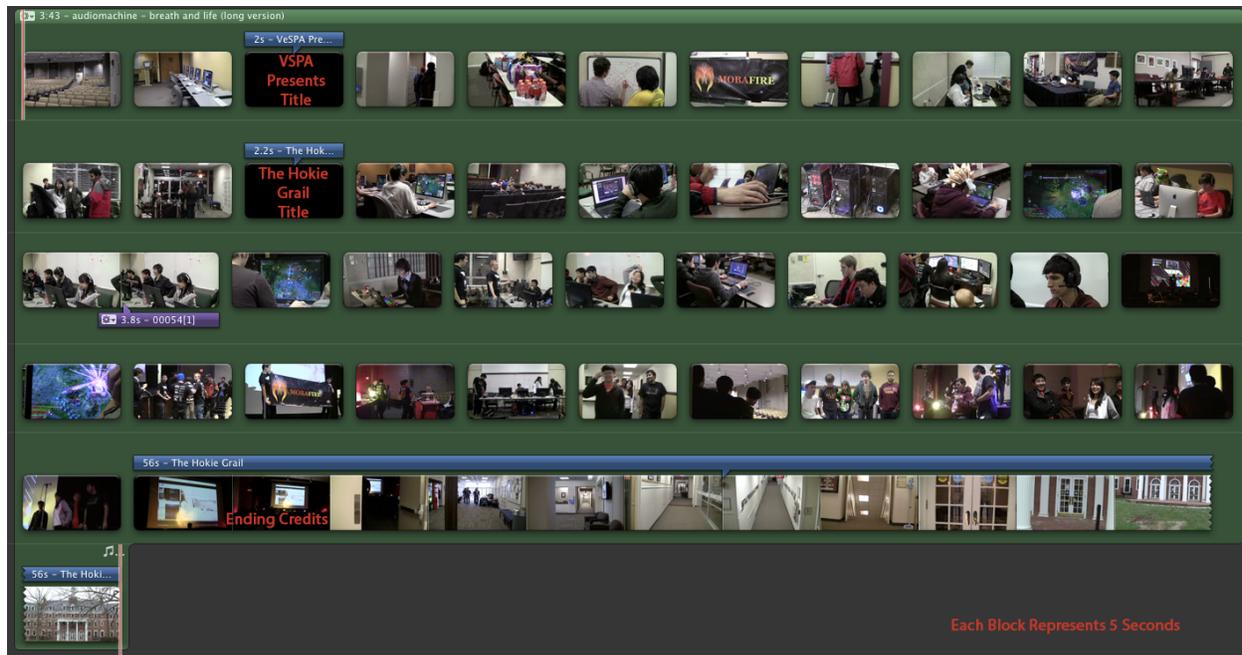


Figure 1. Storyboard showing an overview of the promotional video. The black tiles with red lettering represent titles. The additional blocks represent various clips from the live event.

Top 10 Plays Storyboard

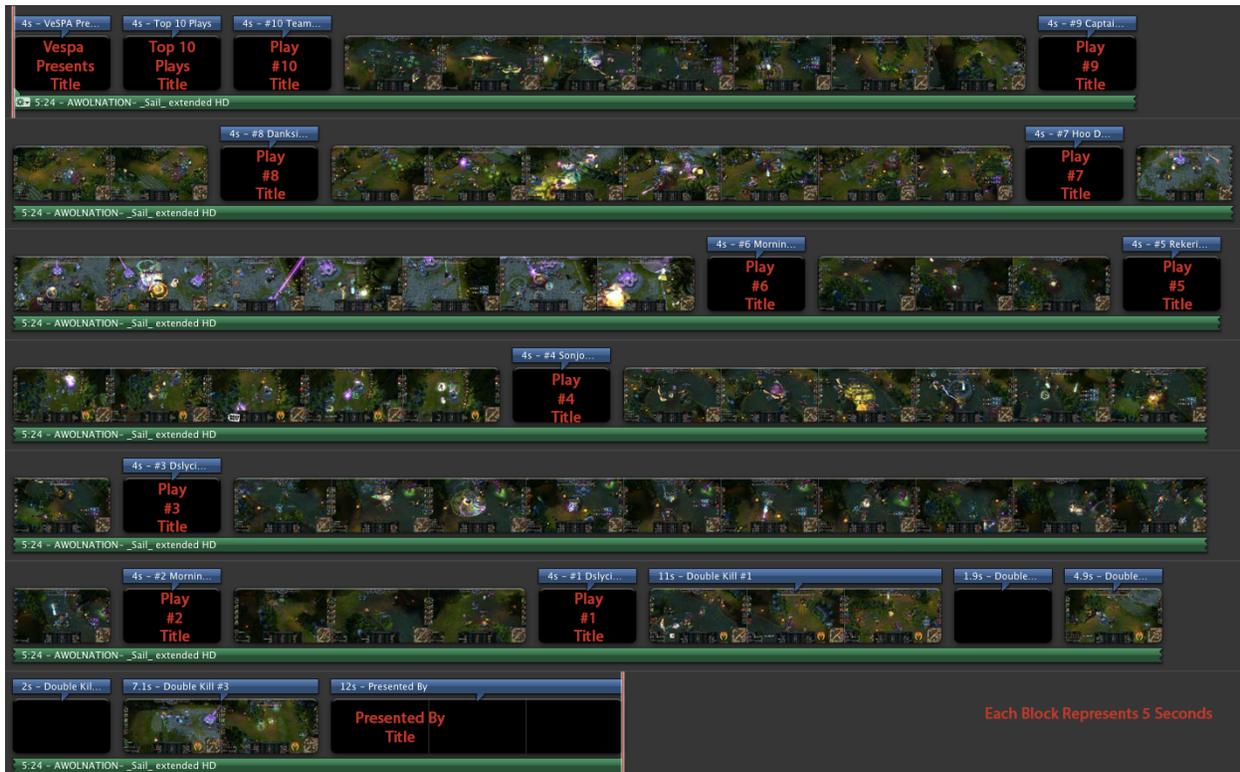


Figure 2. Storyboard showing an overview of the top 10 plays video. The black tiles with red lettering represent titles. The additional blocks represent in-game footage representing the play title preceding it.

Lessons Learned

Filming

The promotional video portion of this project required the group to film the live section of the tournament. The cameras available at Innovation Space were instrumental to making this happen. Before this project none of the members of the group had used this space, so this taught the group about different technology offered there. Not only did the group learn about the equipment available, the members also learned about different styles of filming and common problems that could occur while filming.

Lighting

One of the main issues that the group faced while filming was the light situation at the live event. The event was set up by the client organization so the group was not able to adjust the lighting or have knowledge of what it would be like before the tournament. Filming the live audience was very difficult because of this; it was very dark inside the auditorium, which made it nearly impossible to see the crowd. The group had planned on using crowd shots in the promotional video, but had to work around this because of the unusable footage.

Layout of Event

The client organization set up the tournament so that the teams playing against each other would sometimes be in completely different buildings. The limited manpower and filming equipment combined with the spread out nature of the event put a strain on the group. The two members of the group were spread out in the different buildings and therefore not able to film as much at the live event. Being in different locations also made it more difficult to communicate and create a plan of action. Overall, the group members learned that they should learn more about the layout of the event before going there, so as to be more prepared for problems such as this.

Working with Clients

This project entailed a lot of communication between the group and the client. This communication pertained to everything from gaining access to the facilities during the tournament to receiving files of the games to make our videos. This process was not as streamlined as the group expected it to be. It sometimes took days for the client to respond to our attempts at communication and provide the files or information that the group requested. This made the group realize that the communication time with the client needed to be taken into account when making timelines and getting work done.

In-Game Footage

All of the teams from the tournament were required to send in LoL Replay files of their games to prove the validity of the results. The group had planned to use these replay files to find the top plays for the highlight reels. However, after attaining these files there had been an update to the game, which made this third party software not able to read the files. This rendered all of the submitted files useless to the group. The group then had to look at the games that were streamed by the client to find the top plays. Once the format for those files were figured out, the group was able to parse through the videos easily and find the plays they wanted to use in the highlight reel. This issue taught the group to provide time for mistakes, such as files becoming unusable. For future groups I would suggest getting to know the software you will be using beforehand and, in this case, converting the files to videos before a patch occurs that will render the files useless.

Conversion

The cameras that the group used recorded files in the .mts format, while the streamed videos were in a .fla format. The group had to figure out a way to get both of these types of videos into the .mov format so that they could edit them in iMovie. To do this the group used a software called Toast to convert the original files into the desired format. This exposed the group to a piece of software that they were previously unaware of.

Video Editing

This project required a good amount of video editing for both the promotional video and the highlight reel. Neither group member had done extended video editing prior to this project, which meant they learned a great deal about techniques used in video editing. These techniques ranged from matching up the video with the chosen soundtrack to making smooth transitions between titles and clips. The group chose to use iMovie because of its simplicity and the ability to use it on their personal computers.

Publishing

The finalized videos that the group put on YouTube and submitted to VTechWorks were only about 500-700 MB. However, the group's raw footage totaled 120GB. This required the group to provide this to the client physically, because it was too much data to upload to VTechworks. A second issue that arose while publishing was copyright issues with the song choices the group made for their videos. Both of the songs the group chose were allowed by YouTube to remain on the videos. However, for the submissions to VTechworks those songs were replaced with Creative Commons Licensed Music. This taught the group a little about copyright issues, and also about the different licensing agreements for music.

Timetable

- ✓ **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
- ✓ **May 8:** Final presentation

Acknowledgements

The authors of this report would like to thank:

The Virginia eSports Association

Client Organization

<http://www.vespa.org.vt.edu/>

for agreeing to participate in this project and providing us with the resources we needed to succeed.

Thomas A. Schlegel

Client, Event Director for VeSPA

ts9117@vt.edu

for representing VeSPA as our client and relaying information between the project team and the organization.

Professor Edward A. Fox

Professor for CS4624

fox@vt.edu

for providing the team with guidance and advice on how best to proceed with the project.

Andy Hsu

Executive Director for VeSPA

skhsu91@vt.edu

for representing VeSPA as our client and relaying information between the project team and the organization.

Innovation Space

<http://www.is.vt.edu/>

for providing the team with the equipment and resources necessary to record the live event and edit the footage.

References

Audiomachine. "Breath and Life." Chronicles. 2012.

AWOLNATION. "Sail." Megalithic Symphony. 2011. Red Bull Records.

"iLife - iMovie - Read about Movie Trailers and More New Features." iMovie. Apple, 08 May 2013. <<http://www.apple.com/ilife/imovie/>>.

Innovation Space, 08 May 2013. <<http://www.is.vt.edu/>>.

Mr. Meizong. "Luminous." 2012. BTP Records.

Mr. Meizong. "Summer Morning." 2012. BTP Records.

"Search VTechWorks." VTechWorks Home. University Libraries, 08 May 2013. <<http://vtechworks.lib.vt.edu/>>.

"The Ultimate Media Toolkit, Redesigned." Roxio Toast 11 Titanium. N.p., 08 May 2013. <<http://www.roxio.com/enu/products/toast/titanium/overview.html>>.

VeSPA. Virginia E-sports Association, 08 May 2013. <<http://www.vespa.org.vt.edu/>>.