p.s. Machinima doesn't have to use these!

"GTA Coca-cola ad"

Color shift?

PHILOSOPHY

- Light affects everything

- Changes mood

  - Seasonal effective disorder

  - Film noir vs. Wizard of Oz

  - Fluorescent lights in Joe vs. Volcano

- Mix of art and science

- Use technique and aesthetics to support the theme

2 PHILOSOPHIES

1.) IMITATE LIFE

- Aims for realism

- Where is the existing light? Attribution? Motivation?

2.) INTENSIFY EXPERIENCE

- More expressionistic
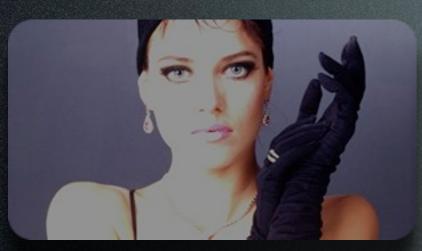
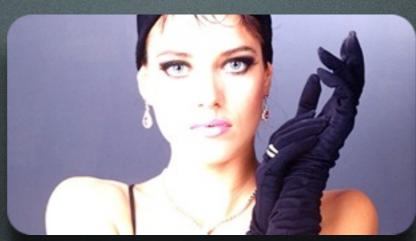- What's the emotional tone? Temperature? Mood?

MOTIVATION

- Motivation is often what separates student films from professional films-- how did that light get there?

- Practicals--light provided within the frame, such as a lamp

- The sun and its light derivatives are major motivators

CHARACTERISTICS

1.) INTENSITY

- Measures the brightness of the shot

- Saturation measures brightness of a color
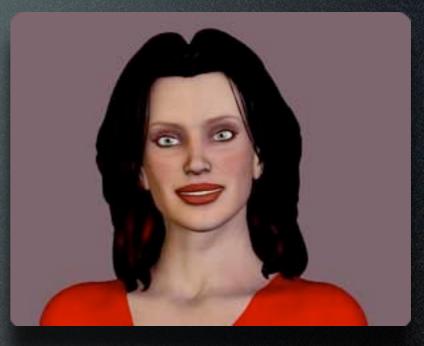
CHARACTERISTICS

2.) QUALITY

- Is the lighting harsh, or soft

- Further from source, harsher the shadows (counterintuitive)

- Hard vs. soft, full sun vs. cloudy, direct vs. diffusion

- Size--smaller is harder (think sun), larger is softer (think clouds)

Softer light

Harder light

CHARACTERISTICS

3.) CONTRAST

- Gauges the levels of brightness within the frame between the highlights and shadows

CHARACTERISTICS

4.) DIRECTION

- Where is the light coming from? What angle?

- Motivation--realistic or expressionistic

- Reflective

- Bouncing/dampening

- Shaping

CHARACTERISTICS

5.) COLOR

- Temperature--Is it a warmer or cooler color? (usually from more orange to more blue)

- Neon lights, stained glass, gels

- Psychology of color

  - Emotion of red, white, and blue
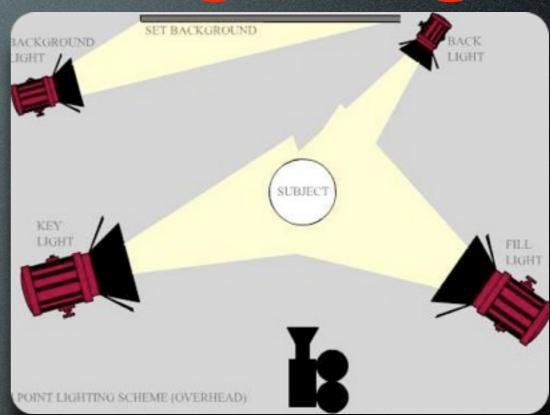
- Cultural--"Lady in Red"

Cooler tones

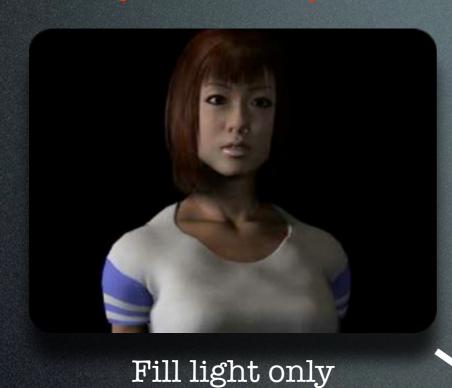Warmer tones

3 (or 4) Point Lighting

- 1.) Key--primary light source

- 2.) Fill--fills in the shadows

- 3.) Back--separates from background; 3D quality

- 4.) Background

- Real world more complex

3 (or 4) Point Lighting

Fill light only

Key light only

Back light only

Complete 3-point light setup

HIGH vs. LOW KEY

- **High Key**--No or few shadows; flat light; evenly lit can cause eye to wonder

    - Ex. TV shows--Jay Leno, Stephen Colbert--soaps; full shade and overcast

- **Low Key**--More shadows; more moody; light leads the eye

    - Ex. Film noir, Chiaroscuro, full sun
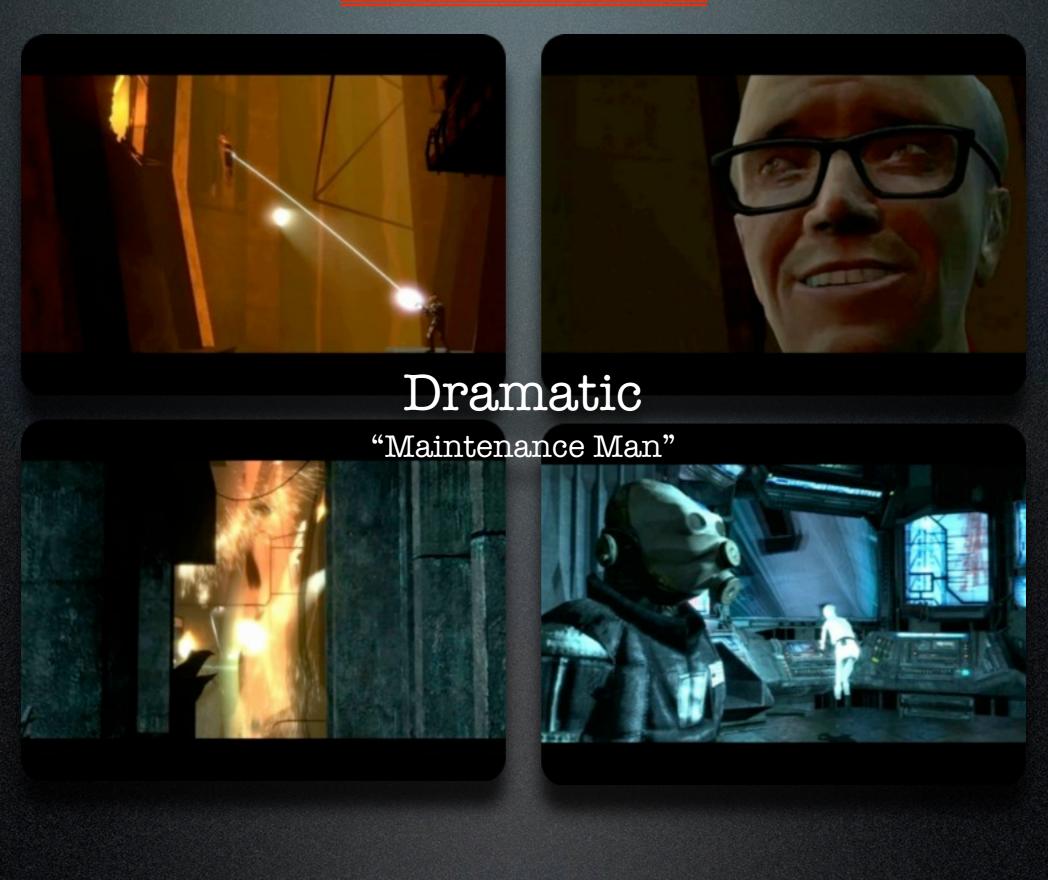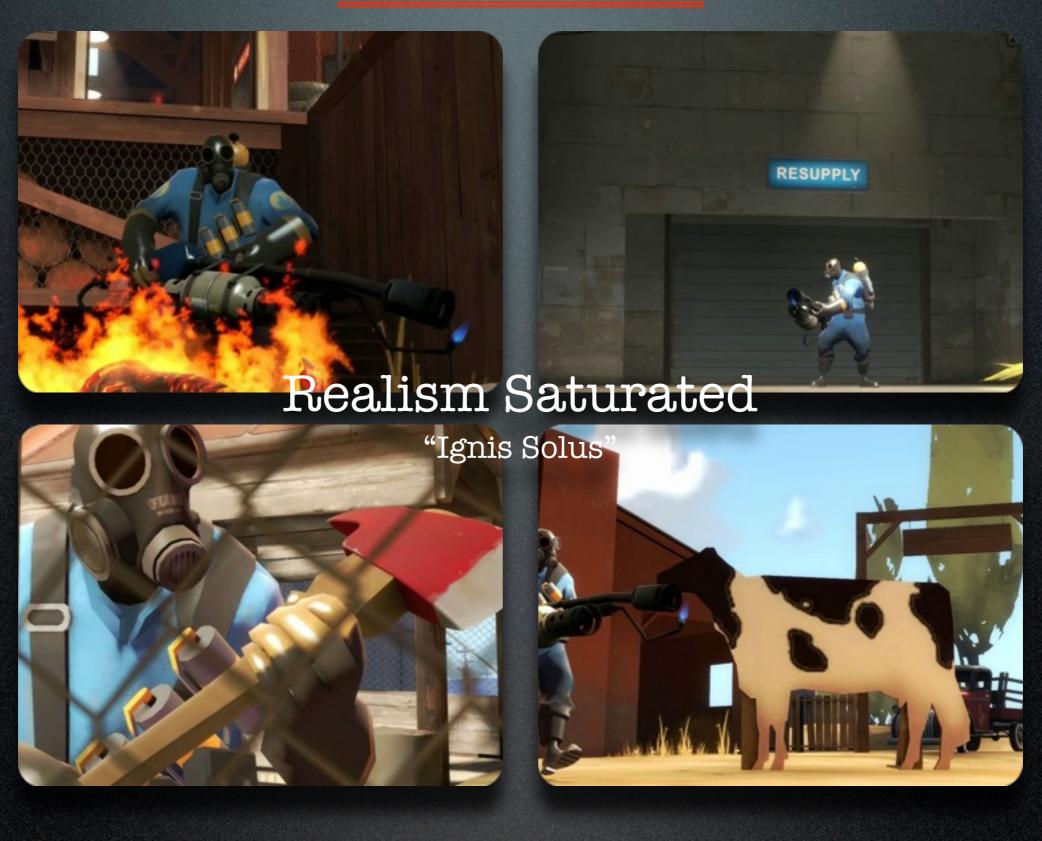
STYLES

Black & White

Realism

Real-Expressionistic

Expressionistic

Experimental

"Slightly Later Man"

"Male Restroom Etiquette"

"Legend of a Cowgirl, 2:00 mins. in"

STYLES

Chiaroscuro
"Jill's Song"

STYLES

Dramatic
"Maintenance Man"

STYLES

Realism Saturated

"Ignis Solus"

STYLES

Realism Desaturated

"Melon 3" & Coke ad

STYLES

Sepia Toned
"Flying Fenix"

Lighting Effects

Color key

Silhouette

Fog and natural elements

Spectral flare

"The Right - in production"

CLOSING WORDS

- Light as simply as possible

- Make pictures one picture at a time

- Managing light is also managing shadows (don't just eliminate them)

- Let necessity drive your decisions

- If all else fails... turn all the lights off and turn them back on one-by-one

- Draw a lighting diagram