



# VideoSlideshow Secrets

By Dale Fenimore

[FenimorePhotoVideoProductions.com/PSP](http://FenimorePhotoVideoProductions.com/PSP)

Create shows others will want to view again

Tips for Creating Better Slideshows

# What I'm Going to Cover

- What is a Slideshow
- How to Get Started
- Slideshow Considerations

# What is a Slideshow

- 1980s. A presentation of film transparencies (slides) and projected onto a wall or screen.
- 1990s. The start of computers and digital photography. Slideshows were a progression of still images without effects or sound.
- 2000s. Slideshows took off. Came to mean a full audiovisual presentation. Includes soundtracks, video, stills, sound effects, & special effects



# GETTING STARTED

# Getting Started

- Who's Viewing the show (Target Audience)?
- What are you trying to say (The Message)?
- What emotional state are you trying to create (tone of show)
- How will it be delivered? (Medium)

# Getting Started

## TARGET AUDIENCE

- Who is your Target Audience?
  - Kids
  - Family
  - Technical
  - Selling/Advertising

# Getting Started

## MESSAGE

- What are you trying to say?
- Means you need to know your audience

# Getting Started

- Creating an emotional state in a show
  - Matter of Music
  - Pacing of the Show
  - Visuals
- These 3 create a style and should agree with each other for best results



# Getting Started

## DELIVERING THE MESSAGE

- Think about your presentation of information to your audience
- Tie photos together most effectively from the beginning with
  - A reason and
  - A theme
- The **MOST** misunderstood skill in good slideshow making

# Telling Your Story

- A Slideshow needs to tell a Story
- Stories are Composed of a:
  - Purpose
  - Theme
  - Story Line (i.e., Plot)

STORY (dfn)—A description of a sequence of events, or a statement regarding the facts pertinent to a situation in question

# Telling the Story

- Complete stories: Beginning, Middle, End
  - Tied together somehow with a creative theme

# Telling Your Story

## Purpose

- What is the purpose of your Story?
  - Retirement
  - Birthday
  - Vacation
  - etc

# Telling Your Story

- A Theme is a broad idea or message conveyed by how the story is told
  - Color(s), Content, Format
  - Technique, Concept, etc
- Build your THEME into your story line
  - Makes for a more entertaining show
  - More meaningful to the audience

# Telling Your Story

- Beginning: An Introduction
  - Explains the setting/premise
  - Provides Info needed to learn what the story is

# Telling Your Story

- The Middle: The Journey
  - The majority of the show
  - Takes Audience somewhere different from where they started
    - Ups and downs
    - Twists
    - Fast and Slow

# Telling Your Story

- The End: The conclusion
  - Summarizes the Premise set at the beginning
  - Changes how audience perceives what was presented at the beginning



# Telling Your Story

- Use Emotion to Convince your Audience
- Emotional responses are created by Stories
- As info is provided, audience becomes invested
- Slideshows of events people attended
  - People *almost* relive the event
  - More goes through their minds than the pictures

# Telling Your Story

- Music can enhance a show
  - Proper Selection of music can be difficult
  - Use Lyrical songs only when they enhance show
    - Ill fitting lyrics are distracting
    - Don't use if the lyrics don't blend well with the show

# Technique, Not Technology

- Keep the visuals Simple
  - Utilize the KISS principle (Keep It Simple Stupid)
  - Be consistent in you visuals (e.g., theme(s))
  - Be consistent in your captions
    - Font
    - Placement
  - Be consistent with the type of music



# IMAGES

Portrait & Landscape

# IMAGES

## PORTRAIT IMAGES

- Taller Than They are Wide
- Don't Fit the Screen Well
- Provide Lots of Unused Screen Real Estate
- Placement
  - Either Side
  - Centered



# IMAGES

## PORTRAIT IMAGES

- Place portrait images side-by-side
  - More Effective Use of Screen
  - Images Should be the Same Size
    - Width
    - Height
  - Generally, Don't Mix Color with B&W



# IMAGES

## LANDSCAPE IMAGES

- Full screen – only image on the slide
- Less Than Full Screen
  - Only image
  - One 2 or more
    - Each sized and arranged to make full use of real estate



# IMAGES

## LANDSCAPE with PORTRAIT IMAGES

- Generally you won't Mix these
- Balance on Screen as possible
  - Same Size
  - Same border/outline (same color)





# BACKGROUND

- Full screen Image
  - No need to consider the background
- Less Than Full Screen Image(s) Use A
  - Colored Background
    - Black, white, color
  - Gradient background (multi-color)
  - Image (copy of foreground image or a new one)
    - Desaturated and/or
    - Blurred and/or
    - Reduced Opacity



# CAPTIONS



# Captions

- Use Sparingly
- Use When It's Important
- Never Describe the Visual
- For Info Unobtainable from the Visual
  - Applies to a Visual with a voice-over
- Placement
- Black or white are the general rule for color
  - Different colors need to be appropriate to theme

# Caption Fonts

- Uniqueness
- Readability
- Personality
- 2-Font Rule



# Caption Fonts

- Uniqueness
  - Avoid Default Fonts (Everyone's Seen Them)
- Readability
  - How Easy is it to Read
  - Serif Best For Lots Amounts of Text
  - Sans Serif Best for Small Amounts of Text

# Caption Fonts

- Personality
  - The Feeling You Get When Looking at the typeface
  - Choose a typeface Applicable to Your Show
    - A Business Show Would Not Use a Kiddie typeface
    - Romantic Shows might use a Script typeface
- 2-Font Rule
  - Choose 2 Fonts that Work Well Together
  - Use Only Those 2 Fonts Thereafter
  - Differentiate using Bold/Italic (Don't Overdo)

# Caption Fonts

- The Shape of the Letter is Important
  - Furthers the Message
  - A Sale might need big bold letters
  - A Legal item may need to convey stability, reliability, strength. Comic Sans won't do.
  - A Wedding show will not want to use courier
  - A Child's show won't use a formal script
  - Review fonts used by commercials, brochures, ads



**MUSIC**



# Music

- For Emotion
- As a Background
- Matched to Visuals

# Music

- For Emotion
  - Be Mindful of Lyrics. If their story is different than the visuals: audience confusion
  - What Kind of Feeling are you trying to create?
  - Kinds of Music that remind of that feeling?

# Music

## As a Background

- Unless Promoting music, Don't demand Audience Attention
- Should effortlessly sit behind visuals
- Notice Lyrics in passing (focus is on visuals)



# CONSIDERATIONS FOR YOUR SHOW

# Show Length

- Depends on Audience, Story, Message
- Basic Rule to follow: 10 – 18 minutes
  - When attention “cliff” occurs after consistent /same sensory pattern
  - Vary Slide/Image
    - Transition length
    - Display time

# Motion

- Utilize “Ken Burns Effect”
  - A panning movement across an image
  - Zooming in or out on an image
- Consider Including image rotation
- Helps add character/depth to image(s)



# Motion

- Motion should have a reason
  - Determine an image's focal point of interest
  - Don't overuse
- Not every image needs to have motion
- Keep the amount of rotation small
- Panning/zooming/rotating is typically slow
- Change zooms
  - Some in, some out, some none

# Music Considerations

- Shows set to different music types
  - Country – Hard Rock
  - Romantic – Classical
  - Dance – Blue Grass
- What music works?
- What tone was set?
- What effects work with what music type



# Music Selection/Type

- Music Must Agree with Show Pace
  - Slow Paced Visuals Needs Slow-Feeling Music
  - Fast Paced Visuals Needs Fast-Feeling Music
- The music should be appropriate to the show
  - Looney tunes may be inappropriate for a serious show
  - Slow music may not be appropriate for sporting events
  - Classical music may not work for a birthday show
  - 50's tunes may not work for a today's teen show



# Music Tips

- Music
  - Avoid switching tunes in the middle of a slide
- Fade music when transitioning sections
  - Fade Out Current Section
  - Fade In Next Section

# PACE of Show

- Show Dependent
  - Sport show Pace are vary from Nature shows
    - Sports are often fast paced
    - Nature show are often leisurely paced

# Show Type

- Advertising Shows typically have no content
  - They often create a feel
  - The images may not be shown for long
  - Effects Prevail – Image Content unimportant
- Birthday/Memorial shows tweak memories
  - Emotive
  - Image Displays are longer
  - Image Content often Important

# Good Design

- Balance
- Contrast
- Economy
- Unity

# Good Design

- Balance
  - Often Subjective.
  - If it doesn't look right, consider
    - Picture Placement
    - Lines
    - Where the Eye goes first

# Good Design

- Contrast
  - A black background is not always best
  - Complementary colors (to image) work best
  - A color from within the image may provide an appropriate contrast to the image itself

# Good Design

- Economy
  - Nothing should exist on the page except what conveys your idea
  - Decorative elements should support the idea



# Good Design

- Unity

- Stick to the Theme

- Don't change from one theme to another in mid-show
    - Changing themes risks disharmony

- Be Consistent

- If you use a flower for a background, you can change the type of flower (it's still a flower)
  - A Great photo that doesn't fit the theme will seem out of place

# Title Pages

- Use only what is necessary
  - Don't Use if there's no Value Added
- Use a Title Page to introduce the Show or a new section within a show.
- Use as a Transition/Separator for different stories in the same show
- Use on top level text
  - Need explanatory text, use a different page

# Explanatory Pages

- This text is used to explain or setup what is to follow, to set the stage, so-to-speak
- Static Text
- Scrolling

# Explanatory Pages

- Static Text.
  - Use a new slide if there's more easily readable text than can fit on one page.
    - Read the text aloud and time how long it takes. Reading w/o vocalization may give shorter times than necessary
    - Set slide time to the time required to read the text

# Explanatory Pages

- Scrolling Text
  - A page of text or more
  - Provides a way to display lots of text on a single slide
  - On test runs, read the text aloud as the text is scrolled on-screen. Adjust the slide time (or scroll speed) to a comfortable reading pace

# Explanatory Pages

- Background of text
  - Sometimes, enhanced contrast required for easier to read text
  - Add a background
  - Use a background different than the show
  - Adjust the background
  - Add an outline and/or shadow to the text



# START of Show

- Use one+ slides to Begin the Show
- Music For Start
  - Same Tune
  - Different Tune



# END of Show

- Have a slide that flags the end of the story/show
- Slide can either text-based, an image or set of images, or both that indicate the conclusion
- Music, if used, should also fade away
  - The end/conclusion may use a different music track from the rest of the show





# Transitions

- Used for moving from
  - One image to next image
  - One slide to next slides
- Keep transitions variety to a minimum
  - Constant Change can be distracting
    - Viewer may wonder what special effect
    - Attention is not on the show

# Transitions

- Unprofessional look: Using many different transitions
  - Inexperienced show creator
  - Is tiring/jarring/confusing to the viewer

# Transitions

- Use of different transitions
  - Change tone / tenor of the show
  - Indicate a change story content
- Match transition Style to Show
  - Sedate transitions for sedate shows
  - Fast transitions for fast shows

# Transitions

- Use appropriate transitions
  - Good reason to use different transitions
- Consider transition of one image to next
  - Is it a good fit?
  - Does it make sense?
    - Transition from that woman to dog a good idea?

# Transitions — CUT

- **MOVIES:** Most often used transition
  - Movies have other motion that can make cut to a new segment less distracting than with single image
- **STILL IMAGES:** Used rarely
  - In image-based shows, Coordinated with music beat/audio is less jarring & can help guide viewer's understanding of what's going on in show

# Transitions — Crossfade (Dissolve)

- MOVIES: Indicate passage of time
- STILL IMAGES: Most often used transition
  - Creates a soft barrier between slides/images to avoid shocking the viewer
  - More polished appearance compared to cut
  - Longer cross-fades add “dreamier” view
  - Too long a cross-fade can lead to viewer frustration (too much time getting to next image!)



# Techniques

- Fade to Black, White, Color, or Image
  - Provides a break in flow of show
  - A cue indicating something is changing

# Techniques

- Transition Time Between Images/Slide/Effect
  - Depends on Type of Show (audience)
  - Depends on Show Pace
  - Depends on how many images displayed at once



# Techniques

- Consider Safe Zone vs Full Screen
  - Safe zone is area inside of overscan
    - 10% (top and bottom), 20% (both sides)
  - Older TVs have a cropped region
    - Original manufacturing tolerances meant that signal instability would create fuzzy or blank zones at screen edges
    - The cropped region ensured area of good visual quality
    - Some newer TVs, despite excellent video signal quality, still utilize this overscan region

# Slideshows Synopsis

- What Slideshows are
  - Stills/Videos/Special Effects/Music
- Creating a slideshow
  - Audience/Message/Tone/Medium
- Additional Tips
  - Images/Captions/Music/Transitions

# Slideshow Programs (not comprehensive)

- Photodex – Proshow Gold/Producer
- Lightroom
- Adobe DVD Encore
- Microsoft Photo Story
- Magic PhotoStory
- StoryRock My Memories Suite
- Corel Digital Studio 2010
- WonderShare Software DVD SlideShow Builder
- CyberLink Corp Cyberlink MediaShow
- IncrediTools inAlbum
- ArcSoft DVD Slideshow
- Wnsoft Pictures ToExe
- Etinysoft Photo MovieTheater