

Visual Dictionary of Photography & Cinematography

Sanmonchai Ritthirak

Department of New Media
Communication.

Albert Laurence School of
Communication Arts,
Assumption University,
Thailand

1. CREATIVE WORK NAME

VISUAL DICTIONARY OF PHOTOGRAPHY &
CINEMATOGRAPHY

2. NAME OF ARTIST OR DESIGNER

A. SANMONCHAI RITTHIRAK

3. BACKGROUND OR SIGNIFICANT OF THE PROJECT

HISTORY OF PHOTOGRAPHY WAS FIRST ESTABLISHED AND EVIDENCED BY MOZI (470 BC - 391 BC) FROM ANCIENT CHINA, ARISTOTLE (384 BC - 322 BC) FROM ROMAN EMPIRE. THE DISCOVERY OF FUNDAMENTAL KNOWLEDGE FOUNDED THE FIRST STEP TOWARD OPTICAL CONCEPTS.

HOWEVER, A REPETITION OF IGNORANCE OF GREAT DISCOVERIES WAS ONCE OCCURRED. OVER A MILLENNIUM YEARS THAT THE VERY CONCEPT TOOK A STEP TOWARD AS PHOTOGRAPHY.

SINCE THAT FUNDAMENTAL OF MODERN PHOTOGRAPHY WAS ESTABLISHED, ITS RAPID GROWTH HAS BEEN RISING. PINHOLE, WET-PLATE, DAGUERRETYPE, CALOTYPE, POSITIVE, NEGATIVE, DRY-PLATE, KODAK, DIGITAL AND MANY MORE.

IN THAILAND, THE KNOWLEDGE OF PHOTOGRAPHY WAS FOUNDED DURING THE REIGN OF KING RAMA III. THE EVIDENCE SUGGESTS THAT JEAN-BAPTISTE PALLEGOIX, FRENCH PRIEST AND LATER VICAR APOSTOLIC OF EASTERN SIAM WHO WAS ONCE AT ASSUMPTION CHURCH, IS ONE THE FIRST PERSON WHO BROUGHT PHOTOGRAPHY TO THE COUNTRY.

SINCE THEN, FOR CENTURIES THAT PHOTOGRAPHY HAS BEEN RAPIDLY RISEN GLOBALLY. AFTER THE SECOND MILLENNIUM, ONLY OVER DECADES, THAT PHOTOGRAPHY WAS ONE OF THE MAJOR FACTORS THAT CHANGE THE FACE OF DIGITAL COMMUNICATION. YET, THE KNOWLEDGE OF PHOTOGRAPHY IS STILL A TRANSFERRED ONE.

THE VISUAL DICTIONARY OF PHOTOGRAPHY AND CINEMATOGRAPHY IS THE ATTEMPT TO CONGREGATING RELEVANCE ACADEMICALS KNOWLEDGE AND TRANSFORM TO VISUAL ONLINE EXPLANATION AND TUTORIAL

4. PROJECT OBJECTIVE

1. TO CREATE A SERIES OF ONLINE TUTORIAL VIDEO BY RELEASE A SET OF 26 WORDS FROM A - Z TO THAI VOCABULARY. ADDITIONAL SET(S) OF 26 WORDS WOULD FOLLOW AFTERWARD.
2. TO CREATE ONLINE CHANNEL VIA FREE-TO-ACCESS SOCIAL MEDIA PLATFORM UNDER THE TAG-LINE OF AJ.MIKE.
3. TO (UNOFFICIAL) CREATE SUPPORTING ONLINE MATERIAL FOR OFFICIAL COMMUNICATION ARTS DICTIONARY (พจนานุกรมนิเทศศาสตร์) IN THE FUTURE. [CURRENTLY IN DEVELOPMENT]

5. CONCEPT

CREATE VISUAL ACADEMIC REFERENCE FOR PHOTOGRAPHY AND CINEMATOGRAPHY IN THAI - ENGLISH LANGUAGE

6. PROCESS OF DESIGN OR ART WORKS

1. STUDY CURRENT PHOTOGRAPHY - CINEMATOGRAPHY TERMS WHICH SUITABLE FOR THE POSSIBLE AUDIENCE. OBSOLETE DEFINITIONS WOULD BE CONSIDERED IMPROPRIATE AND DIGITAL CONTENTS WOULD BE CATEGORIZED AS APPROPRIATE.
2. SUMMARIZE THE FIRST SET OF VOCABULARIES FOR PRE-PRODUCTION. MEANWHILE CREATE YOUTUBE CHANNEL FOR BROADCAST AND COOPERATE WITH MEDIA PARTNERS.
3. DEVELOP THE FIRST DRAFT AFTER SUPERVISION OF EXPERTS. THE PRODUCTION PROCEDURE IS SIMILAR TO A CINEMATOGRAPHY WORKFLOW. PRE-PRODUCTION IS KNOWN AS THE PREPARATION OF SCRIPT, STORYBOARD, LIGHT AND CAMERA, PRODUCTION STAGE AND POST-PRODUCTION ARE FOLLOWED.
4. INITIATE THE PRODUCTION IN TWO APPROACHES; ONE IS A SHORT DEFINITION WITH TUTORIAL ALSO AN ALTERNATIVE APPROACH UNDER THE SAME TOPIC WITH MORE ENTERTAINING CONTENT.
5. PUBLISH THE FINALIZED CONTENT ON AJ.MIKE CHANNEL AND PARTNERS. ONLINE STATISTIC WILL BE ANALYZED TO IMPROVE THE PRODUCTION.

7. MATERIAL AND TECHNIQUES OF DESIGN OR ART WORKS

REGARDING THE MAKING OF PROMOTIONAL VIDEO FOR ASSUMPTION UNIVERSITY KENDO CLUB (AUKC). THE "LOW-KEY" LIGHTING TECHNIQUE WHICH PRIMARY USED DURING PRODUCTION IS REPRESENTS FROM "L" ALPHABET.

THE CAMERA "VIBRATION STABILIZATION" ("V") SYSTEM ALLOWS THE CINEMATOGRAPHER TO RECORD THE FOOTAGE AT 1/100 SHUTTER SPEED, AT 50 FPS FREELY WITHOUT VIBRATION CONCERN.



8. PICTURE OF DESIGNED WORK



PICTURE 8.1 A DEMONSTRATION OF IMAGE-STABILIZATION SYSTEM EFFECTIVENESS.
IN PHOTO: A CLOSE-UP SHOT (CU) TO INTRODUCE AUKC (ASSUMPTION UNIVERSITY KENDO CLUB)



PICTURE 8.2. A TRANSITION FROM PRE-PRODUCTION PLANNING TO PRODUCTION
IN PHOTO: DIRECTOR DISCUSS WITH MAIN CHARACTER TO FOLLOW THE STORYBOARD.



PICTURE 8.3. IMPROVISATION DURING THE PRODUCTION IS OCCASIONAL ENHANCEMENT.
IN PHOTO: ASSISTANCE IS APPLYING DUST/SMOKE EFFECTS ON LOCATION.



PICTURE 8.4 EXAMPLE BENEFIT FROM MODERN IMAGE STABILIZATION SYSTEM. IN PHOTO: DIRECTOR IS TRYING TO SHOOT HIGH ANGLE FOOTAGE BY USING A MONOPOD.

PICTURE 8.5 A DEMONSTRATION OF LOW-KEY LIGHTING WHICH COULD ENHANCE DRAMATIC/INTENSE FEELING. IN PHOTO: ACTION FOOTAGE OF TWO KENDO FIGHTERS CLASH.

PICTURE 8.6 A DEMONSTRATION OF LOW-KEY LIGHTING FOR B-ROLL FOOTAGE. IN PHOTO: KENDO EQUIPMENTS



9. KNOWLEDGE AFTER FINISHED PRODUCE ART OR DESIGN WORKS

THE FIRST DRAFT OF PROMOTIONAL VIDEO IS APPROXIMATELY 35 SECONDS AND WOULD BE EDITED TO 30 SECONDS FORMAT AFTER A REVISION FROM AUKC.

IN RESPOND TO THE PRODUCTION, AN ADVISE FROM THE CLIENT SUGGEST THAT THE 'BEHIND THE SCENE' SHOULD BE INCLUDED. THE AUDIENCE WOULD ALSO GAIN THE BENEFIT FROM THE COMMENT AS WELL, HENCE THE FINALIZED VERSION WOULD FEATURE IT.

ONCE THE CONTENT BROADCAST, TWO-WAY COMMUNICATION SHOULD BE ESTABLISHED. THE RESPOND VIDEO SYSTEM COULD WORK AS AN EVIDENCE OF SUCCESS BY THOSE WHO WATCHED THE CONTENT AND ATTEMPT TO ACHIEVE SIMILAR RESULT.

THE CONSISTENCY OF NEW CONTENTS ON THE CHANNEL IS HIGHLY IMPORTANT. HOWEVER, THE PRODUCTION PLAN TO COMPLETE A SET OF 26 ALPHABETS IS AFFECTED BY OTHER ISSUES BUT A WEEKLY UPDATE SHOULD BE ACHIEVED.

HEREWITH THE FIRST LIST 26 LETTERS.

A - APERTURE	J - JPEG	S - SHUTTER SPEED
B - BULB	K - KEY LIGHT	T - TELEPHOTO
C - CONTRAST	L - LOW KEY	U - UMBRELLA
D - DEPTH OF FIELD	M - MACRO	V - VIBRATION
E - EXPOSURE	N - NOISE	W - WIDE ANGLE
F - FOCAL LENGTH	O - OPTICAL ZOOM	X - X-TRANS SENSOR
G - GRID	P - PANNING	Y - YELLOW
H - HIGH KEY	Q - QUICK RELEASE	Z - ZOOM
I - ISO	R - RHYTHMS	

THE ATTEMPT TO MAKE THE VISUAL DICTIONARY OFFICIALLY CREDITED IS TO COLLABORATE WITH OFFICE OF THE ROYAL SOCIETY.

THE OFFICIAL BEHIND THE SUCCESS OF THAI DICTIONARY IS ALSO ATTEMPTING TO RE-DEFINE DEFINITION TERMS IN COMMUNICATION ARTS. THEREFORE, THE ACCOMPLISHMENT COULD BE ACCEDED.

MOREOVER, ALTHOUGH INTERNET DISTRIBUTION IS CONVINCINGLY APPROPRIATE FOR THE PROJECT BUT PHYSICAL REFERENCE IS ALSO SUITABLE FOR REMOTE AREA. THE COOPERATION WITH OFFICE OF THE ROYAL SOCIETY COULD ELEVATE THE PROJECT TO HIGHER LEVEL.

IN CONCLUSION, THE PROJECT EXPECTATION IS NATIONWIDE LEVEL BUT THE PROCESS COULD PROVIDE VARIOUS LEVELS OF SUCCESS. THE OUTCOME OF THE PROJECT COULD ENHANCE IN-CLASS TRAINING, PRACTICE, SELF-LEARNING AND MANY MORE POSSIBILITIES. INTERNET TUTORIAL IS A PROMISING CHANNEL FOR FUTURE EDUCATION.