The Melbourne Camera Club - Audio Visual Group eNews covering the summer - holiday period December 2016 and January 2017. Distributed to members and others interested in the Craft of Audio Visual production.

AUDIO VISUAL GROUP - AVG

2016 End of Year Social & Trophy Presentation evening – last Thursday December 15th

Seasons greeting to all as we approach Xmas and a new year. The club's 2016 annual end of year social and trophy presentation saw a magnificent exhibition of prints, digital projected images and the winning Open and 3:21 Audio Visuals. The club President Gary Richardson is shown in the above photo-montage making presentation of awards to (L to R) Barb Butler, John Spring, general MCC Gallery view with Gary and Alan Donald twice (pano software effect), Kees Zonneveld, and Ruth Burleigh. A photo of Sue Rocco receiving her award is missing – sorry Sue blame the event photographer! Congratulations again to Barb Butler and Ruth Burleigh on their End of Year Audio Visual competition success.

The 2016 End of Year Audio Visual Competition winners:-

Audio Visual - Open

Highly Commended – Barb Butler for "Holding on Letting go"

Highly Commended – Ruth Burleigh for "Eyre or Bust"

Best Open Audio Visual – Barb Butler for "Chasing Shadows"

Audio Visual - 3.21

Best 3.21 Audio Visual – Ruth Burleigh for "Eyre or Bust"

All the end of year awards are listed on the Club's Web Site at URL http://www.melbournephoto.org.au/content/2016-end-year-awards

Judging of the End of Year Audio Visual Entries

An excellent commentary was supplied by Bob Thomas on what he and his fellow End of Year AV Judges believe are important considerations for making better productions.

This commentary has been applauded by many other AV Clubs and included in at least one international AV newsletter – congratulations Bob on widely acknowledged 'wise words'. Bob's commentary is included by request in this eNews after the total score results for all 15 End of Year Audio Visuals shown below.

AVG members who entered the End of Year Competition can request from AVG Co-oordinator (eMail mcc-audiovisual@melbounrephoto.org.au) a detailed break down of the Judging scoring for their Audio Visual(s). Your points scoring will show - production (max points 10), images (max points 5) and audio (max points 5) breakdown but will not identify the judges.

Seq No	AV Title	Exe or MP4/MOV	Member Name	Run-Time	3 Judges Total
1	The Trevi Fountain	MP4	Peter Tredrae	3m42s	31
2	In this Place	EXE	Lynda Zwierlein	3m21s	45
3	The Dreaming	MOV	Robert Cutting	3m52s	44.5
4	Life's Time Capsule	EXE	Kees Zonneveld	5m10s	40.5
5	URUSHI	MP4	Alan Elliott	6m10s	34.5
6	Melancholy	MP4	Neil Cunningham	3m58s	36.5
7	Flying Things	MP4	Sue Rocco	2m11s	44.5
8	Chasing Shadows	MP4	Barb Butler	3m52s	49 First OPEN
9	3 4 Open the door	MP4	Sue Rocco	3m21s	44
10	Holding On Letting Go	MP4	Barb Butler	2m34s	47.5 HC OPEN
11	Queen Victoria Market	MP4	Lesley Bretherton	3m42s	35.5
12	Thomas Mitchell Explorer 1836	EXE	John Spring	5m10s	45.5
13	Ingrid Walks New York	MP4	Lesley Bretherton	6m11s	36.5
14	Eyre or Bust	EXE	Ruth Burleigh	3m21s	46 HC & 1st.3:21
15	Antoni Gaudi	MP4	Peter Tredrea	3m30s	39

Judging Comments – MCC Annual A/V Competition – November 12th. 2016 – by Bob Thomas
The judges observed that there were several issues across this year's range of A/Vs which lead to lower marks being awarded than otherwise might have been the case. Here is a selection of those factors which the makers might like to re-consider when upgrading this year's A/Vs or when creating new ones in the future.

1) Text and written content. The viewing audience has a very limited timeframe in which to absorb the entirety of an A/V, i.e the sound, images and accompanying text. If subtitles or explanatory notes are competing with other visual elements, the viewer needs sufficient time to both read and absorb that written message and then additional time to appreciate the other visual elements. This necessarily means that either the sequence becomes too long, or conversely the viewer cannot fully absorb all of the elements in the available time. Additionally, individuals read at different rates, and while some will be waiting for the next transition, another might be struggling to keep up. This issue was evident in several of the A/Vs, and detracted from their overall impact. The solution is to either use a narration instead of text, or to limit the amount of text the audience must read. One A/V resolved the issue by having the text brief, but also on a separate slide where it did not compete with the other visual elements. Choice of font is also crucial as text must be easily readable even against a changing background. Some textual overlays were hard to read.

2) Some Makers did opt to use narration instead of text, which usually makes an A/V flow more smoothly. However, some of the A/Vs presented were let down by the quality of that narration. When someone makes an A/V they already know the content of the narration, but for the audience it is the first time they will have heard it. Therefore it must be crisp, clear and intelligible. Unfortunately, this was not always the case.

3) Makers of A/Vs often produce sequences which have a special value to them due to the subject matter being close to their heart in some way. While this is quite understandable, unfortunately it doesn't necessarily mean that the audience will feel that same connection. As a safeguard against being too subjective, it probably helps to have your A/V viewed through the eyes of someone who does not share that connection. An objectively created A/V is perhaps more likely to have universal appeal than one which has an overlay of personal or esoteric bias.

4) Another aspect which was evident across several A/Vs was the lack of variety within the A/V. An A/V is ideally short, and that limited duration means that the maker needs to maintain the audience's attention from start to finish. Some A/Vs were the A/V equivalent of a "one trick pony", taking a "single use" element

and attempting to stretch its impact for the duration of the A/V rather than moving on to something else. Taken in isolation, those elements were perfectly fine, but insufficient to carry the complete A/V full term.

5) The final element which detracted from some A/Vs was the length. This is a common fault seen in many A/Vs and generally arises because the maker has much to say and too little time to say it. As photographers we tend to take too many photos, but we cannot fit them all in an A/V without making the production excessively long. Very few long A/Vs succeed, and this is simply because audiences have very limited attention spans. If the maker insists on inserting too many images, it simply leads to frustration on behalf of the audience because there is just not enough time to see all the images properly. It is far better to choose the very best, and leave the rest for another time.

AVG Presentation at the Club's General meeting Thursday December 8th.

The Audio Visual Group had a very successful presentation of members work at the Club's general Meeting Thursday December 8th. This is an annual event and again provided an opportunity to show who and what was being produced by members of the AVG.

Importantly this year was the introduction by each AV maker in attendance. Rather than just presenting the AV as self explanatory each maker provided the audience with their AV's concept and approach to the production issues. Peter Tredrae provided an introduction to the AVG 2016 concept theme (not compulsory) of 'Then & Now'. Congratulations to all presenters a great night.

AV presenter2016	If Theme	AV Title
1. Robert Cutting's	Then & Now	"Show time"
2. Barb Butler's	Then & Now	"Time Flies"
3. Peter Tredrae's	Then & Now	"The Trevi Fountain"
4. John Spring's	Then & Now	"Major Sir Thomas Mitchell & Mt.Macedon 30th September 1836"
5. Sue Rocco's		"Flying Things"
6. Kees Zonneveld's		"Life's Time Capsule"
7. Alan Elliott's		"Japanese Lacquer"
8. Neil Cunningham's		"Melancholy"
9. Linda Zwierlein's		"In This Place"
10. Ruth Burleigh's		"Lake Eyre or Bust"
11. Lesley Bretherton's		"Queen Victoria Market"
12. Bob Thomas's		"John Lennon - IMAGINE"
13. John Spring's -MCC & CCC Outing AV		"Y M C A with Sonia"

The club's new pair of JBL speakers each with an internal amplifier provided a greatly improved audio reproduction environment in the Gallery. We have Colin Booth to thank for the installation. However a warning to all not to transfer or use the radio PA microphone system with it's feedback issues to the JBL system – the speakers and our hearing would not survive. Thanks to Paul Palcsek for being digital projectionist, audio mixing desk engineer and computer specialist for the presentation evening and also the End of Year Social and Trophy presentation event..

Weekend Exhibition Open to the Public - Sat 3rd to Sun 4th of December 2016

Thanks to all the AVG members who helped out looking after the annual members End of Year weekend Exhibition over Saturday 3rd and Sunday 4th of December. The End of Year Audio Visuals along with the PDI AV of End of Year entries were all shown in the ground floor Studio area. Over the 2 days several hundred visitors had the opportunity to see the projected images , Audio Visuals and Prints on display. Hopefully members will have more opportunities like this in 2017 to participate in displays of their photography at the clubrooms which the public can attend.

January 2017 – Informal nights with replay of End of Year AVs and PDI AV

The Clubroom will reopen on Thursday January 12th and 19th.with informal meetings showing the End of Year (EofY) Audio Visuals followed by the Audio Visual with all the members End of Year competition Digital Projected images. Thank you Peter Tredrae and Paul Palcsek for running these events.

Thursday January 12th. 2017 – Informal Evening showing the 2016 EofY Audio Visual productions.

Thursday January 19th. 2017 – Informal Evening showing the 2016 EofY Projected digital images.

Some recent Audio Visual productions on YouTUBE

A quick fun AV - based on the 1978 song 'YMCA' by the Village people. The photography was undertaken on a Melbourne and Camberwell Camera Clubs outing on top of a 20 storey building in St.Kilda Rd Melbourne - The AV "YMCA with Sonia" can be viewed on our Audio Visual group's YouTUBE site at URL   https://youtu.be/O9EO4g1miU4

All the projected digital images by MCC members into the Club's End of Year Competitions can be viewed in an Audio Visual also on YouTUBE at   https://youtu.be/cLvGZYa1iFE

It's a 20 minute Audio Visual with less than 4 seconds per image - however if you wish to view any image for longer you can 'press the computer spacebar' to pause the production and then press the space bar again to continue the presentation.

Finally my own AV entry into the End of Year Audio Visual competition was "Major Sir Thomas Mitchell and Mt.Macedon -1836'   This AV can also be viewed at https://www.youtube.com/watch?v=dybf5wmXEag&feature=em-upload_owner

First 2017 AVG meeting Wednesday evening February 15th.

The first AVG meeting for 2017 will be an International Judging event called the International AV Showdown being arranged by Jeff Morris from AV Makers South Africa

The five AVs the AVG committee have chosen for their diversity of style and range across the AVG membership:-

"The Function of Fences" - Sue Rocco
"The Gift that Keeps on Killing" - Bob Thomas
"At the Edge of Time" - Barb Butler
"The Dreaming" - Robert Cutting
"Explorer Thomas Mitchell at Mt Macedon" - John Spring

AV Day Sunday April 2nd 2017 –

The next AV Day had tobe   moved one week later because of the Melbourne F1 Grand Prix being shifted onto our previous date which would make the whole of South Melbourne and surrounding area unusable. See advertising brochure attached

New version of Pictures to Exe coming soon

The beta test version of the next release is available and final version 9 should be released to the public shortly. Get information from the official forum

at

What's new in PicturesToExe 9

New Objects and Animation editor
- Multi-select of keyframes.
- Multiple editing of parameters for selected keyframes.
- Modifiers for parameters of animation.
- Animation parameter in a keyframe can be disabled.
- Timeline can display keyframes of multiple objects.
- Use of any objects as masking layers.
- Reduced memory usage for Animated GIFs.
- Use any animated objects as a mask.
- Animation in frame for images.

Color Management
- Adjust brightness, contrast, levels, saturation and hue for images, videos and text captions.
- Support of color profiles in JPEG images.

Powerful Transition Effects
- Custom transition effects can be stored in the global storage or in the project.
- Import/export custom transition effects.
- New built-in transition effects.

Audio
- Export Soundtrack to WAV or MP3 File.

Improved Video Output
- HTML5 video output.
- Faster video encoding.
- Improved visual quality of video.
- 60p output for YouTube.

Find Missing Files window
- New design.
- Find or replace broken links to files of a project.

Improved Performance
- Faster work with heavy projects.
- Reduced memory usage in projects with heavy animation.

Slide Styles and Transition Effects
- New built-in transition effects

News from PhotoDEX - New version 8 of Proshow GOLD & PRODUCER
The ProShow Blog Newsletter is worth subscribing to if you are a ProShow user – see the home page
        http://www.proshowblog.com/

What's new in ProShow -
Producer 8 :-   http://kb.photodex.com/8136/whats-new-in-proshow-producer-8/
Gold 8 :-   http://kb.photodex.com/8139/whats-new-in-proshow-gold-8/

Costs of new ProShow version and Up-Grades to older licenses versions

If you have purchased Proshow Gold or Producer in the last 12 months you should be able to upgrade to version 8 (download) at no cost. However, if your Gold or Producer purchases are over

12 months old you must purchase a 12 months' maintenance UpGrade. MCC AVG members can obtain a 20% discount just eMail (JohnS) mcc-audiovisual@melbournephoto.org.au for the 'MCC AVG discount code' that you use in the purchase checkout. The discount also applies to new Proshow software purchases – renewed for 2017.

$$ UpGrades for existing licenses:-
A ProShow Gold user upgrade with 20% MCC AVG discount US$36 (exchange Aus$49)
A ProShow Producer user upgrade with 20% MCC AVG discount US$72 (exchange Aus$98)

NOTE if you need or want to install and run Gold and Producer licenses on one computer the 2 out of 3 registration details of NAME and PHONE must be the same otherwise there are running complications. Previously it was only necessary to install in separate program folders.

New Version of Audacity 2.1.2 - Audio Editor
URL: http://www.audacityteam.org/ Audacity is a free, easy-to-use, multi-track audio editor and recorder for Windows, Mac OS X, GNU/Linux and other operating systems. You can use Audacity to:

* Record live audio.
* Record computer playback on any Windows Vista or later machine.
* Convert tapes and records into digital recordings or CDs.
* Edit WAV, AIFF, FLAC, MP2, MP3 or Ogg Vorbis sound files.
* AC3, M4A/M4R (AAC), WMA and other formats supported using optional libraries.
* Cut, copy, splice or mix sounds together.
* Numerous effects including change the speed or pitch of a recording.
  And more! See the complete list of features.

AV Rule changes on the horizon – VAPS and may be MCC next year

At previous AVG meetings there has been some discussion on updating the AV End of Year rules. The MCC AV rule revisions have been put on hold to see what eventuates with changes that are being heralded at State level through the Victorian Association of Photographic Societies (VAPS) which is the peak state Camera club body. The advent of a 'video' and 'multimedia' FUSION category within the (APS) Australian Photographic Society's AV rules is an impetus to review our current rules prohibiting including Video in End of Year AVs.

When the VAPS AV rules discussion paper is released it will also be circulated to AVG members to digest and comment back on. The current approach is in principle looking at the APS National Rules and looking to see if modelling from the APS AV rules can achieve VAPS changes and then perhaps MCC AV rules changes might then happen. The time for implementation of revisions is late 2017 and in the meantime, there will be a range of opinion and discussion documents. You will be kept informed.

State, National and International AVs reference web site

1. Victorian association of Photographic Societies AV Interclub rules –
   http://www.vaps.org.au/downloadable-docs
   http://www.vaps.org.au/competitions

2. Australian Photographic Society AV Division – National & Adelaide International AV Comp rules –
   http://www.a-p-s.org.au/index.php/av-download
   http://www.a-p-s.org.au/index.php/downloads/audio-visual-division
   http://www.a-p-s.org.au/index.php/exhibition/adelaide-av-national
   http://www.a-p-s.org.au/index.php/exhibition/adelaide-av-fest

3. Royal Photographic Society International AV Festival rules :-
   http://rps.org/special-interest-groups/audio-visual/about/iavf-2016-information-for-entrants

4. South African – AV makers – International water competition rules:-
   https://av-makers-south-africa.wikispaces.com/Water

5. French – Epinal AV International :-*http://diapimages.free.fr/spip.php?article502*

6. Netherland – Europoort AV Festival rules :-
   http://www.avwest.nl/AVwest_public/AVwest_04.php?session_control=0

7. Belgium – Digirama 2016 AV Rules :-
   http://www.av-group.org.uk/avnews/images/eventdetails/events2016/digirama-details.pdf
   http://www.sfnk.be/download.html

8. UK Great Northern AV Festival rules :-
   http://www.av-group.org.uk/gnfestival/web2/gnf-images/documents/GNF2016-Brochure.pdf

Hope to see you at one or more of these events. Any questions eMail or phone me.
To unsubscribe to this AVG eNews send eMail to the coordinator with UN-SUBSCRIBE in the subject line

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the next AVG eNews in Feb 2017

ADVANCE NOTICE
AV DAY AND MINI FESTIVAL
Sunday April 2, 2017

Melbourne Camera Club first floor Gallery,

Cnr. Dorcas St and Ferrars St, South Melbourne

10am: Coffee, tea and biscuits. *Entry $5.00 per person*

Are you are making AVs ? Thinking about it ? Come along - we'd love to see you for a great day of AV.

Put the date in your calendar now.

Phil, Sue, John, Jan and Barb

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Morning session 10.30 – 12.30:

Program To Be Advised

Bring your lunch or South Melbourne Market is nearby.

Afternoon session: 1.30 - 4.30: Audio Visuals - Attendees sequences

You are invited to bring along your AV to share with those present. Don't be shy! This is an opportunity to receive constructive critique from those present, some experienced, others less so. Give your current project a little outing and get some tips on how it could be improved.

If there is still time we will show **A selection of AVs from overseas to give inspiration**

A variety of styles from different countries, some recognised by FIAP and in the Permanent Collection.

Discussion session at the end over Tea & Coffee

Please spread the word to others who may be interested and let us know if you are able to come. It is particularly important to let us know if you are bringing an AV to show.

Enquiries to either :-

John Spring: mcc-audiovisual@melbournephoto.org.au

Barb Butler: mcc-avgroup2ic@melbournephoto.org.au

Add it to your calendar now !