

# How to make a *Cinemagraph*

***Cinemagraphs** are still photographs in which a minor and repeated movement occurs, forming a video clip. They are published as an animated GIFs, and can give the illusion that the viewer is watching an animation. The term "cinemagraph" was coined by U.S. photographers Kevin Burg and Jamie Beck, who used the technique to animate their fashion and news photographs beginning in early 2011.*

Example websites:

<http://cinemagraphs.com/>

<http://www.hongkiat.com/blog/cinemagraph/>

**Assignment:** To create your own cinemagraph. You may work in groups up to 3.

Step 1: Conceptualize an idea where you can have a still image with one thing moving on a repeat like someone blowing bubbles, moving their eyes or head, etc. (see examples)

Step 2: Compose your shot - Collect your props, decide on your background, choose your shooting angle, compose your lighting, set up your subject.

Step 3: Take your video. You may want to shoot your video 3-4 times to ensure you capture exactly what you want and how you want it.

Step 4: Take the SD card and import all your data to your computer.

Step 5: Review your video (you can do this in quicktime).

Step 6: Select the video you want to use.

Step 7: Open Photoshop, then open the video file by using: File/Open

Step 8: Your timeline should open with the video (it's at the bottom of your screen - you want video this time). Try and pair down your video to 2-3 seconds. Make sure to click repeat forever.

Step 9: Once you shorten your video, find the "still" moment you want for the main portion of your image and make a duplicate of that (put the timeline on that moment and press: command+A, then command+C, then command+v and a new layer appears in your timeline with just that still image.

Step 10: Add a layer mask that reveals all, then, using your brush, a soft edge, and black to hide, hide the portion of the image that you want to show the video through. You may need to adjust and look at your timeline in motion to get everything in this step in sync.

**Step 11:** Add an adjustment layer for levels (and others if needed) if you need, to adjust the lighting and give your image a dramatic look. You can even color correct similar to the tutorial you just finished to really make your image “pop”.

**Step 12:** Save your image, then save for web. Choose gif and make sure it is set to repeat forever.

**Step 13:** Upload to your blog and fill out the rubric & answer the questions.

CATEGORY	9-10	8	7	6	Score
<b>Idea/concept</b>	You have an excellent idea with a strong concept for a still image with a repeating video element that is interesting, engaging, and achievable.	You have a very good idea with a good concept for a still image with a repeating video element that is somewhat interesting, engaging, and achievable.	You have a fair idea with a fair concept for a still image with a repeating video element that is fairly interesting.	You have little idea with a little concept for a still image with a repeating video element.	
<b>Production</b>	Camera was steady and lighting was thought about and added to the scene.	Camera was mostly steady and lighting was good and added to the scene.	Camera was not really steady and lighting was neither good nor bad.	Camera was shaky and distracting. Subject in shadow and difficult to see.	
<b>Preparation</b>	Ideas was planned and not taken on the fly. Props used and add to the scene (bubbles, water, ec.). Time of day and viewpoint were planned and executed in an excellent manner. Student clearly put a lot of time in to preparing for the shoot.	Ideas was somewhat planned and not taken on the fly. Props used and add to the scene (bubbles, water, ec.). Time of day and viewpoint were thought about and executed in a very good manner. Student put some time in to preparing for the shoot.	Ideas was kind of planned and maybe a bit on the fly. Props not really used (bubbles, water, ec.). Time of day and viewpoint were after thoughts. Student may have put some time in to preparing for the shoot, but not much.	Ideas was taken on the fly. Props not used (bubbles, water, ec.). Time of day and viewpoint were not thought about. Student did not put much time or effort into the shoot.	
<b>Image Quality</b>	Image shows an excellent value range, colors are vibrant and image looks dramatic and professional	Image shows a good value range, colors are vibrant and image looks dramatic with good effort to color correct.	Image shows a fair value range, colors are dull and image looks somewhat flat with some effort to color correct.	Image shows a poor value range, colors are dull and image looks flat with little effort to color correct.	

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