



A short history of  
film, video and digital  
movie formats.

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# Index



Research



Ideas / Concepts

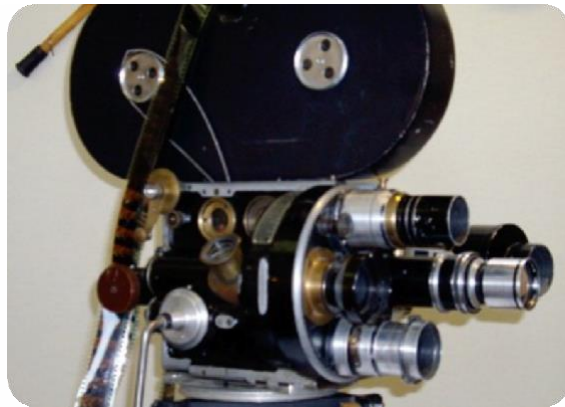


Educational, Entertaining & Engaging





# Early developments - films



1895

Auguste and Louis Lumiere, the world's first filmmakers, patent the cinematograph, a motion picture camera and projector. Film: *Sortie de l'usine Lumière de Lyon*.

1912

Film industry first camera Bell & Howell's all-metal, 35 mm 2709 Standard camera remains until 1957. Film: *Snow White and the Seven Dwarf*

1927

The Jazz Singer is the first movie with synchronized dialogue Warner Brothers and Vitagraph studios co-developed the Vitaphone analogue sound system used in the film

# TV's and portable



1934

German company Telefunken is the first to sell electronic televisions with cathode ray tubes to consumers. And in 1954 Westinghouse introduces the first commercially sold colour TV set

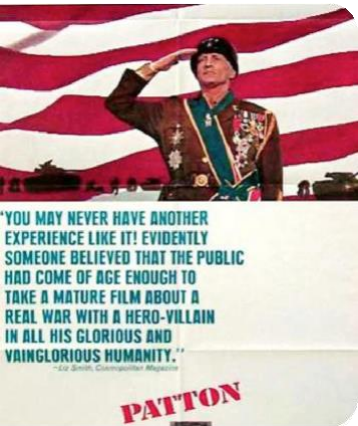
1962

July 23 1962 First TV satellite, called Telstar, is launched, projecting a grainy picture of the Statue of Liberty.

1965

The Super 8 format makes filmmaking accessible to the masses. Directors like Steven Spielberg get their start in Filmmaking with a Super 8

# Camcorders and Digital Video



1976

Betamax and VHS

JVC launches the video home system (VHS) video recording system and the Vidstar VCR in Japan. The company immediately begins competing for consumer market share with another new video recording system -- Sony's Betamax.

1983

Sony introduces the first one-piece camcorder, the BMC100, which is the world's first combined recorder and camera.

1984

The International Telecommunication Union creates the first digital video. Four years later, the union develops H.261, the first widely used digital video compression standard.





1995

Sony debuts the digital recording platform MiniDV on the DCR-VX1000 camcorder, which allows users to transfer the digital file to their computer for editing

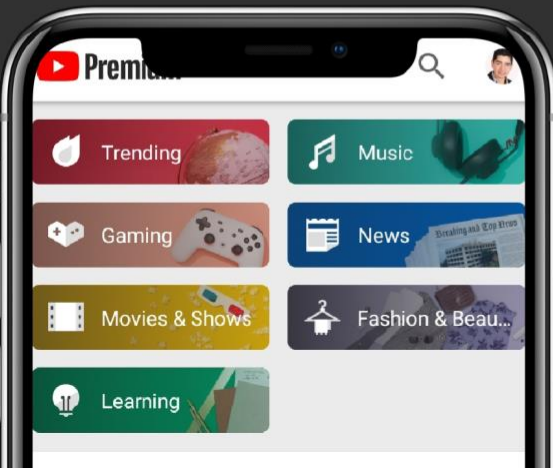
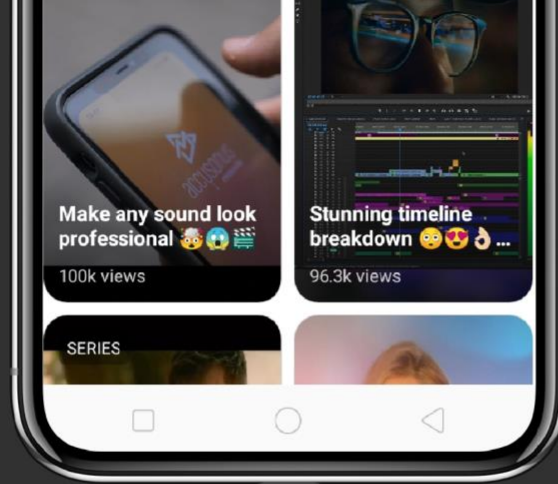
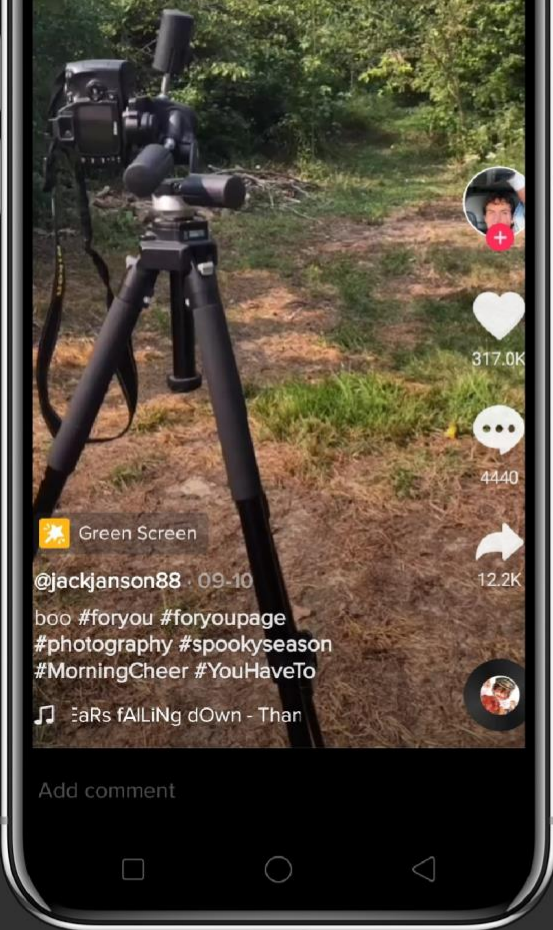
1997

DVD players and disc are release for North American consumers.

2007

Apple launches Apple TV, which allows viewers to watch live TV, movies and streaming videos without an expensive cable subscription.

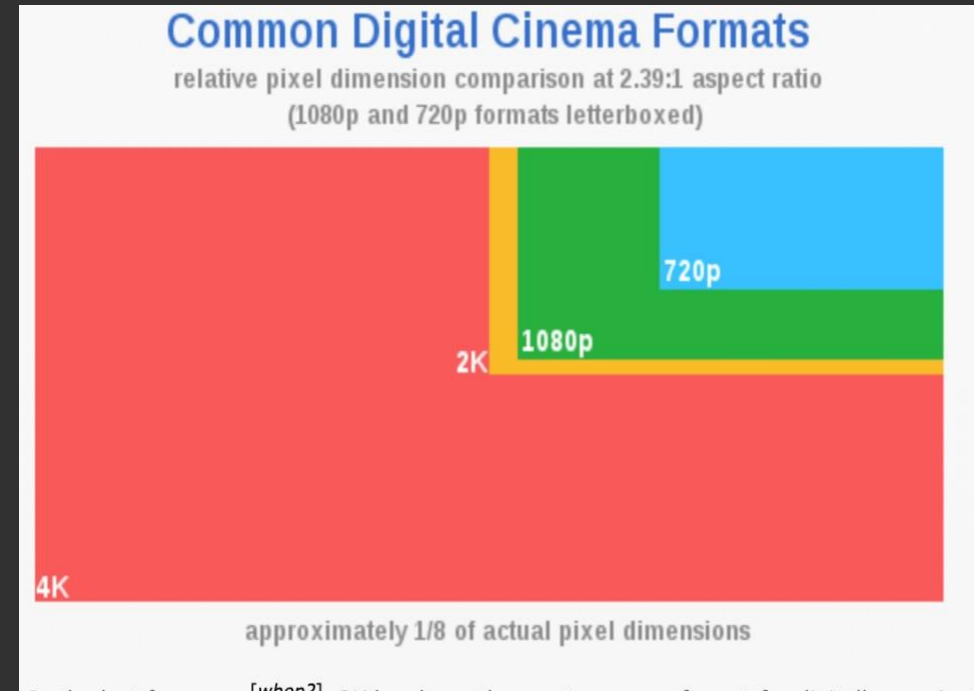
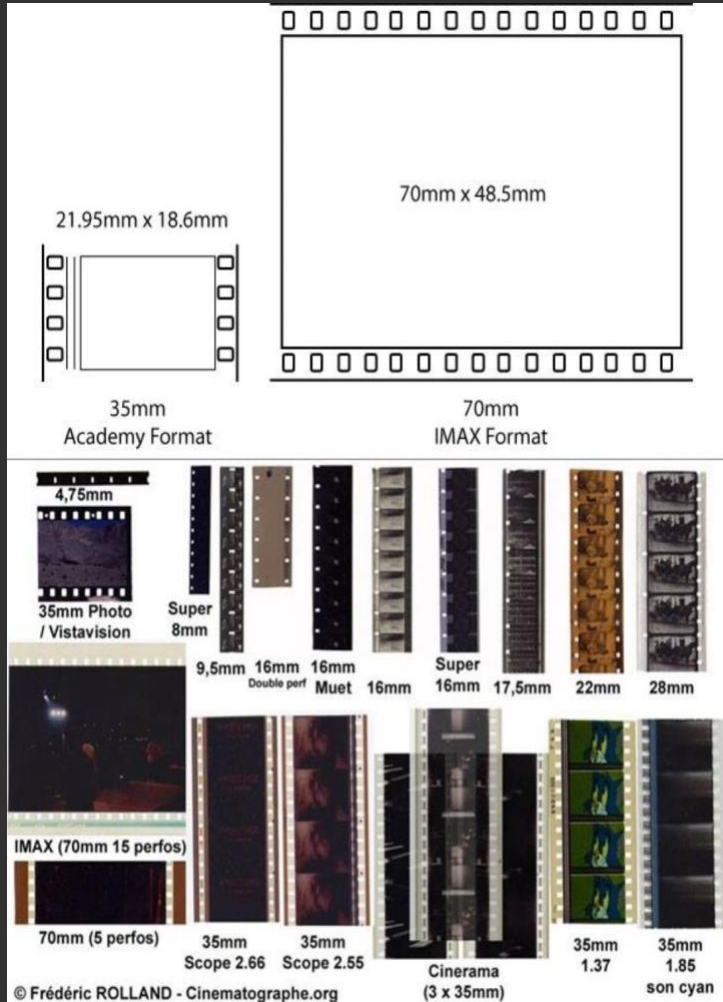
# Digital & Streaming





Network


Mobile

# Formats



 Films – 8mm – 35mm – 70mm

 Analogue video – PAL, NTSC, Secam

 Digital – avi, mov, mpeg, H.264, AVCHD



# Examples



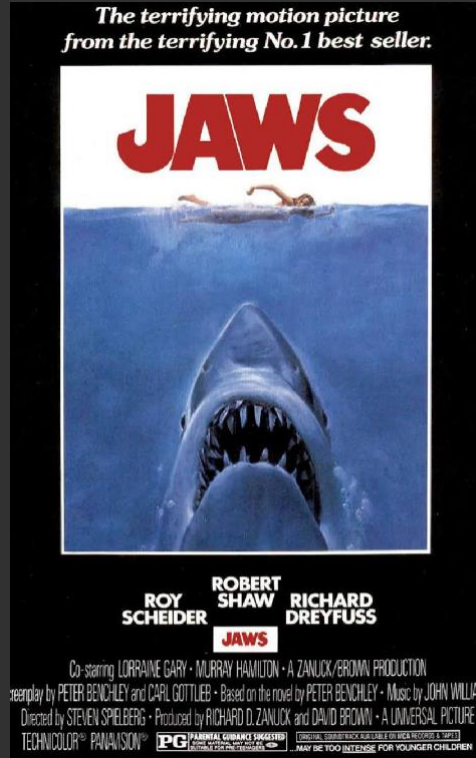
Title: "Workers leaving the Lumiere factory"  
1895

Watch Trailer



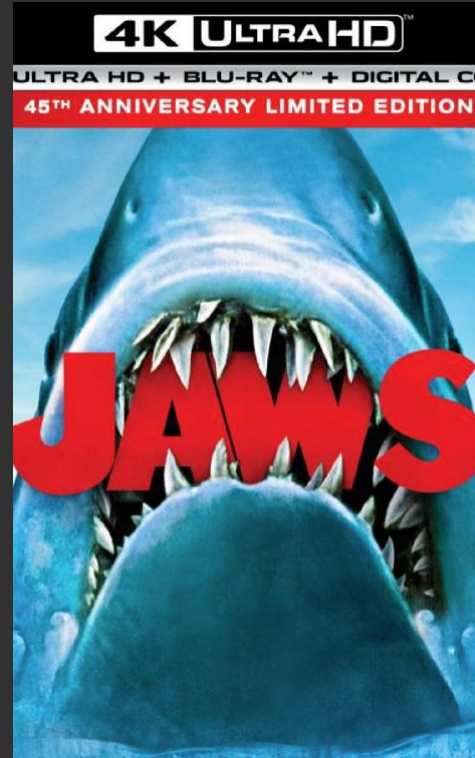
Television news (CBS's)  
1948

Watch Trailer



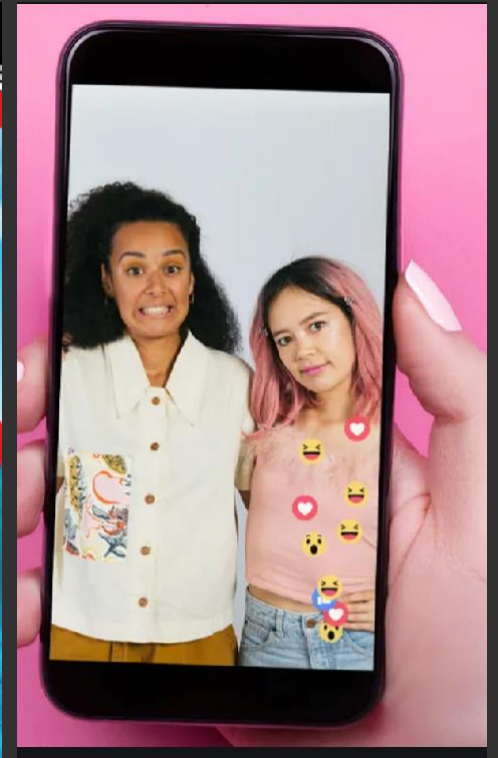
Jaws  
1975

Watch Trailer



Jaws 45th anniversary  
2020

Watch Trailer



Content – ABC iview  
2019

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Do you know what it is?



Split screen technique

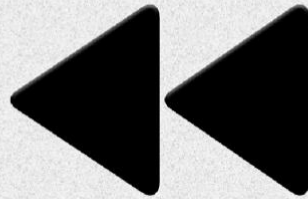


# Concepts



Children's Introduction / family

Rewind



Rewind



Generations / Evolution



# Vision & Mission



Educational

Based on research, use  
of examples



Entertaining

Real life story, create the hook “The  
audience also wants to know”



Engaging

Fast pace editing, use of graphics,  
voice over and fast pace music.

# SWOT



## Strengths

Research  
Archival footage



## Weaknesses

Time constraints



## Opportunities

Use of graphics  
Split screen techniques



## Threats

COVID (not able to  
record family intro), plan B

# Question: Approaches of the narrative?



## 1. Timeline Based

Based in years and technology evolution, first second, last.



## 2. Technical aspect

Based in film, analogues tapes and digital files.



## 3. General knowledge

Cinema, TV (video), digital and new media.

**acmi**

**RMIT**  
UNIVERSITY



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