

# Escola Universitària Politécnica de Mataró

Centre adscrit a:



UNIVERSITAT POLITÈCNICA  
DE CATALUNYA

**Bachelor's Degree in Audiovisual Media**

**LIVE YOUR DREAM**

**Memory**

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**TecnoCampus  
Mataró-Maresme**





## **Dedictory**

This is for all people who's chasing his dream.

Never give up until you're living your dream





## **Appreciations**

This project would have been impossible  
without the help of my colleague Xavier Hernández  
and Riberas Bou family





## **Resum**

“Live your dream” és un reportatge que parla sobre la vida d’Alex Riberas Bou, actualment competint a la Porsche Supercup Germany dins del programa de joves pilots de la marca Porsche. Tant ell mateix com el seu cercle més proper donen a conèixer com ha arribat fins a la seva posició esportiva actual repassant tots els episodis tràgics i bons durant el pas de la seva encara curta vida. El reportatge intenta transmetre que tot i ser grans professionals de l’esport tenen una vida envoltada de problemes diaris tant normals com els de qualsevol persona.

## **Resumen**

“Live your dream” es un reportaje que trata de la vida de Alex Riberas Bou, actualmente compitiendo en la Porsche Supercup Germany dentro del programa de jóvenes pilotos de la marca Porsche. Él mismo cómo también su círculo más cercano dan a conocer como ha sido su llegada a la actual posición deportiva que posee repasando todos sus episodios, tanto trágicos cómo buenos durante el paso de su todavía corta vida. El reportaje intenta transmitir que aún siendo grandes profesionales del deporte tienen una vida envuelta de problemas rutinarios tan normales cómo los de cualquier persona.

## **Abstract**

“Live your dream” is a report that shows Alex Riberas Bou’s life, nowadays he is racing in Porsche Supercup Germany into the program of Motorsport Junior Driver from Porsche trademark. Himself and his family explain the way to arrive where he is at the moment reviewing all the steps, the good and the bad moments in his short life. The report tries to transmit that professionals have the same problems during their life as the other kind of person.



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# **1. Objectives.**

## **1.1 Purpose**

The filming of a report that shows all the life of Alex Riberas Bou.

## **1.2 Objective**

Create an audio-visual report to show the feelings and opinions that characters have about Alex, and also the feelings that Alex Riberas has about himself. Taking a look to the difficulties and the skills to still racing.

## **1.3 Target**

The report is addressed for 15-45 years old people who likes sports and can appreciate this kind of life.

## **1.4 Object**

A report about Alex Riberas and all the details about him. From the beginning (playing football) to the end (driving Porsche 911 GT3).

## **1.5 Scope**

The report will reflect the conditions that racing drivers have to become professionals since they started driving Karts (in most of cases) until they are driving for a car team.

The project tries to show all the skills that Alex Riberas has passed to comply his dream. The audience will see the best and worst moments and estimate Alex's merits during the report.

Alex shows his life's vision, reviewing all the important moments and explaining his senses about its moments. The project combines scenes of Alex and people around him trying to empathize with target.



## **2. Technical objectives.**

“Live your dream” is the last project during the bachelor studies. It is the last step to obtain this degree inspired in television. For this reason it needs to have all the knowledge learned in Tecnocampus Mataró and Glyndwr University.

In preproduction process the members of the group had to comply the most important objective, organize completely the production process.

In production process are the most technical objectives. There are to improve the recording resources. In the interviews the members of the group used two types of shots, this is a resource learned in the degree that helps to show more feelings in the statements. The camera movements are an important objective for the members of the group, because these are so difficult in the record process but help in the edition part. Travellings were used in the record process to do the full shots and shows the location at all. The focus and blur are others knowledge in the degree and these are technical objectives to use in the report to make it much better.

All of these technical can help the members of the group to increase his abilities with the camera.

The audio record is another technical objective; this needs to be worked hard to create a clear character’s voice in the interviews and the car’s noise in Circuit de Catalunya.

In postproduction area the most important technical objective was the harmony in the structure with the images.

This was easier with the colour correction, audio correction and transitions.

All of these technical objectives helped the realization of the report and enhance the final result.





### **3. Project.**

Everyone needs a dream to live. This is the most important idea that you have to know. Above all you have to work hard for live your dream.

This world requires strong minds. Drivers are driving alone. They need a hard concentration to obtain results; they have to drive with a lot of pressure because if they make a mistake it can be fatal for his career and maybe for his life.

When people are watching this kind of sports on TV they don't know all things that are behind the races.

Racing drivers have a difficult life; they can spend so much time with their no-professional life because they are working all time. When the holidays are on they still working, maybe running or maybe doing psychological exercises to improve their concentration for example. This life as like as most sports can't be lasting because is too much hard to endure many years.

“Live your dream” is a report that reviews the life of Alex Riberas Bou, who's racing in Carrera Porsche Supercup Germany.

The report offers interviews and images of Alex life, when he was a child, when he started motor life until he is driving with his new Porsche 911 GT3. The project aims to provide a vision of the difficulty that racing drivers have to be a professionals and all the work that they have around them, like family, friends, trainers and also themselves.

This report shows that if you pursuit your dream, you usually comply it. And happiness will be with you during your career in good and bad moments, helping you to improve yourself.





## **4. Justification.**

In the last decades the reports are changing, these can show recorded images combining with interviews.

In the past the most of reports only shows the interviews, without combined images. That makes the reports boring, the change started when the producer could bring images that were recorded. This was the reason that increases the expectation of reports, because they show the reality for the viewers combining with the statements from the people who were close to the topic.

Nowadays the market needs to be very close to the people.

People need to be identified with the characters of the audio-visual product. For example the people wants to know that athletes do the same things.

The market now is fully of this type of reports, but “Live your dream” is different. It shows the life of a normal guy who is living his dream at the moment, he doesn’t know which will be his future but he is working hard day per day to remain in this world.

This report is helpful for the people; it shows the way to arrive to your desires. It shows that if people work hard, they can live his dream.

These reports empathize with current people and are necessary in the actual market.

The members of the group selected the main character; they know all the history about Alex Riberas because he is close to one of them and it supposed a great reason to make a report about his life. Alex Riberas was very grateful for this project and he helped as well as he could to facilitate the work.



## **5. Planning project.**

The planning projects started at August. When the Glyndwr's teachers provide a task for the end of summer. That was the decision for the degree final project.

During the first and the second weeks of the month the members of the group thought ideas per separate. They were talking during these weeks about their ideas and they combined two ideas to create the first simple idea.

In Montgat (village near Barcelona) was the first meeting for the members; there the idea was concretized and started the story of this project.

After that the members had to met many times to structure the idea, this was difficult because it was a combination from two ideas and the structure requires clear ideas.

In August's end the idea was transmitted to Mr. Reynolds who is Project Management's teacher from Glyndwr and the feedback was positive.

The next step in the project planning was create a brief to structure as well as members can the video. For this step was necessary an external and professional help. Xavier Bonastre is a teacher from Tecnocampus Mataró who works in Televisió de Catalunya and knows the way to structure this kind of report. With this help and the previous idea the report was becoming great.

Then the idea was showed to Anna Llacher, who is the Tutor Project and she explained her experiences with the reports on TV and helped to improve the idea. Also showing in the meetings related reports with "Live your dream".

The last step was show the main idea to Steve Davies, the Tutor Project from Glyndwr University on the first week of January. He was agree with the project and advised that "Close to the edge" could be helpful to finish the time-line of the project.

After that the last job was start the preproduction process.



## 6. Work Plan.

Description	Hours
Research and documentation <ul style="list-style-type: none"> <li>- Analyse Alex environment</li> <li>- Analyse his career</li> </ul>	30
Set-up of the project <ul style="list-style-type: none"> <li>- First meeting with Alex</li> <li>- Brainstorming</li> <li>- Think about format and duration</li> </ul>	20
Preproduction <ul style="list-style-type: none"> <li>- Second meeting with Alex</li> <li>- Casting</li> <li>- Prepare the interviews</li> <li>- Choose locations</li> <li>- Get the equipment</li> </ul>	80
Production <ul style="list-style-type: none"> <li>- Realise the interviews</li> <li>- Go to CAR Sant Cugat (Barcelona)</li> <li>- Go to Circuit de Catalunya (Montmeló)</li> </ul>	150
Postproduction <ul style="list-style-type: none"> <li>- Synchronize audio and images</li> <li>- Choose the relevant images</li> <li>- Editing</li> <li>- Colour correction</li> <li>- Choose music</li> <li>- Audio Correction</li> </ul>	150
Memory drafting <ul style="list-style-type: none"> <li>- Structure the memory</li> <li>- Draft the memory</li> </ul>	120
<b>TOTAL HOURS</b>	<b>550</b>

*Table 6.1 Work Plan*



## 7. Design.

The report have to be focused on Alex Riberas, making a lineal storyline showing all parts of his live in relation with sports. Combining recorded images during the production and archive images obtained during the preproduction.

The project was structured in four blocks:

### First block

This part introduces Alex and explains his first step in sport. When he was playing in F.C.Barcelona and he decided to change his life, he changed football for Karting, renouncing a promising football career in the best team of Catalonia. This block combines images about one tournament in Sweden with F.C.Barcelona and explanations from Alex's cousin and his mother.

### Second block

This block shows the first step for Alex, Karting's world. There is combined images form the first victory in "El Vendrell" with Karts and interviews explaining the race. After that Alex and his dad explain the worst crash in Alex's career and their feelings after the crash.

### Third block

The third part contains Formula Renault's stage, explaining his first race in Circuit de Catalunya and the victory there. Also explains his problems when the school grows up in difficulty and it occasioned a several stress for him during this stage.

### Four block

This block explains his actual life. Introduces how was the selection in Porsche team and how it affects in his life. The last part of the report contains his first test in Circuit de Catalunya with Porsche team, the new step in his career and another chance to live his dream. Also shows his physical training in CAR Barcelona.



## **7.1 Aesthetic factors**

### **7.1.1 Type of report**

The type of report is characterized to be of human interest because it is focused in an activity, which is known for everybody, in some cases more than others, but known globally.

The structure is thought to use a narrator with voice-over on the video, appearing in the essential cases to guide the viewer. When the blocks made a great break and need some additional explanation to be understood.

The interviews aren't a really interviews because the voice of the interviewer could not be heard in the video. All the questions have been cut in the edition. The characters are responsible to explain as better as they could the situation.

### **7.1.2 Visual appearance**

The report is based on the filming of the interviews of characters and filming their activities to become resource images.

As they talk, there is a continuous intercalation of images related to their explanations. Depending the questions there are more or less related images.

To make an interactive report, the interviews were dividing in different parts. It was useful to create the time-line and helping the characters to explain more things about Alex. People appear in the video more than one time in the most of cases, just in one or two characters the possibility was that they appears only one time in the video, because they statements aren't available for the time-line.

## 8. Project description.

### 8.1 Investigation

The origins were from TV and Internet. These two ways nowadays are the most important for the people and this report had to focus in this kind of projects to be more appropriate for the people.

On TV the perfect example was “Informe Robinson”, it’s a programme dedicated to sport people in most cases and combines interviews with resource images.

The next step was watch more reports like this, and the next one was “Una Linia Fina”, it’s a report that shows Kilian Jornet’s life, who is a Spanish athlete that practice trekking.

Another TV origin and inspiration was “Closer to the Edge”, it was a purpose from Steve Davies to help the members of the group. After members of the group watch this report they can understand the way to follow in their report.

The “CANAL +” reports were the last inspiration to create this project. These reports are the most similar with “Live your dream”, always following a time-line and combining interviews with images, helping these with a voice-over to guide the viewer.

#### 8.1.1 Inspiration sources

##### Informe Robinson

Is a TV programme emitted in “CANAL+”. It’s directed and presented by Michael Robinson; who’s a retired player from Club Atletico Osasuna and who lives in Spain since ends of 80’s.

He started his career in audio-visuals media in 1990, when he was a commentator for Television Española in World Cup of Football celebrated in Italy.

Then he increased his popularity in Spain and became the presenter of “El día después”, emitted in “CANAL+” since 1991 until 2005. He combined this programme and retransmissions of Spanish League matches.

In 2007 he created “Informe Robinson” because he thought that programmes with high visual relevancy are necessary in the actual society.

“Informe Robinson” is a programme, which tells histories in the sport pretext. It helps to people to know more details about athletes career behind their media life.

Premio Ondas awarded this programme in 2009 for the best entertainment programme in Spain.

This programme usually works in one set, Michael Robinson and his main or mains characters. Michael asks the character and combines the answer with archive images. Also introduces a little history into the plot and shows the archive images about this history and then talks about it with the character.

### Una Linia Fina

Is a report about Kilian Jornet, who’s an Ultratrail athlete from Catalunya. This report is into a project called “Summits of my life”. The project narrates four years of Kilian Jornet’s preparation and training, showing his feels and values.

“Una linia fina” is the first year of “Summits of my life”, showing his values and capacities as a mountain athlete and taking a view of his crossing in Mont-Blanc, from south to north. In all moments the report combines the crossing plan with the Kilian’s intimacy, with statements of his family and friends.

This report is directed by Sebastian Montaz Rosset, he invests all to shot in inaccessible locations. His mountain live experience helps Sebastian to tell histories from unique perspective; extraordinary tales about some ordinary people doing his adventure sport and showing the best images from this activity.

### Closer to the edge

Is a British documentary. It charts the Isle of Man race and follows the leading riders in the 2010 race. It was shot in 3D.

This race take place in public roads and it is about 37 miles around the island. “Closer to the edge” combine the races shots and the racers motivations.

The first part is about four racers and talking with they and showing his preparation. The second part is about an experience from Bridget Dobbs who lost his husband in the 2010 race. She explained that people who loves the races should to drive there and enjoy the moment, never thinking that things can be wrong.

This documentary had a really good quality because is shot by 3D cameras and it helped to show in the best way the high speed from motorbikes and the contrast of the race’s environment.

## 8.2 Project Delivery

<b>Name</b>	<b>Role</b>	<b>Email</b>
Josep Ferrer	Director	josepfesu10@gmail.com
Josep Ferrer	Assistant cameraman	josepfesu10@gmail.com
Josep Ferrer	Sound technician	josepfesu10@gmail.com
Josep Ferrer	Editing	josepfesu10@gmail.com
Josep Ferrer	Producer	josepfesu10@gmail.com
Xavier Hernàndez	Director	xavi_h_d@hotmail.com
Xavier Hernàndez	Cameraman	xavi_h_d@hotmail.com
Xavier Hernàndez	Director photography	xavi_h_d@hotmail.com
Xavier Hernàndez	Locations	xavi_h_d@hotmail.com
Xavier Hernàndez	Editing	xavi_h_d@hotmail.com
Xavier Hernàndez	Producer	xavi_h_d@hotmail.com

*Table 8.1 Project Delivery*

## **8.3 Preproduction**

This stage is covered from conception of the idea to the first day of recording. The preproduction work is essential to ensure and determine the optimal conditions for carrying out all audio-visual projects.

This part of the project is the longest one, is the most complex of the whole process because the successes or failures that are derived from the decisions made at this stage have a direct impact on the next stages (production and postproduction).

With a good preproduction, the project can avoid mistakes, surprises or oversights.

### **8.3.1 Research methodology**

The research is the most important part of the preproduction; it needs to be focused on the main topic, in this report Alex Riberas.

The first step was contact with Alex directly to know more about him, after that the characters were chosen using Alex's information.

The characters were questioned to extract more information about the main character.

Alex's parents were the most important characters after him; in their house they can explain a lot of things about personal life and all of Alex's steps in sports and school.

Their friends talk about the relationship out of competition, his behaviour when he isn't driving or training, just enjoying his free time.

Their trainers and engineers talk about his actual career in Porsche team, explaining how is his new life and the expectations for the future.

Another step on the research was search audio-visual material like videos, photos or audio records that can help to structure the material and show more details about Alex's life. The research was in his house, with photo albums that his parents have there. Video records that Alex has in his PC for his memories.

Also on Internet the research was more difficult, because there the information is so abundant and a lot of this information wasn't good for the report.

When all of this information was selected the project was taking shape and it was a great good new to continue the idea of report.

### 8.3.2 Interviews

The interviews questions were designed to obtain highly subjective responses so that the person could express as simple as possible. Not all questions were the same for all people, depends on the type of person and the role with Alex. Some characters talk about the past, someone about the present and other ones about the future, some characters can talk about all of his life because they live with Alex since he was a child.

Obviously some questions are the same for more than one character, but the answers are different for the same questions.

The questions were thought to combine the archive images selected in the research with the interviews, like his first victory in Karting or some pictures.

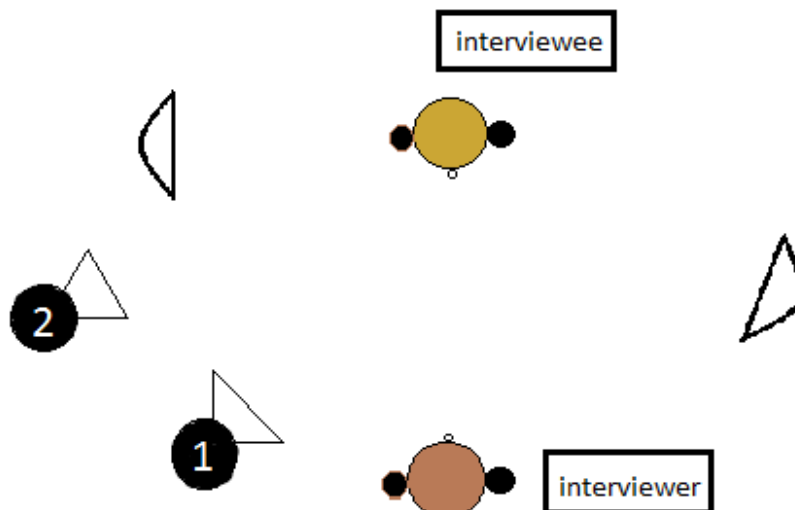


Figure 8.1 Interviews positions (cameras, interviewer and interviewee)

### 8.3.3 Project Locations

Locations are important; they can transmit senses for the people. The places were selected with interviews, because the characters appeared in their environment or places where they can identify with themselves.

Alex appears in more places than the other characters because he is the main one and he had to appear in the most important places for him.

Location	Relationship
Alex's house (Barcelona)	Interview with Alex's parents and Alex.
Vallvidrera (Barcelona)	Interview with Alex. (Special place for him)
Mirablau (Barcelona Restaurant)	Interview with Alex's girlfriend.
Carmelo Bunkers (Barcelona)	Interview with Alex's friend.
Circuit de Catalunya (Montmeló)	Interview with Alex's Team members and Alex.
Barcelona Airport (Prat del Llobregat)	Interview with Alex's cousin

*Table 8.2 Project Locations*

### 8.3.4 Casting

When the research had done, the characters emerged on. That was a difficult step in the report because all of them had to talk about Alex in the way of report.

The characters were selected as soon as the research was done. Alex haven't got brothers, to supply it his cousins will enrol as his brothers because they are the most similar family member like brothers.

Alex selected their friends; he thought that anyone much better than them could explain situations out of competition and his behaviour.

Also Alex selected Porsche's members, because he knows who knows more about him in Attempto Team, in this case were his Manager, his particular engineer and his partner driver.

Alex thought that his physical trainer in CAR Barcelona is an important person in his life and also his partner in CAR, who knows how Alex works in fitness.

All of characters were agree with the interviews and they had not any problem to answer all the questions.

There are the names of the main character and the other ones in alphabetic order:

<b>Name</b>	<b>Rol</b>
Arkin Aka	Attempto Team's Manager. (Alex's team in Porsche Supercup)
Nacho Armillas	Alex's partner in CAR Barcelona (High performance centre)
Dolors Bou	Alex's mother.
Albert Ferrer	Alex's cousin.
Gemma Ferrer	Alex's cousin.
Lluis Fillat	Alex's friend.
Marta Gracia	Alex's girlfriend.
Marcel·lí Massafret	Alex's physical trainer in CAR Barcelona. (High performance centre)
Alex Riberas	Main character.
Joan Riberas	Alex's father.
Pieter Schotorst	Alex's partner in Attempto Team Racing.
Roland Wall	Alex's engineer in Attempto Team Racing.

*Table 8.3 Casting*



### 8.3.5 Project Equipment

All material used in the report are from the member's group and from Tecnocampus Mataró University.

The rented material wasn't available all the time. It was a problem because the interviews had encored with material availability, having only one day per interview for recording (excepting Alex), forcing to make maximum use of the character and material.

All of these materials were used in university making practice, this was good for the report because the materials were known and was easier to work since the first moment at the production.

The selection was thought in this way to reduce the timeline and start as soon as to record the images and audios.

· 2 Canon 600-D

EF-S 18-135mm f/1.3.5-5.6

EF-S 10-22mm f/3.55-4.5 USM

EF 50mm f/1.8 II



<p>2 Tripod Manfrotto MKC3-H01</p>	
<p>Recorder Zoom H1</p>	
<p>Microphone SONY ECM-CS10 (lavalier)</p>	
<p>Illumination kit that includes three focus</p>	

Table 8.4 Project Equipment

## **8.4 Production**

### **8.4.1 Recording order**

The established order for the recordings was important for maintain a good planning in the project.

The interviews with characters were the first step. The main character had three days available to record all of his parts. The first day was all day recording with him, in CAR Barcelona and in Alex's house.

The second and the third day were in Montmeló, recording two test days in Circuit de Catalunya and interviewing his team partners. This was the only day to record these interviews because they are from Germany.

After that Alex's girlfriend wants to appear in the report and the members of the group had to do an interview with her.

### **8.4.2 Production problems**

The main problem was the time. The projects starts on August but the production didn't starts until February, because the main character wasn't available much time. The research started when Alex can meet with the members of the group, talking about his life and who wants him to appear in the report to talk as best as possible about Alex.

Another problem was the line of the report; there were a lot of material about Alex and that had to be combined in the best way to transmit a lot of feelings to the people. This problem was to be considered in production to record the interviews in the way that the report needs to show.

The interviews were another problem that requires a lot of patience. A lot of days recording a lot of interviews can disturb the work, because the members of groups had to encore the time line with the interviews, that was a hard task for the technical team and the characters.

The sets were a problem, because CAR and Circuit de Catalunya are private properties and the permission to record there was essential. But the members had it when they asked about it in Tecnocampus University.

### 8.4.3 Recording Schedule

There are detailed the days and the activities on recording process:

<b>When</b>	<b>Who</b>	<b>What</b>	<b>Where</b>
March 3, 2014	Albert Ferrer	Interview	Barcelona Airport
March 7, 2014	Lluís Fillat	Interview	Carmelo Bunkers (Barcelona)
March 15, 2014	Dolors Bou	Interview	Alex's house (Barcelona)
March 15, 2014	Joan Riberas	Interview	Alex's house (Barcelona)
March 17, 2014	Alex Riberas	Interview / Training	Alex's house / CAR /Vallvidriera
March 17, 2014	Nacho Armillas	Interview	CAR
March 17, 2014	Marcel·lí Massafret	Interview	CAR
March 25, 2014	Gemma Ferrer	Interview	Gemma's House (Barcelona)
March 31, 2014	Alex Riberas	Interview / Testing	Circuit de Catalunya
April 1, 2014	Arkin Aka	Interview / Working	Circuit de Catalunya
April 1, 2014	Roland Wall	Interview / Working	Circuit de Catalunya
April 1, 2014	Piter Schotorst	Interview / Testing	Circuit de Catalunya
April 4, 2014	Marta Gracia	Interview	Mirablau (Barcelona)

*Table 8.5 Recording Schedule*

#### **8.4.4 Technical resources**

For this report, the frames had to be different, using special angulations and camera movements.

The interviews used two types of shots; medium shot and close-up. These are the typical shots that specialist use for a documentaries or reports. Medium shot allows the target to isolate the subject inside the frame, decontextualizing it of his environment and allow focusing all in him. The close-up shot is used to display confidence and intimacy from the subject, empathizing with him.

In the interviews are combined the frontal and profile shot, for example when Alex is in Vallvidrera.

All other sequences were recorded for situate the report, the images explained where the situation are happening, for example shots took in Circuit de Catalunya.

In the report the people can appreciate the full shot, the long shot and also the close-up shot or detail shot in some cases.

The full shot had a descriptive value. That can help people to contextualize the place, giving more relevance to the place than the character. In CAR or in Circuit de Catalunya this shots were very important, the place had to be known for the people to understand the timeline.

The long shot is used to show the whole figure of the character. For example in CAR, the people can see Alex doing exercise covering him from head to toes.

The close-up shot shows the senses, emphasizing it above the rest of the frame. When Alex is doing fitness in CAR the people can see a frame where the effort is the most important part of the frame, and they had to know it.

Detail shots were an important part of the recording process, to emphasize an element and helping the editor to show more about the situation. In Circuit de Catalunya it helped a lot because there the people can see the importance of Porsche in this avowed race circuit.

The report has tried to show all possible shots to provide a higher quality of realization.

Camera movements are important in this report. Depends the location is necessary to do one or other movements. This report needed these camera movements to explain better the situations; the most used there are descriptive and traveling, doing also zoom-in and zoom-out or focus and blur.

The time-lapses were a decision to introduce in the report as a transition; they were difficult because they had to be thought in harmony with the timeline. The best option was to do it in the box of Attempto Team Racing because there are a lot of movement in a closed space.

## **8.5 Postproduction**

For the video editing the members of the group used Adobe Premiere CS6.

Thinking in the design the edition had to follow the timeline and maintain the big four blocks of the report.

The recorded material was voluminous and the selection was the most difficult step in this part of the process because there had to be selected the most interesting answers or part of each and the most symbolic archive and recorded images.

Once the blocks had his images and the structure had done, the music selection was the next step. This step was so hard, because the members of the group are music lovers and know a lot about music.

Sound control is another part of the postproduction, it's very important in the project because the harmony is very useful to maintain the concentration of the viewer. Also the colour adjustment, it's necessary to don't break the images, although the images are in different context the colour harmony is important.

The last step in the postproduction was introduce the subtitles and credits, this seems easy but it was so difficult to encore the subtitles with the voices.

During the edition the problems were appearing, becoming the postproduction the hardest part of the report.

### 8.5.1 Colour correction

The two modifications over the colour had been the brightness and the contrast. They were necessary to emphasize the colours of the objects, the character's skin colour and the stages.

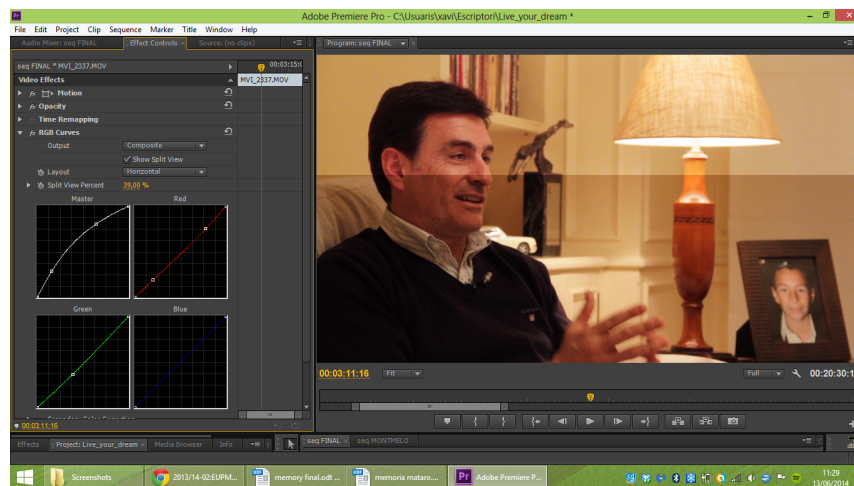


Figure 8.2 Before and after brightness and contrast application

Also the Red Green Blue curve was modify to increase the white colours.



Figure 8.3 Before and After RGB curve modification

## **8.5.2 Transitions**

In the edition process was necessary to use two very basic types of transitions: dip to black and dip to white.

These are called also fade out; these were used to close a sequence. Also they helped to separate the interviews.

The dip to white was used to separate the introduction to the first interview. Also it was used to introduce a little block into a big block, when the report is in Montmeló and it changes the location happening the little block in CAR Barcelona.

## **8.5.3 Music**

The music for a report is essential. It helps a lot to create some senses for the viewers, combining the music with the images and contextualizing the rhythm of the scene.

All of the songs are famous, they shows the senses that the editor wants to show with the images. For example in Alex's crash explanation the music had to be so sad to understand the moment, and the song which was choose for this part is this kind of song.

## **8.5.4 Audio correction**

Audio is an important step for the reports. It needs to be at 6dB more or less to help the viewer to understand the report but not disturb him with noise.

Adobe Audition was the programme used in postproduction to reduce the noise in the statements, because in some cases the environment was really noisy.

When the noise reduction was in process the voices were change, this was a difficult step in the correction but the noise disappeared and the voices were pretty good.



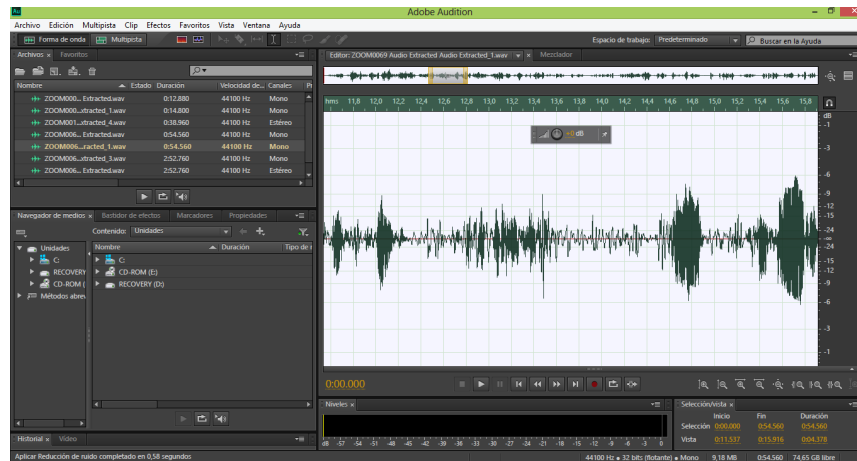


Figure 8.4 Extracted audio with noise

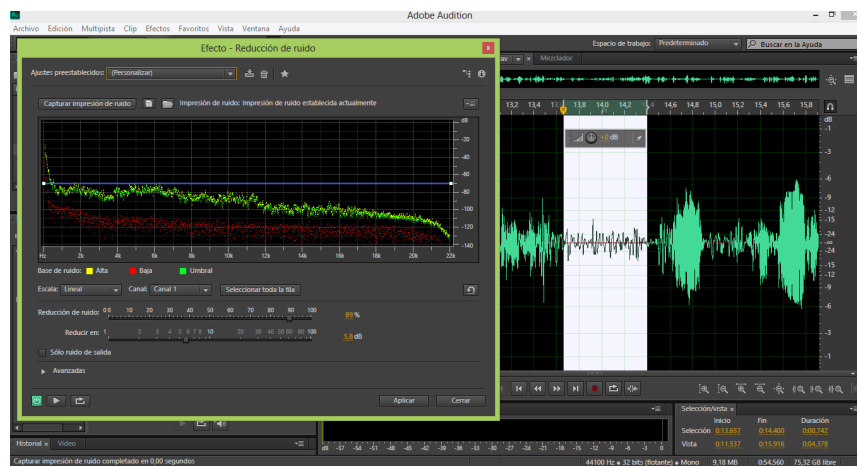


Figure 8.5 Adobe Audition noise reducing process

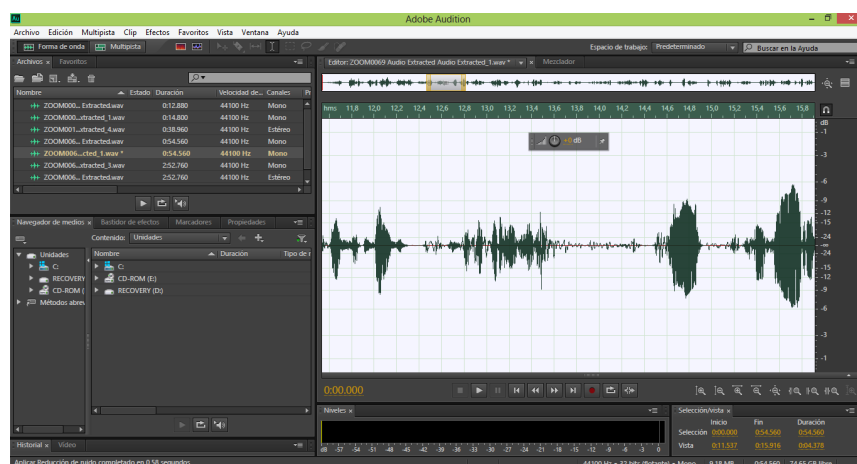
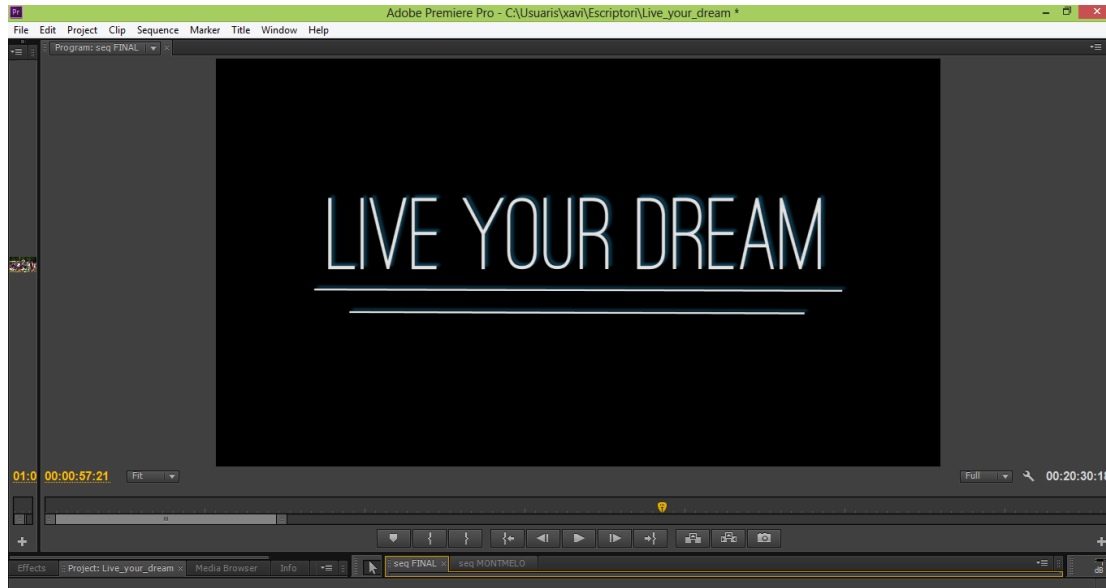


Figure 8.6 Extracted audio after noise reducing process

## 8.5.5 Titles and Chyrons

Titles are a very important thing in reports because the words show that the images can't do. This is the reason for the font is important. In this report the font for the titles is Ostrich Sans Medium.



*Figure 8.7 Start title font*

For the credits there are also the same font with less size, is a clear font and it helps the viewers to understand all quite well.



*Figure 8.8 End credits font*

The font used in chyrons is HP Simplified Regular. According with the recorded images is the best font to include in “Live your Dream”. This is structured in two parts, the first one is the name of the character and the other one is the relation with the main character.

In some cases the chyrons are situated on the left side or right side. It depends on the situation of the character in the shot.



*Figure 8.9 Left side chyron*



*Figure 8.10 Right side chyron*

### **8.5.6 Project marketing strategy**

This kind of projects needs a good marketing strategy to be followed for a lot of viewers. The project target is since 15 years old until 45 more or less; this means that they will have computers and Internet in their house. Using this mentality the most important thing to increase the popularity will be the social networks.

The strategy will be create a audio-visual product that could surf the networks by himself. At the first time it will be posted in the social networks, it will be surfing all time because it will empathize with a lot of people and people will share the video.

The most important websites will be: Facebook, Twitter and also Youtube as the first one.

Alex will be important in this case; he has a lot of friends and followers in his Facebook page and Twitter page. He will share the video on his pages and the people will watch “Live your dream”, if the people like the video they will share that, making it as a Viral video on the networks.



## 9. Intellectual Property.

All music haven't license to introduce in any project.

In the future and if the project sells out these songs will be changed for sounds that are licensed to be incorporate into projects.

<b>Song</b>	<b>Artist/Group</b>
Time	Pink Floyd
Una Mattina	Ludovico Einaudi
Sail	Awolnation
Rock It	Sub Focus
Right Here	Fatboy Slim
Outro	M83

*Table 9.1 Project Music*

In the report also appear some videos recorded previously.

The first video was record in Karting Vendrell for Rosa Bou Majos (Alex's aunt) in 2007 when he won his first race.

The second video was record for Epsilon Euskadi Team in 2011. They sent the images to Alex and he placed these in [www.alexriberas.com](http://www.alexriberas.com).

The last video provides from [www.youtube.com](http://www.youtube.com) and it shows the Porsche selection process by steps.



## 10. Conclusions.

“Live your dream” is a report that explains all life of a person.

This is the first independent job for the members of this group, it's also the first long audio-visual peace made by them.

First of all this is a great experience to improve all the knowledge, in all parts of production process. It will help a lot for the next projects, the best way to work and also the cooperation in an audio-visual team.

All of this time, the members of the group can see the advantages and disadvantages of this type of life. It impacts a lot because the people can't imagine the work that drivers, engineers and mechanics have behind the races. It's comfortable to talk with this kind of people to know the reality that this world isn't easy and everyone has to work hard to remain there.

Alex shows in this report his perspective about life, talking all time with perseverance and also careful in all cases.

All the steps of Alex's life have the great moments and also the bad moments. In this report the members of the group show both moments in all the blocks. It is important to show people that they never have to surrender in their life, because if they overcome the worst situations they will enjoy much better the great moments, forbidden the other ones.

Everyone who is interviewed in the report talks about Alex as he is a champion, because they know that he is living his dream. They know that Alex pursuit always his dream and he never gave up and he will never surrender.

Talking without the cameras with Alex the members of the group can see it, and they want to show it on the report and they think that this aspect is appreciably in “Live your dream”.

Alex's life wasn't easy, he had to pass a lot of problems, with family, in the school and in his career. He knows that his future life won't be easy and he talks in the report as a child living his dream and ready to overcome all the problems to continue living his dream.

The members of the group are also satisfied with their job and think that their report will transmit all of their intentions.





## 11. References.

### Informe Robinson links:

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**Manute Bol history, Informe Robinson, CANAL+. March 3,2013**

<https://www.youtube.com/watch?v=vP1WuyXcv6g>

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<https://www.youtube.com/watch?v=u2tCB3-FCKM>

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<https://www.youtube.com/watch?v=XBTuQvyGWWQ>

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<https://www.youtube.com/watch?v=WfIM18X3l2E>

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Web links information:

<https://www.youtube.com/user/CarreraCupGermany>

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[http://en.wikipedia.org/wiki/Porsche\\_Supercup](http://en.wikipedia.org/wiki/Porsche_Supercup)

<http://www.circuitcat.com/es/>