

# CHAPTER I INTRODUCTION

## 1.1 Background

IMDb (Internet Movie Database) is an online platform that offers wide informations about movies, actors and actresses, writers as well as directors, and users can also rate and recommend movies to users, which typically looks up the review and ratings of a certain movie before watching it, making IMDb one of many options for movie goers to look up a general consensus of a movie before watching it (Dooms, De Pessemier, & Martens, 2014). IMDb also offers rich information of about 6 million artists and 1 million movies along with the genres of the movies (Fariha, Sarwar, & Meliou, 2018).

In movies, color grading is considered an essential post production process of a movie because there is a significant amount of difference in feeling and style of a look between shots when taken under different kinds of lighting conditions and captured with different cameras, and thus the color grading process itself is a method to match the color between two different shots that are captured under different lights, creating consistency between shots and making them appear to be one continuous and fluid scene. Color grading is typically done by colorists, where they match the color between two different shots from two different cameras manually during post-production (Rodríguez, Vazquez-coral, & Bertalmío, 2017). The importance of color grading, argues Harris (2018), is that there are two main studies on color, the first one being color psychology and the second one is color theory. Color psychology refers to the study of different colors have different

effects to human behaviour and color theory is the study of combining colors usually with the help of a reference color wheel.

Undertaking a systematic and creative work with the objective of increasing and contributing to knowledge of man, culture, and society, and thus finding out new knowledge on services, processes, or products and using that information and knowledge to create new ones is called “Research and Development”. Using research and development method can increase efficiency and productivity in creating new products or services as well as increase human knowledge (Mollaei & Gelard, 2016).

According to Key's & Paskevicius' (2015) study on using video tutorial as a media for students learning chemistry, they discovered that more than 80% of student that learned from video tutorial reported to have gained a deeper understanding of the lab materials, and their confidence increased when facing weekly lab tests. This shows that using a video tutorial can enhance a learning process significantly because a video contains the visuals needed for students to see and understand the material, which consists of (in their case) the techniques, lab equipments, and the chemistry theory. A tutorial video can also be paused and replayed, which makes for a flexible learning speed for students.

Based on the studies mentioned above, I will create a tutorial video discussing how to color grade certain kind of looks based on IMDb's top 100 movies in 2018 and will title this project **“CREATING A COLOR GRADING TUTORIAL VIDEO USING RESEARCH & DEVELOPMENT METHOD”**.

## 1.2 Research Problem

The research scope consists of:

1. What kind of color grading is mostly used in the top 100 movies listed by IMDb in 2018?
2. How do we recreate those looks and certain colors in movies?

## 1.3 Objectives of the Project

This project has several objectives, which are:

1. To determine what kind of color grading is most frequently used in movies especially those listed in IMDb top 100 in 2018.
2. To understand and find out how to create a color effect similar to movie-like quality using simple tools.
3. To show how to recreate a certain look in movies.
4. To fulfill one of the requirements to graduate with a University Degree.

## 1.4 Benefits of the Project

For writer:

1. Improves the writer's knowledge of color grading.
2. Improves the writer's knowledge on how to make a tutorial video.

For society:

1. Increases their knowledge about colors in movies.
2. Having a chance to recreate one of the colors in movies for themselves in their own video.

For academics:

1. Further expands the knowledge of filmmaking and color grading.
2. To contribute to the knowledge of color gradings used in the top most rated movies and how to recreate them.

## **1.5 Report Writing System**

### **CHAPTER I INTRODUCTION**

Discusses about background issues, the scope, the target, the benefits, the result and the systematic discussion of this report.

### **CHAPTER II THEORETICAL BASIS**

Contains literature reviews and related theoretical basis as a basis for the writer to create this project and this report.

### **CHAPTER III METHODOLOGY**

Explains the details of how to create the project from starting point to developing it and finishing it.

### **CHAPTER IV IMPLEMENTATION**

Shows the final result of the project after designing it according to previous chapters and the implications of the project.

### **CHAPTER V CONCLUSION AND SUGGESTION**

Consists of the conclusion of the project and some suggestions from the writer for future researchers.