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#05-13

PROJECT FRESH BLOOD

presents
A Hawker's Tale

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Our members



From left to right: Darrel Lam, Robin Ye, Xavier Tham, Brendan Gay,

Leader - Xavier 3A330

- Videographer #1
- Editor #1
- Experimentations (Lighting, Angles)

Member - Darrel 3O110

- Editor
- Soundtrack + Narration
- Project Report

Member - Robin 3P231

- Videographer
- Scene Coordinator
- Storyboarding

Member - Brendan 3A207

- Videographer
- Location Scout
- Project Report

Ideation

Monochrome photography:



We attempted to use abstract black-and-white images to depict the life of the VISUALLY IMPAIRED, especially people with MONOCHROMATISM. However, we realised that we had NO CLEAR DIRECTION as to what we aimed to produce, and how that was in correlation with our aim, and that our works were UNREALISTIC and out of alignment with what was true in the real world.

Body art:

We wanted to raise awareness of the BODY ART CULTURE in Singapore that is popular among many teens and youngsters, but is shunned by many Singaporeans. We wanted to show that body art is simply another form of PERSONAL EXPRESSION and a way of shaping one's UNIQUE IDENTITY, and should be appreciated. However, upon further consideration, we decided not to embark on this topic as it is a SENSITIVE issue in Singapore due to the existing stigma and taboo towards body art.

Product Synopsis

Hawker culture is an integral part of Singapore's national identity, and has shaped our reputation over the years as a "Global Food Haven". However, hawkering is an industry dominated by a LARGE MAJORITY OF ELDERLY, and in recent years, there has been a DECLINE IN THE HAWKER TRADE, due to the lack of youngsters, or fresh blood. We do not want to see the various local delicacies die out, and thus we hope to give the public a BETTER UNDERSTANDING OF A HAWKER'S LIFE, and hopefully influence them to join the trade.



Breakfast time at Toa Payoh Hawker Centre

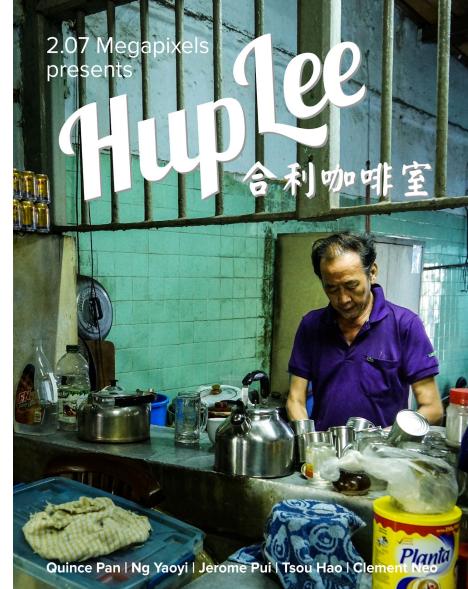
Our group decided to create a DOCUMENTARY SHORT FILM of approximately 5 MINUTES, revolving around the theme of LOCAL HAWKERS. We want to give Singaporeans an INSIGHT into the hawker industry, and raise AWARENESS about the dying art, to allow for better APPRECIATION of our hawker culture. We also hope to inspire young Singaporeans to take the first step into the industry, and REVIVE the hawker trade.

Artist References

Having watched productions from various artists, we capitalised on their use of angles, lighting, and shot variations in our film, to produce a dynamic film, that had the necessary parts to tell a story.

Hup Lee - 2.07 Megapixels

- Having a WELL DEVELOPED THEME AND SETTING
 - Wide angles of the hawker centre
 - Development of individual stall
- Use of COLOR GRADING to portray CHANGES IN MOOD
 - Darker orange-brown tone for the old hawkers
 - Refreshing blue tone for the young hawkers
- Having SYNCHRONISED narrations and visuals



The Street Hawker - Lau Hong Yu

We learnt to use available natural lighting and use torches and lamps to enhance the scene, and have shot variations to create and enhance the impact on viewers.

- CONTROLLED LIGHTING for enhanced visual impact
 - Appropriate use of lighting for foreground
- Use of SHOT VARIATION for fresh look
 - Closeups and vignetting for isolated focality
 - Moving shots and slider shots for dynamism

Locations

Toa Payoh Lorong 8 Market and Food Centre



- Opened in 1966 ([PIONEERING BATCH](#) of hawkers)
- 40% of stalls existed since inauguration
- Wide variety of local delights, [HIGH HUMAN TRAFFIC](#)

Whampoa Makan Place



- Opened in 1980
- 60% of stalls have been in operation since 1980
- 75% of hawkers aged ABOVE 55
- Large proportion of [MULTI - GENERATIONAL STALLS](#)

Partners



Yu Kee Duck Rice

- Happy Hawkers Coffee Shop @Sembawang
- Chain business run by ELDERLY COUPLE in their 60s
- TRADITIONAL Duck Rice stall, inherited recipe
- Depict the
 - DECLINE of the hawker industry
 - LIFESTYLE of hawkers



Daburu

- Pasir Ris Central Hawker Centre
- Run by a group of friends with a PASSION FOR CULINARY
- Western FUSION CUISINE, grilled meat buns
- Depict the
 - REVIVAL of hawker culture
 - Infuse modern cuisine, with TYPICAL hawker fare



Tasty Street

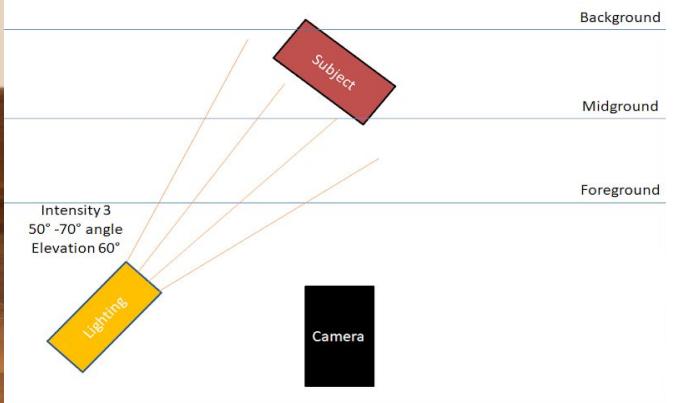
- Pasir Ris Central Hawker Centre
- Run by two women, INSPIRED by Japanese cuisine
- Japanese - Singaporean cuisine, local-flavoured dons
- Depict the
 - INTERNATIONAL INFLUENCE on local cuisine
 - Creative food ideas / FUSION DINING

Experimentations

As hawker centres were normally dimly lit, we experimented with industrial torches as makeshift lighting, testing out different angles and light intensities, eventually discovering the most appropriate lighting for our film.



Lighting of varying intensities (1, 3, 5) were tested.



Setup for appropriate lighting.

Production Process

Filming



- 960 minutes of filming
- 322 minutes of footage
- 26 minutes of quality clips

Editing



- 2400 minutes of editing
- 15 versions, 107 items on track
- 5 min production

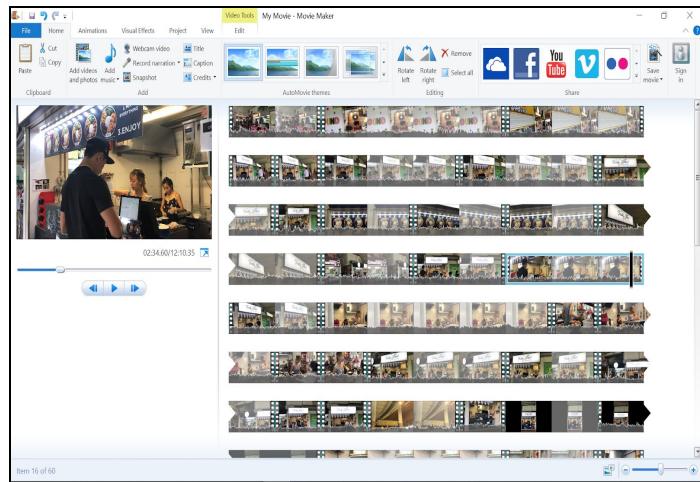
Testing / Fine Tuning

- 22 testees, 20 positive responses
- 3 industry experts engaged
- 340 minutes of additional work

Softwares

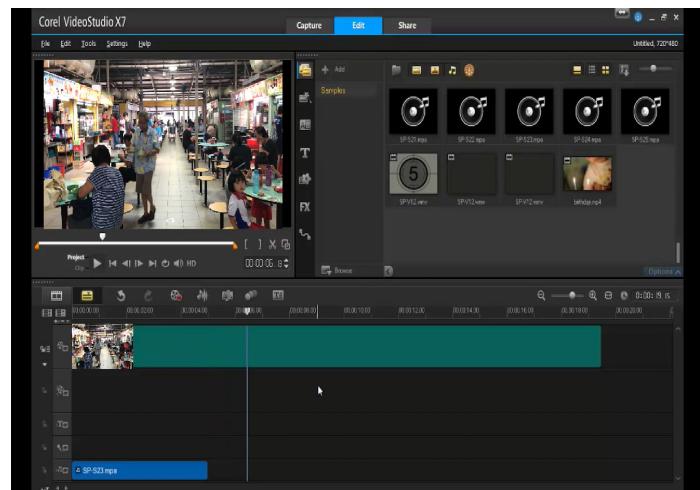
Windows Movie Maker

- STORYBOARDING, scene ordering
- TESTING font styles, transitions
- Render testing tracks to ensure smooth SCENE FLOW before major edits on Corel



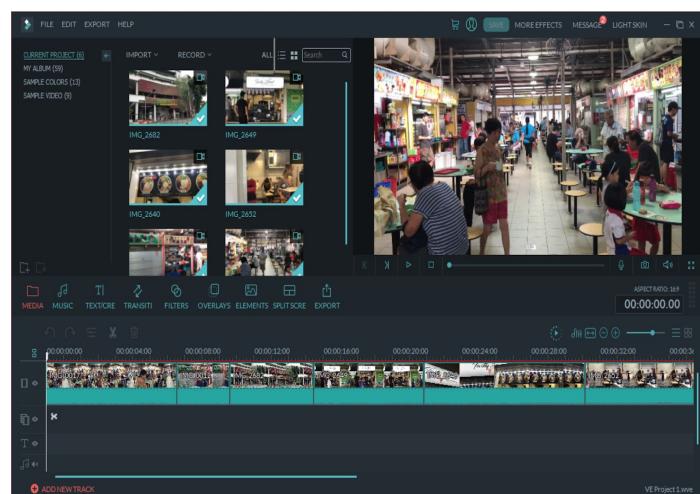
Corel Videostudio

- Editor for Mid Term Evaluation
- FAST RENDERING
- HIGH RESOLUTION, no watermarking
- Problems
 - Transitions were jumpy
 - BIT RATE incompatibility
 - Lagging interface



Wondershare Filmora

- Editor for Final Evaluation
- SIMPLE user interface
- HIGH RESOLUTION, no watermarking
- Free additional EFFECTS
 - Transitions
 - Subtitling
 - Audio mixer



Hardware

Most films and documentaries are filmed using camcorders and DSLRs, however, we wanted to break away from the norm with mobile filmography. Mobile filmography is very CONVENIENT, as we are aware of the limits of our devices and are able to control them to PRODUCE THE BEST RESULTS. Techniques are EASY TO LEARN and master, and filming on such a small device offers more VERSATILITY and MANEUVERABILITY than a DSLR does. Accessories and attachments such as tripods, lighting, and audio accessories also came at a much LOWER PRICE.



iPhone 8

- 12 Megapixel Rear Camera
- f/1.8 suitable for indoor dim lighting
- 5x digital zoom with 10% quality loss

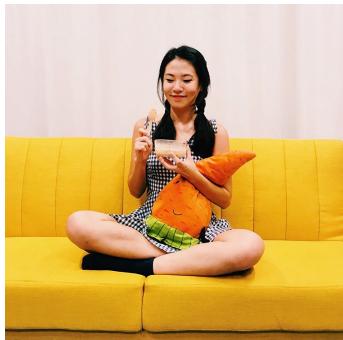


Samsung S9

- 12 Megapixel Rear Camera
- f/1.5-2.4 versatile for all lighting
- Up to 8x digital zoom
- Manual focus correction

External Feedback

-----Comment 1-----

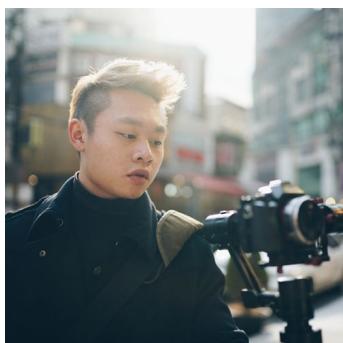


Joyce Yang

content strategist - the smart local

"The film encompassed the whole concept of the local hawker scene well and the interviews were well directed and thus brought out a subtle yet meaningful idea that can resonate well with locals."

-----Comment 2-----



Bryant Lee

videographer - night owl cinematics

"The team was reasonably well versed in techniques relating to mobile filmography, using both deep and wide shots, giving viewers a wholesome viewing experience. Lighting was well controlled to say the least in such a dimly lit location."

-----Comment 3-----



Ryan Lee

freelance photographer - @hipstersnap

"Work is well-toned color wise, and there is a clear depiction of the theme of revival. Very direct representation to a familiar local theme."

Group Reflections

Area for Improvement

- Our group failed to do sufficient preparation and research before heading down to the stalls, and the knowledge we had of the industry was limited, resulting in us having little conversations with the hawkers at first. We also faced multiple logistics problems, and the audio recordings were of low quality and had to be put through a lot of post-processing.

Challenges

- It was challenging to communicate the motivations of our project to stall owners, and many hawkers were not willing to allow us to film, as the kitchen was a personal and private place to many, and thus, many were not willing to open up about the 'secrets' concerning their trade. We had to counter this by reducing the time taken to film (at each stall) to a minimum.
- It was challenging to obtain the right shots required. Hawker stalls are generally dim and not well lit, with spotlights and signboards adding to the distracting colors. Cooking is a process with varying movements and we had to reshoot various shots and make multiple visits before obtaining required ones of an acceptable quality.

Successes

- Our group succeeded in keeping to the proposed timeline, and was able to complete all aspects of the product in accordance with deadlines. We felt that we produced work of a high quality that achieved our objectives, and conveyed our message to audiences in a subtle yet impactful manner, that could be appreciated by all ages, young and old.
- Our group succeeded in obtaining relevant interviews from hawkers, not only to be used in our film, but also for us to gain a better insights of hawkers in Singapore, regarding their line of work, and their take on the industry today. We asked appropriate questions and the interviewees were forthcoming in their responses and were enthusiastic in sharing more about their respective stalls.

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Thank You

Project Fresh Blood, Signing Out.