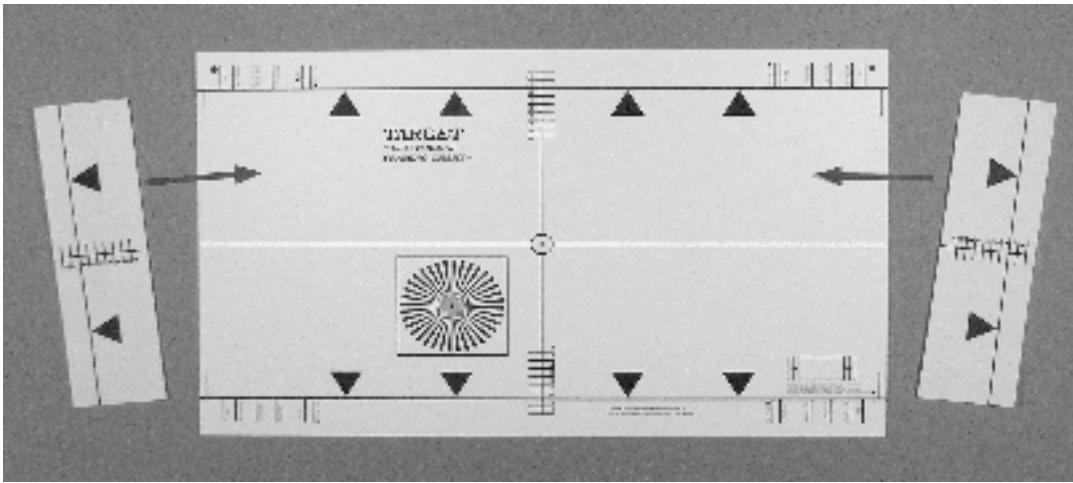# THE TARGET MULTI FORMAT FRAMING CHART

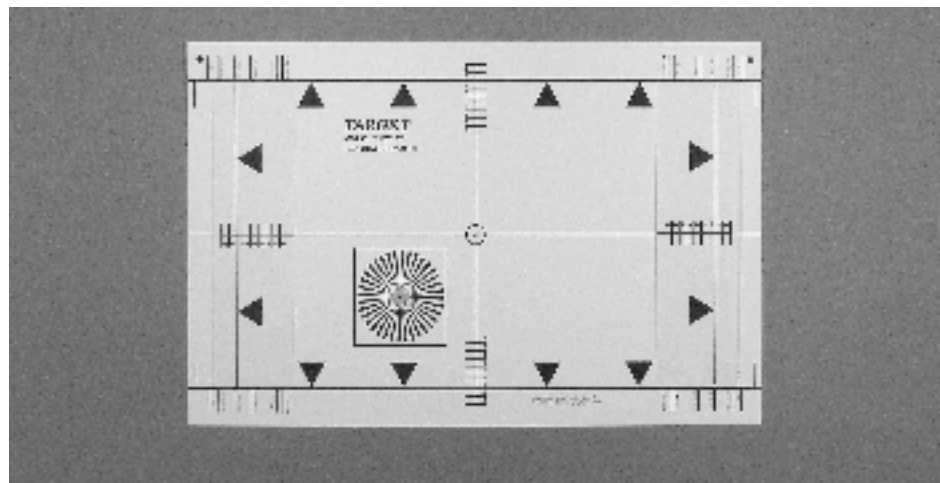## A CONVENIENT AND ACCURATE SYSTEM FOR FRAMING CHART CAPTURE

FEATURING MAGNETIC PANEL ACTION TO INSTANTLY CHOOSE A FORMAT!
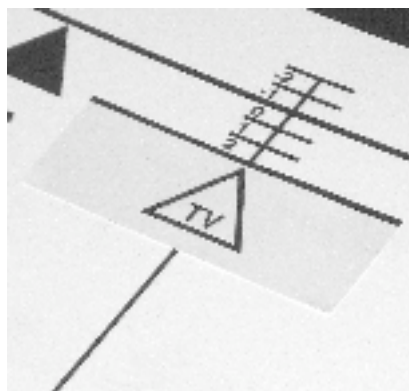
LINE UP PANELS TO PRESET FORMATS

VIDEO 4x3 TO 16x9
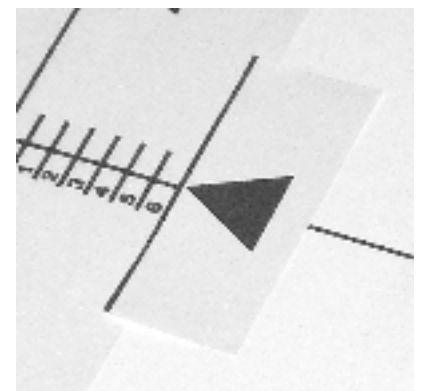
FILM 1.33:1 TO 2.40:1

AND MORE !!

A GREAT TOOL FOR:

ASSISTANTS
OPERATORS
RENTAL
    COMPANIES
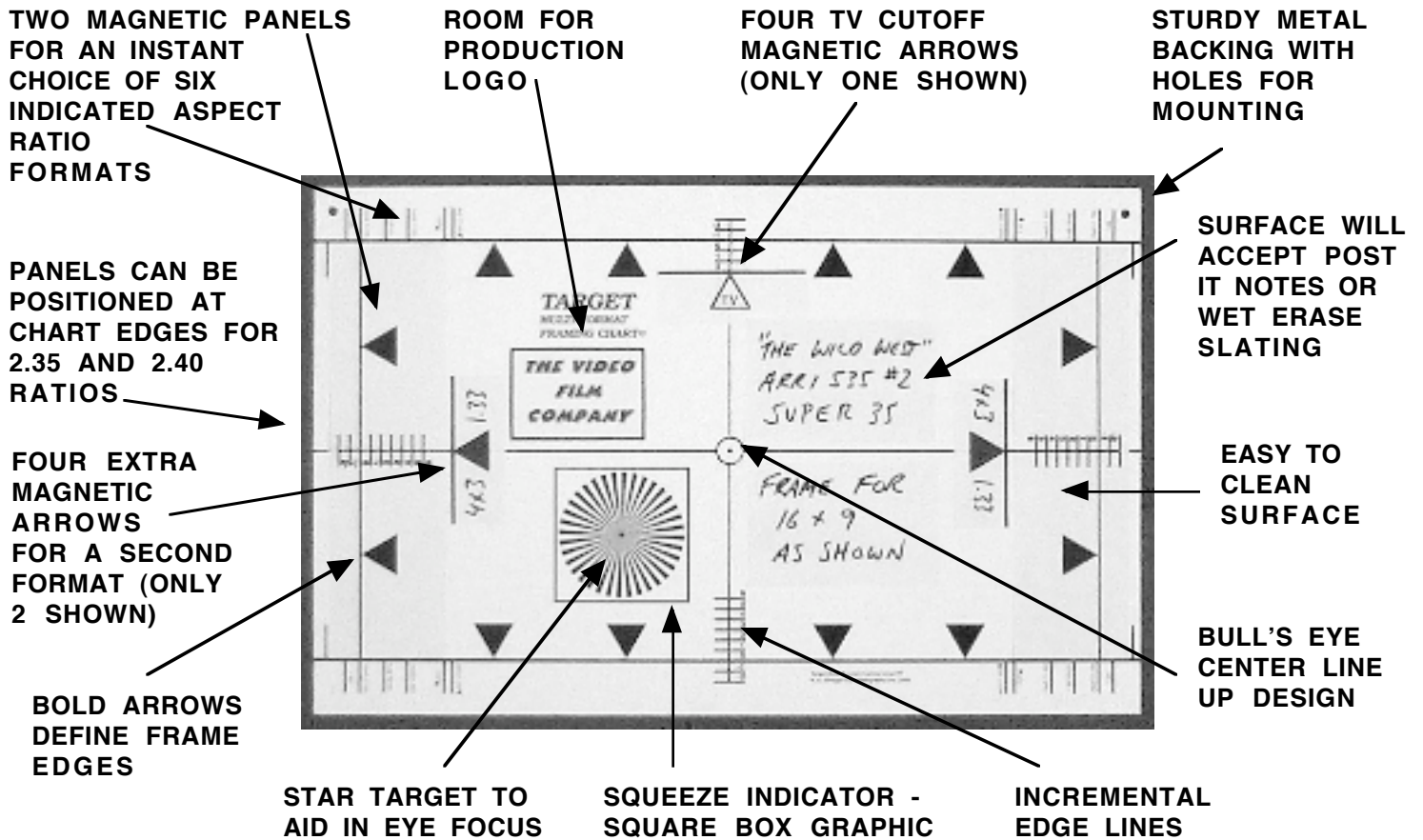TRANSFER
    FACILITIES
FILM SCHOOLS

EIGHT TV AND 2ND FORMAT MARKERS

The Target Multi Format Framing Chart kit includes:

- 1 Target frame chart
- 2 frame edge magnetic panels
- 4 magnetic TV cutoff markers
- 4 magnetic 2nd format markers
- 16 page Instruction manual

TARGET MULTI FORMAT FRAMING CHART FEATURES:

TWO MAGNETIC PANELS FOR AN INSTANT CHOICE OF SIX INDICATED ASPECT RATIO FORMATS

ROOM FOR PRODUCTION LOGO

FOUR TV CUTOFF MAGNETIC ARROWS (ONLY ONE SHOWN)

STURDY METAL BACKING WITH HOLES FOR MOUNTING

PANELS CAN BE POSITIONED AT CHART EDGES FOR 2.35 AND 2.40 RATIOS

SURFACE WILL ACCEPT POST IT NOTES OR WET ERASE SLATING

FOUR EXTRA MAGNETIC ARROWS FOR A SECOND FORMAT (ONLY 2 SHOWN)

EASY TO CLEAN SURFACE

BOLD ARROWS DEFINE FRAME EDGES

BULL'S EYE CENTER LINE UP DESIGN

STAR TARGET TO AID IN EYE FOCUS

SQUEEZE INDICATOR - SQUARE BOX GRAPHIC

INCREMENTAL EDGE LINES

- Target offers a portable multi format chart always ready to use - no need to take time to create charts by hand (which can be inaccurate) or have many printed versions for each new production. With movable edge panels, you are not limited by pre-determined printed frame lines.

- Two movable magnetic panels allow for an instant choice of six indicated aspect ratio formats (1.33, 1.37, 1.55 or 14x9, 1.66 for Super 16mm, 1.78 or 16x9. and 1.85) plus a 2.35 / 2.40 anamorphic positioning. These panels can also be positioned for any unmarked aspect ratios. They offer great flexibility as you can easily correct for any viewfinder inaccuracies or lens distortion.

- Some multi format charts include many overlapping format lines or arrows printed on the same graphic area, which can be very confusing. The Target multi format chart with its movable magnetic panels is designed to clearly show one format at a time (but can accommodate two as well as TV markings if needed).

- A 16 page instruction manual is included to assist in set up and describe special format applications.

- Chart fits in a 13"x 20" envelope for convenient storage. This size allows for reasonable shooting distances for the longer focal length lenses required for flat imagery. Some rental companies might provide printed charts on 8.5 x 11 paper, but that small size can be difficult to shoot.

> *"I believe that this chart system will go a very long way to improve the communication between the cinematographer and the transfer facility – It will allow a post facility to know with a certainty what we now must, on occasion, guess." Jim Hardie, Eyespost Group, Toronto*

WHY USE A FRAMING CHART?

- <u>To define the principal frame format being recorded</u>. To record frame boundaries so that the frame composed during production is properly rendered in the many steps encountered in post production. A prime example is the need to form a line of communication between the film camera and the tape transfer.

- <u>To match camera framing on multi camera shoots</u>. This would confirm that all cameras are delivering the same frame. This is especially necessary if shoots for the same production are shot by different crews, or in different locations using different cameras, or separated over a long time. If a special letterbox is required, there are no guarantees that the post facility will recreate it exactly in-between shoot schedules.

- <u>To get feedback on any cutoff or loss of information</u> caused in post production or transmission. You can then compensate for this in your framing so that your framed composition matches the one the final audience will see. Usually this involves establishing or confirming your TV cutoff viewfinder markings.

- <u>To set guidelines for any format combination</u> you have to deliver - for example, shooting widescreen but also composing for 4x3 or shooting for both 16x9 and 14x9 frames. This is a common practice, with several distribution formats coming from the same image area.

- <u>Troubleshoot</u> problems within a viewing system or systems. This would include ground glass selection errors or mismatches on multi camera shoots, improper mounting of the ground glass, off center lenses, vignetting lens problems, inaccurate or wrong choice of video viewfinder marking, video recording not matching original framing, etc.

- <u>To compare reflex or video framing to other non reflex</u> or optional viewfinder systems.

- <u>To check zoom tracking</u>.

Film production insurance policies require that all equipment be fully tested before production begins. Shooting frame tests is the best way to establish proper image references before any costly misunderstandings occur during the post path.

"I really can't emphasize how important it is to film an accurate frame leader for the transfer house indicating TV Safe on the film. Since there is no "ground glass" or a standard image size for the telecine machines, the frame leader works as the telecine's ground glass that matches the camera's ground glass." Mark Woods, DOP California

A properly photographed framing chart can eliminate a host of frustrating (and costly) problems and preserve the intent of the Director and the Director of Photography throughout the post production chain." Super Dailies, California telecine facility
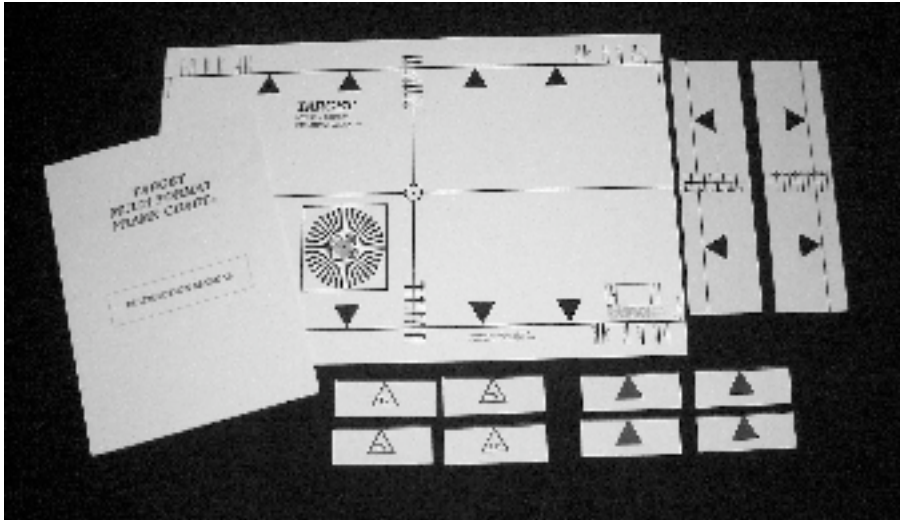
The Target framing chart is for motion picture or video formats, even stills - it are principally designed for professional equipment with accurate reflex or video monitoring.

ASSISTANTS AND OPERATORS

Get your Target Framing Chart at a dealer near you. If not noted below, a list of dealers is listed at www.stringercam.com /target.html.

RENTAL COMPANIES - FILM AND VIDEO

The Target Framing Chart is ideal for your test bays! One sheet instructions are included to post beside the chart. Custom installations available. To order multiple quantities or special logo placement, email Richard Stringer at richard@stringercam.com.

TRANSFER FACILITIES

Get you clients on the right track! Have the Target Framing Chart available for your customers. The show gets a great production tool and you get the right frame information. To order multiple quantities or special logo placement, email Richard Stringer at richard@stringercam.com.

FILM SCHOOLS, ASSOCIATIONS

Get a frame chart to train your students on correct production procedures! It's a great way to illustrate the different formats. Go to www.stringercam.com /target.html.

This system has been designed by a cinematographer and features a quick, simple and accurate way to record frame lines. Richard Stringer CSC has had very good success with his Target Resolution Charts and he decided there was a need for an all-in-one frame chart system. Richard has worked with many film and video formats in his 30 year career. He designed his own special custom charts for image line up on a multi camera panorama project.

**TARGET RESOLUTION CHARTS ©
Website: www.stringercam.com/target.html
(416) 533-6085   richard@stringercam.com**

for more information contact:

**Richard Stringer on
Kodak film campaign**