
Joel Geissbühler Case Study

Client:



JOEL GEISSBÜHLER

Massivholzmöbel nach Mass



Joel Geissbühler's passion is the crafting solid wood pieces. In his carpentry work, he combines traditional craftsmanship with contemporary design. In order to visualize the essence of his work, we developed an image film together with Joel where he leads us through the manufacturing process of a drawer. Captured with dynamic sequences we make this rough process look beautiful.

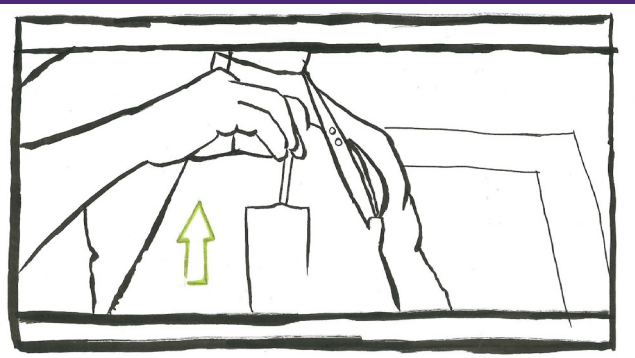
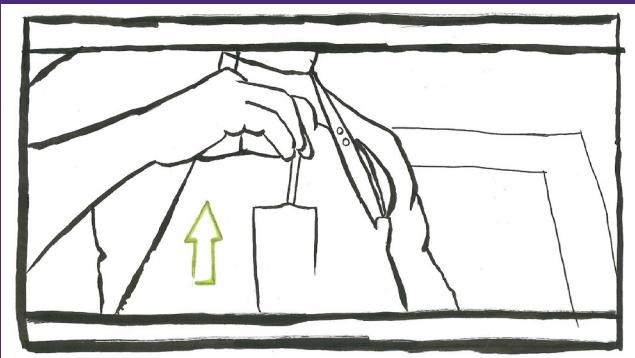
Preparations

6

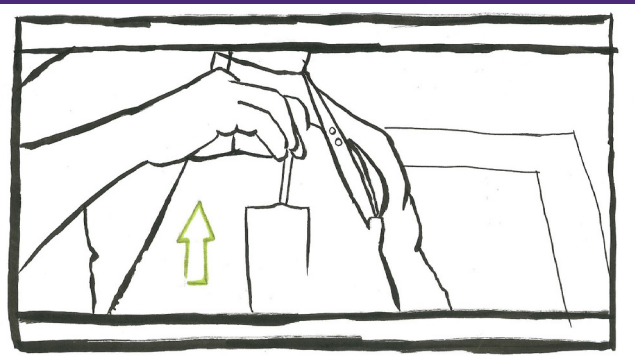


In order to have clear guidance for the production and to know exactly which shot is taken when and where, we sketch a first storyboard as a raw version at the table with Joel.

After consultation with Joel, we will create a final storyboard. Here we record all the shots, camera movements and the movements of Joel, in this case the protagonist of the film.



The finished storyboard is our guide that we use during production to not miss a shot and still be efficient during the shooting day.



"Storyboard Evolution"

Services

- 1 Concept Development
- 2 Scriptwriting
- 3 Storyboarding
- 4 Film Production
- 5 Editing
- 6 Color Grading
- 7 Logo Animation
- 8 Marketing
- 9 Web Design

Shooting

After a short journey to the Bernese Mittelland, the set-up of the lights and the camera, the shooting begins. In this case, we pulled focus manually in order to be able to control the impact for the dynamic recordings we are striving for.



Production



"Color Grading"

We record the scene as Black Magic RAW. This enables us to color grade the picture the way the customer wants it. This way, the images colors, brightness and contrast can be edited with great detail in post-production.



"Camera Angles"

The unusual shots, in which we rotate the hand-held camera or follow Joel's flow of movement and at the same time have to hold the focal point, are the greatest challenge during shooting and require a lot of patience, rehearsals and repetition until we get it just right.



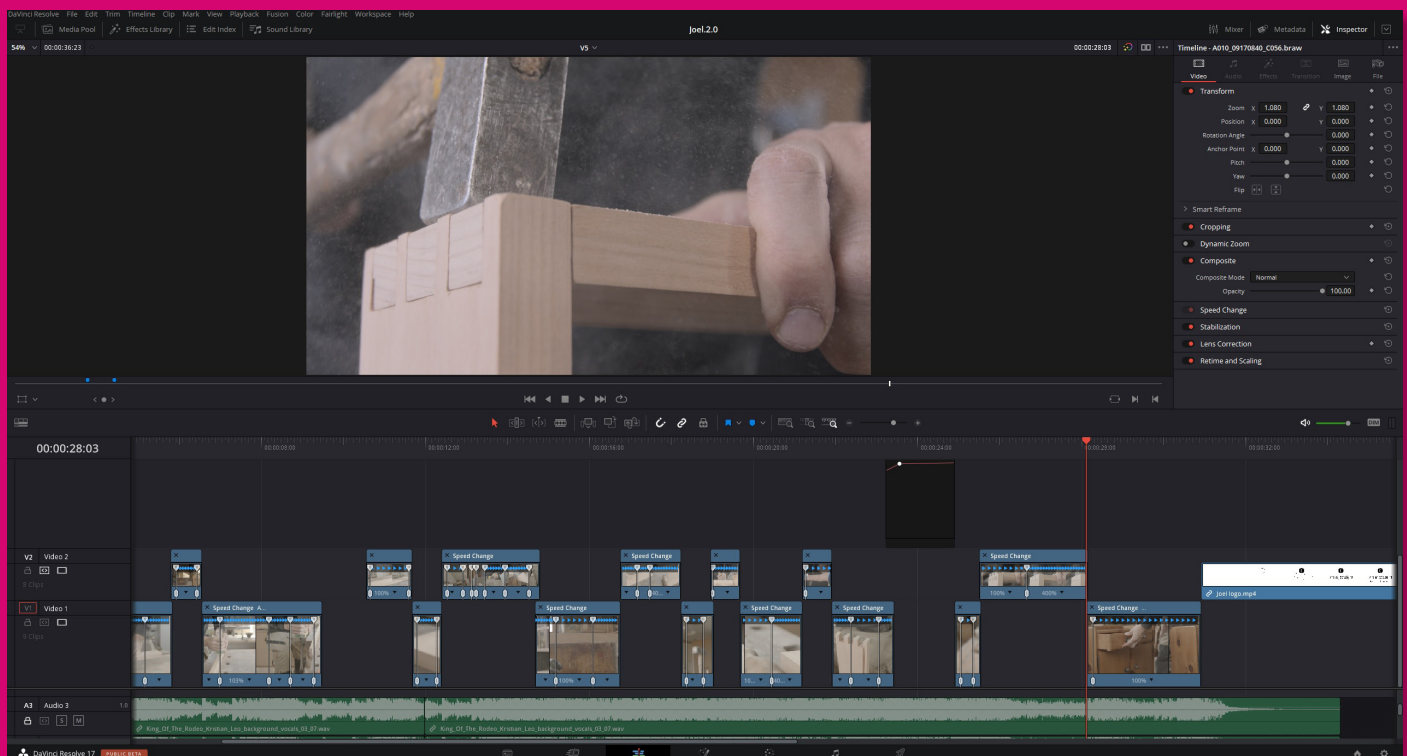
"Lighting"

Sunny weather is nice, but it doesn't always help to get the perfect picture. With a little improvisation, we ensure the sunlight hits our subjects just right.

Post Production

We cut the film project in Davinci Resolve. Filming with 100 frames and creating the project with 25 frames, gives the option of full resolution, very smooth slow motion shots with up to four times slower than the real live movement to make the shots dramatic and cinematic.

After selecting the best clips, we start cutting the film according to the storyboard. This also includes the time remapping of individual scenes to get that sense of motion and dynamic movements we aimed for. With a little help of image stabilization and the use of suitable background music we are able to create the product we are looking for.





Pictures in RAW format are natively very flat in color. Color grading is therefore important to bring the film to life and to convey the right mood. For this clip we choose a very natural look to match the craftsmanship and the natural materials used.

To do this, we first create the same black and white balance for all clips and adjust oversaturation.





"Raw Image"

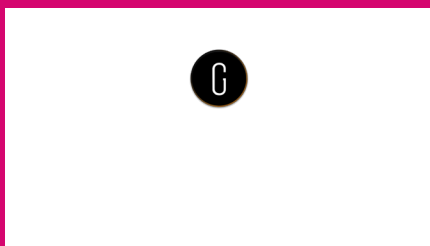
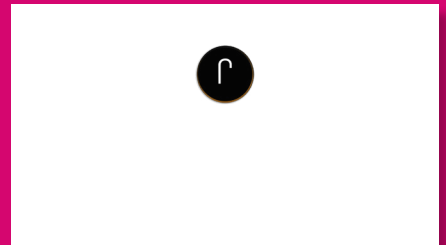
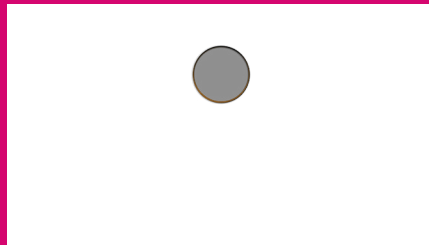
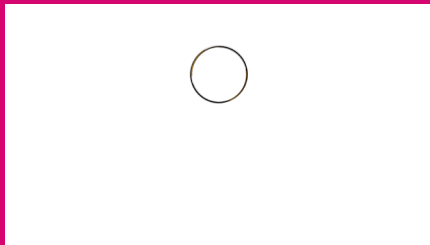


"Grade Pass 1"



"Grade Pass 2"

Logo Animation



We animate Joel's logo with Adobe After Effects. The carpentry's logo is created from various individual parts to match his work and the woodworking craftsmanship.



Facts

32

Storyboard
Frames

8

Hours
of Shooting

100

Frames/
Second

2.6

TeraByte
of Data

Conclusion

There is a lot of manual labor behind every piece of furniture created by Joel. Precision and the right movements are essential for his job. With dynamic images and unusual perspectives, we bring these aspects of the carpentry closer to the viewer.

Watch the Video on our Vimeo Channel: www.vimeo.ch/crealto

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