

Flashback Friday #16

## **Cinecraft Productions- Producers of Quality Communications**

### **Published**

Cinécraft Productions, Cleveland's longest-standing production company, presents a Flashback Friday video from our archives.

Creating moving images today is easy compared to 1981.

In 1981 the complexity of designing and producing a moving or animated graphic sequence was quite daunting. This Flashback Friday video features a 16mm cell animation of our old logo and a shot of our Oxberry animation camera with a young Scott Minium at the controls. The use of 35mm slide portraits of the Cinécraft staff allowed us to show off our "multi-image" (multiple projector slideshow) skills. A computer controlled array of slide projectors was pretty cool stuff in that era, and was often used for large meetings.

In the early 1980's, well-budgeted projects at Cinécraft were shot and finished on film as depicted by the close-up shot of the Moviola flatbed editing machine. The film going through the Moviola was a scene from "Where the River Enters the Sea" about life in Noorvik Alaska that was likely in post-production at the time. The video clips of some of the team in action (including long haired versions of Neil and Scott) reveal a bit of what the early 80's were really like.

This video was shot and edited on ¾" Umatic format tape with our new RCA TK86 video camera that cost \$50,000 and needed a separate portable recording deck, which cost an additional \$6,000, to actually record the video. Portable video back in that era was a HUGELY expensive endeavor and from a picture-quality standpoint it was not as good as film.

Shameless self-promotion has always been a part Cinécraft's lore.

Transcription

Cinécraft Productions presents Flashback Friday.

At Cinécraft, you have a unique resource. A professional staff of creative and technical talents structured to achieve your communications objectives.

(Music)

Planners and producers of quality communications.

Cinécraft.