META-META Club

WORKBOOK · MODULE 3 OF 3

# Ship

Large Scenes and Cinematic Fly-throughs. The fly-through and the teaser.

Pro studios | 2 lessons | ~3 h | 4-question practice quiz | Notes pages

IN THIS MODULE

# Ship

The fly-through and the teaser.

| # | LESSON | TYPE | TIME | DONE |
|---|---|---|---|---|
| 3.1 | Guided fly-through | PROJECT | 120 min | ☐ |
| 3.2 | 9:16 teaser | PROJECT | 60 min | ☐ |

## How to use this workbook

- Work through each lesson on metametaclub.com/learn, or listen to its narration, then use the page here to take notes.
- Tick the steps as you go, and write your answers under **Check yourself** before you look anything up.
- Do the practice quiz at the end, then mark it with the answer key on the last pages.
- Keep every **Ship it** piece. Together they become what you show.

## Before you start

What do you already know about this, and what do you want to be able to make by the end?

LESSON 3.1 · PROJECT · 120 MIN

# Guided fly-through

Render and publish a guided 3–4 minute fly-through of your masterplan, in 16:9 at 1920×1080. "Guided" means the film leads the viewer through the place with a clear order, titles and sound.

## Key points

### Structure it as a story

Use four beats. Give each one a job.

1. **Arrive (20–30 s).** Wide, high shots. Where is this place, and how big is it?
2. **Move (60–80 s).** Street-level tracks along the main routes: transit stop to market, home to school.
3. **Live (60–80 s).** The places people use: the park, the square, a rooftop. Slow, close, human.
4. **Leave (20–30 s).** Rise back to a wide view, hold, and fade out on a title.

### Titles

Use short on-screen labels: "Market street", "Central park", "Transit stop". Keep them on screen for at least three seconds.

### Sound

Music sets the pace, so pick it before the final cut. Use only music you have a licence for, and credit it.

## Steps checklist

- [ ] Lay out your shot list in the four beats. Cut any shot that doesn't serve its beat.
- [ ] Render every shot as a PNG sequence in Eevee at full resolution.
- [ ] In Blender's **Video Sequencer**, add each sequence in order. Trim the heads and tails.
- [ ] Add titles with **Text** strips. Add the music on its own channel.
- [ ] Use cuts, not fancy transitions. A short crossfade is fine between beats.
- [ ] Set output to FFmpeg video, MPEG-4 container, H.264, 1920×1080, the same fps you rendered at.
- [ ] Render the edit with **Render → Render Animation**.
- [ ] Watch the full film once without stopping. Note every jolt or unreadable moment. Fix and re-export.

SHIP IT

A 3–4 minute MP4 with titles and licensed music, plus a credits list covering assets, AI tools and music. Publish it to your portfolio and post the link in the course thread.

- [ ] Shipped. Link or file: _____

## Check yourself

1. Does each of the four beats have a clear job?

2. Is every title readable and held for at least three seconds?

3. Is the music licensed and credited?

LESSON 3.2 · PROJECT · 60 MIN

# 9:16 teaser

Cut a vertical teaser from your fly-through for social: 1080×1920, 15–30 seconds. People scroll fast, so it has to grab them in the first second and make sense with the sound off.

## Key points

### Vertical is a different frame

A 16:9 shot cropped to 9:16 keeps only the middle third. Wide orbits lose their point.

### Hook, show, end

- **Hook (0–2 s).** Open on the most striking moment, already moving. No slow fade from black.
- **Show (2–25 s).** Three to five short shots, each 3–5 seconds.
- **End (last 3 s).** A title card: what it is and where to see the full film.

### Captions

Most people watch muted. Put the key line on screen: "A neighbourhood built around a park." Keep captions inside the middle of the frame, away from the top and bottom where apps place buttons and text.

### Quick crop with ffmpeg

This takes a 20-second slice starting at 12 seconds, crops the centre to 9:16 and scales it to 1080×1920.

Cropping throws pixels away, so the result is softer. Use it for drafts and filler shots, and re-render your hero shots vertically.

## Steps checklist

- [ ] Pick 3–5 moments from your fly-through that read well in a tall frame.
- [ ] Re-render the best ones from a 1080×1920 camera, or crop the rest with ffmpeg as below.
- [ ] Edit in Blender's Video Sequencer with the scene set to 1080×1920, or in any editor you like.
- [ ] Add the hook, captions and end card.
- [ ] Check the cut on your phone, with the sound off.

This lesson has code samples. They are in the lesson on metametaclub.com/learn.

SHIP IT

A 15–30 second 1080×1920 MP4 with a hook, captions and an end card, posted next to your fly-through.

- [ ] Shipped. Link or file: _____

## Check yourself

1. Does the first second already show something moving and striking?

2. Does the teaser make sense with the sound off?

3. Are captions clear of the top and bottom edges?

PRACTICE QUIZ

# Check your module

Circle one answer for each question. The answer key is on the next page.

**1. What is the job of the 'Arrive' beat in a guided fly-through?**

(A) Show the closest details first

(B) Tell the viewer where they are and how big the place is

(C) Roll the credits

**2. Which music can you use in your fly-through?**

(A) Any popular track, if you credit the artist

(B) Only music you have a licence for, credited

(C) Anything under 30 seconds long

**3. Why re-render hero shots with a vertical camera instead of cropping them?**

(A) Cropping keeps only the middle third and throws pixels away

(B) Vertical renders are faster

(C) ffmpeg can't crop video

(D) Social apps reject cropped video

**4. Where should captions sit in a 9:16 teaser?**

(A) Along the very bottom edge

(B) At the very top

(C) In the middle area, clear of the top and bottom

ANSWER KEY

# Answers and why

**1 · B** Tell the viewer where they are and how big the place is

Wide opening shots orient the viewer before the film moves to street level.

**2 · B** Only music you have a licence for, credited

Credit isn't permission. You need a licence that covers your use, and you credit it too.

**3 · A** Cropping keeps only the middle third and throws pixels away

A crop loses framing and sharpness. A camera set to 1080×1920 frames the shot for the tall format.

**4 · C** In the middle area, clear of the top and bottom

Apps put buttons and text at the top and bottom, which can cover captions there.

NOTES

# Build log and notes

| SESSION | WHAT I MADE OR LEARNED | NEXT STEP |
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