

Powerful Media



Simple ways to make
engaging media



Toolkits of ideas for working teams

<i>Why media?</i>	3
<i>Purpose of media</i>	4
<i>How to make media resources</i>	5
<i>What do you want to make?</i>	6
1. Telling a story on film	7
2. Simple storyboarding	10
3. Making a wordless film	11
4. Good filming technique	13
5. Making an interview film	16
6. Words and video	18
7. Editing on your phone	19
8. Making an infographic	20
9. Best practice	21
10. Useful tools	22
<i>Going further</i>	23





Powerful Media

Why media?

Research shows that people learn new concepts more easily when they are presented in both verbal and visual forms.

Different types of media, whether a video or a graphic, can help in communicating important messages. Media is so much more than entertainment.

Jesus made extensive use of visuals in His teaching. *Take 60 seconds to picture all the familiar objects or word pictures you can recall from the Gospels.*

Purpose of media

Media can be used in a number of different ways:

Inform

A short video or infographic can show exactly what goes on at an event.

Teach

Key information can be explained by filming a team training the topic, interviewing them, or creating an infographic.

Inspire

Stories are inspiring – you can tell the story of a transformed life through a short film.



How to make media resources

There are two main ways to get a video, graphic or other form of media produced:

- 1. Do it yourself
- 2. Find someone to do it for you

This guide will mostly help you to do it yourself by giving you simple tools and ideas. If you are able to find someone else to produce media for you, then make sure you show them the 'Best Practice' section. This will guide them to produce media that is useful around the world.



What do you want to make?

Media can achieve many different aims. You first need to answer these two questions:

- **What** do I want to communicate?
- **How** will I communicate it effectively?

Allocate time to think and plan now. It will reduce problems later, and make the media powerful!

- To make a complex idea easy to understand - **produce an infographic.**
- To tell an inspiring story of a transformed life - **video an interview.**
- To show how a game works - **video the game** with narrated instructions as a voice over.

In this guide, we will focus on two types of media - video and infographics.



1. Telling a story on film

*At the heart of any film or video is a story.
Here are 13 helpful steps to develop strong
storytelling on film.*



A. Writing the film

- 1. Main idea:** describe the most important idea you want to communicate to the audience.
- 2. Express your main idea as a story:** make sure your story has a beginning - where the characters will be introduced; a middle - in which the challenge is shown; and an ending - with a successful resolution.
- 3. Storyboard:** sketch pictures and words to show the story of the film (*see chapter 2*).

B. Getting the essentials

4. Camera:

Prepare a camera or a cell phone for the film shoot.



5. Editing: Decide how you'll edit the video (*see chapter 7*).

6. Find a place to film: choose a location which will suit your story or interview.

7. Find people willing to help act, film, edit, and produce music.

C. Film your movie

8. Keep the camera as **steady** as possible, and film in *landscape* orientation (*see chapter 4*).



9. Take a variety of **different shots** and make sure you film a little extra before and after the action for each scene (*see chapter 4*).

D. Editing the film

Editing is the process of putting the final story together.

Editing can happen on a computer or a phone. You will need to obtain editing software.



10. Story: Use your storyboard (step 3) to guide you as you cut your story together. Ask for feedback from others before you finalise the edit.

11. Length: Your film needs to be an appropriate length for content and audience (e.g. 2 minutes for a short story). The shorter it is, the more likely you are to keep your viewers' attention.

12. Volume: Make sure the music level allows you to hear the interview and dialogue clearly.

13. Color: Try to have similar types of images together, with similar levels of light.

YouTube® and Vimeo® have thousands of tutorials on making films and videos if you want to learn specific skills.

2. Simple storyboarding

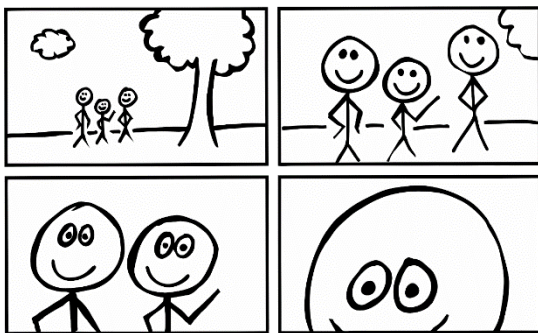
A storyboard is a simple visual and verbal story outline of what you want your film to look like.



Storyboarding is the process of illustrating the visual sequence of events that will at some point be filmed or animated for a movie. It can be with pictures or words. It will help to:

- 1. Visualize the idea**
- 2. Refine the storyline**
- 3. Plan the shot list**

Storyboarding allows you to think through the ideas, camera angles, and pacing of the film. Plan the shots you need before you start filming. You can use paper, white boards or an app.





3. Making a wordless film

Some of the most powerful short films have no words or dialogue.

The proverb is true: “a picture says a thousand words”. A video with no words is designed to tell a story by selecting pictures that build up a story. Wordless films are powerful; they need no translation.

A wordless film could be a sequence of pictures set to music or it could be a visual story.

A visual story

By selecting which shots follow each other you can tell a story. Use this simple structure:

- 1. Establish the scene** – show wide shots and close ups on the event or the location.
- 2. Create interest** – start to follow someone and show what they care about. What’s the challenge they’re trying to overcome?
- 3. Show resolution** – finish the story by showing how the challenge was overcome.

For example: show a footballer's face nervously looking out, and then show a ball on the field, and then the goal-keeper waiting. You want the audience to wonder what is going to happen next.

Below is an idea how a story could be told with a few pictures.

- What pictures would you add to help tell the story?



4. Good filming technique

Visit YouTube® and Vimeo® for tutorials on getting useable footage and ...

1. Always capture extra footage; you can never have enough when you come to edit! Film more, and for longer, than you think you need. You can always trim a shot down, but you can't use footage you haven't filmed.
2. Use neutral or thematic backgrounds with interviews (to prevent viewer distraction).
3. A two minute film could be made from 30 minutes of footage of different shot types.
4. If you are using a phone, film in *landscape*. All viewer screens are **landscape orientation**.
5. **Take a variety of shot types.**

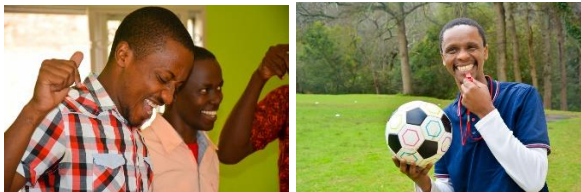
Wide shots – are interior or exterior wide view shots which show the whole scene. Take 2 wide shots for each scene in the story



Close ups – show faces or objects. Film 4-6 close-ups for every scene.



Medium shots – show people. Film 3-4 mid-shots for each scene.



Interesting angles - have fun with the scenes.





6. Keep the **camera as steady as possible**. Use a tripod if you can.
7. Only move the camera during a shot when it helps to tell the story or follow the action. If you need to follow action then pan *slowly* (side to side filming); or zoom *slowly* (from wide shot to close-up in one shot; or reverse).
8. Don't film with the camera facing the sun or any **strong source of light**. Try to avoid any shadows, strong or uneven light on faces.
9. **Background noise** is OK if:
 - a. It's not too loud.
 - b. The viewer can see the source of the noise and it relates to the film.



5. Making an interview film

Interview films can be powerful. Here are a few secrets to making it work well.

Questions and the interviewee

- **Prepare your questions** in advance and let the person you're interviewing know what they are.
- Ask the interviewee to **answer in full sentences** in response to a question e.g. Why do you like football? "I like football because..."
- Ask the person you're interviewing to focus on having a **normal conversation** with you - to avoid staring at the camera.
- Give your interviewee time to **get comfortable in the setting** with the microphone and camera. You will get better footage if you don't rush.
- If your **subject is nervous**, you can stop the interview, give them some feedback and encouragement to **help them relax**, and then restart the interview.
- **Seat your subject** to one side of the frame to give them "looking room".
- Seat your subject away from the background to **avoid shadows**.

Sound and light

- Make sure you record in a quiet place - definitely not in the wind! If possible use a lapel microphone to get a clear recording of the voice.
- Make sure there is enough light - preferably in front and at one side of the interviewee.

Camera

- Try to capture their head and shoulders and film at their eye-level.
- Have the camera positioned beside the interviewer so that the interviewee doesn't look directly at the camera. This is more comfortable. *(See picture below).*
- Film "B-Roll" - appropriate extra shots you can cut to when you edit the film. This can include: footage of the event; a wide shot of where you're filming; interviewer responses; close ups of equipment etc.



6. Words and video

A simple and effective technique is to have words over the video images to tell the story.



A simple formula to keep in mind is:

- Start with the big point you want to communicate (introduce the topic/story).
- Have supporting facts, other interviews and images in between (expand on the topic/story).
- Make your big point again at the end to finish (conclude the topic/story).

If you haven't got video images, or want to do an animated-style word video, try rawshorts.com.

7. Editing on your phone

Editing has traditionally been difficult and expensive. Now, most mobile phones can edit a video reasonably simply and cheaply.

The list of editing software available for a phone or computer grows and changes all the time. See *Chapter 10* for some that were available at the time this toolkit was put together.

Editing does take time, but is not as difficult as you may think. No matter what system you use, it will follow this pattern:

1. Choose the video clips you want to include in your story.
2. Add the music and sound you are allowed to use.
3. Trim the video clips so that each lasts for a few seconds and lines up to the rhythm of the music.
4. Adjust audio levels so the interview is clear in your video.



8. Making an infographic

An infographic can be a helpful way to share a complex idea simply.

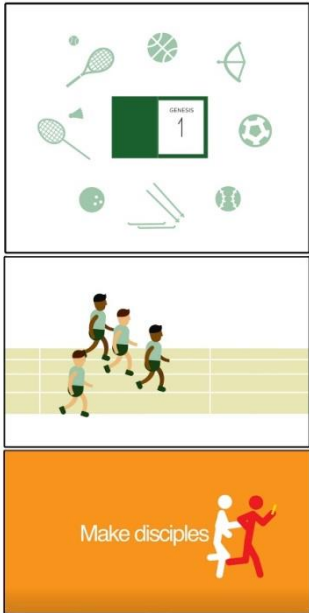
Gather your data – the information you want to share.

Consider your audience. How will you present information in a way that is meaningful for them?

Storyboard your presentation into the most logical flow of ideas. Make it clear and memorable.

Use a tool to produce the infographic such as:

- **Canva®** (free): go to canva.com and sign up for a free account. You can find more information about creating an infographic on their site.
- **PowerPoint®** (paid): A lot of computers have PowerPoint and you can use the shape tools to create your own infographic.





9. Best practice

Some helpful things to keep in mind when creating globally useable media.

Copyright

Anything you film or photograph is yours. You own it and can use it in your film or graphic. If someone else created it, make sure you have their permission to use it in your project. This includes videos, photos and music.

You can find some great copyright free photos at unsplash.com or pexels.com.

Logos

Try to avoid using organisation logos or branding so it can be easily shared and used by others.

Translation

If you have text or an interview, it's really helpful to write a transcript of exactly what is said at what point in the video. This will help the translation team put it into other languages.

For example:

Time	Actor	Script
00:05	JOHN	<i>...keep your eyes focused on the goal you have ahead.</i>

10. Useful tools

A list of useful tools for phone or computer.

Editing on your phone

Adobe Premier Clip® is a great app for Apple and Android which you can use to edit simple films. Search on the Adobe site for tutorials.

iMovie for Apple and *Moviemaker* for Android are popular editing software.

Editing on your computer

iMovie is free editing software for Apple Mac.

Shocut or *Lightworks* are free editors for Windows.





Going further

Carry a camera and practice filming. Practice framing, zooming and panning. Experiment with lighting.

Watch other film clips for ideas. Try them yourself.

Take some family pictures and put together a visual story.

Watch some tutorials on YouTube® and Vimeo®. Try some different techniques. Take footage at a sports event and cut together your own report.

November 2017 Version 1
© 2017 – Toolkit may be copied and used for ministry purposes. *Photos must not be used in other products.*

Working Team Toolkits

Bible Handling
Disciple Making
Sports Stadium
Effective Facilitation
Intercultural Facilitation
Physical Creativity
Creative Process
Team Writing
Writing Curriculum
Editing Resources
Oral Learning
Powerful Media

