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# Agenda

- Get inspired “Momento”
- Storytelling the Still Motion Way “The 4-Ps”
- Disney Movies in 5 easy steps
- Filmmaking 101 - Production Basics
- Getting Started w/ Facilitating Youth Media
- Resources online and AYV Community

# Get Inspired

- Steve Jobs - <https://www.youtube.com/watch?v=CW0DUg63lqU#t=15>

“Good artists copy, great artists steal.” - **Pablo Picasso**

- Watch examples of high quality storytelling and pay attention to the 4-Ps
  - People - Who is in the story? (people or objects)
  - Place - Where does the story take place?
  - Plot - What is the conflict and the journey?
  - Purpose - Why should anyone care about this film?

[MOMENTOS by Nuna Rocha](#)



# Momentos



People - Who is in the story? people and/or object

Place - Where does the story take place?

Plot - What is the conflict and the journey?

Purpose - Why should anyone care about this film?

# Storytelling The StillMotion Way

## The 4 P's of storytelling

Useful links:

<http://stillmotionblog.com/>

<https://vimeo.com/videoschool/lesson/384/storytelling-the-stillmotion-way-part-1>

<https://vimeo.com/videoschool/lesson/387/storytelling-the-stillmotion-way-part-2>

<https://vimeo.com/videoschool/lesson/390/storytelling-the-stillmotion-way-part-3>

<https://vimeo.com/videoschool/lesson/396/storytelling-the-stillmotion-way-part-4>

Link to worksheet: <https://s3.amazonaws.com/takeaction2013/Vimeo/YourFourPs.pdf>

# The Disney Movies in 5-Easy Steps

Example:

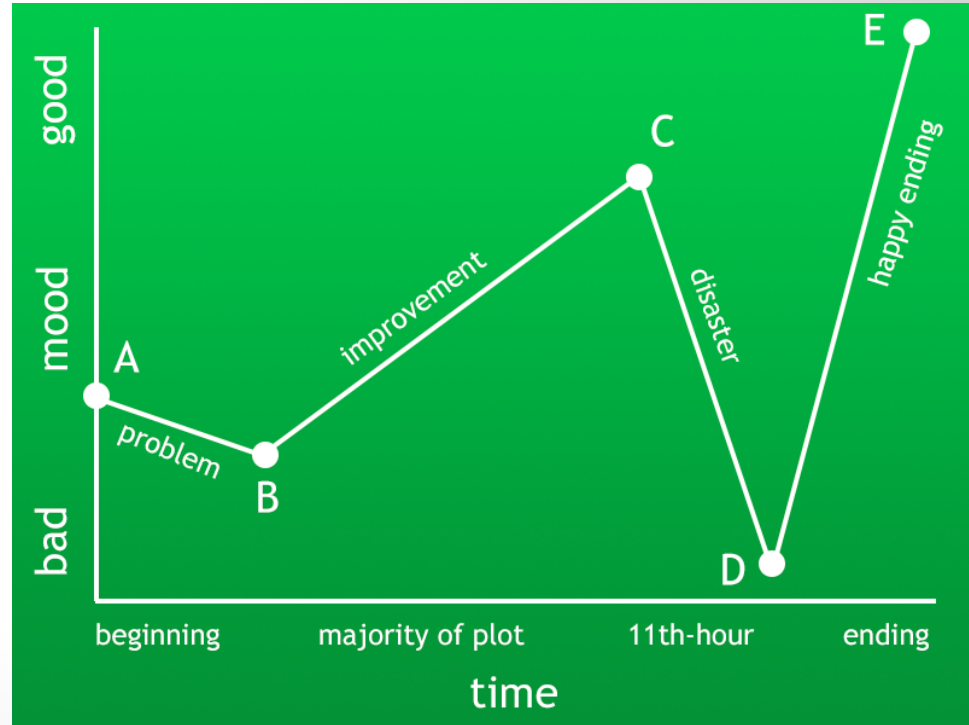
A: Simba doesn't know what it takes to be king, and he's getting in trouble with Dad for following Uncle Scar's advice. One day, maybe he'll understand.

B: Mufasa is dead, and Simba thinks it's his fault. Time to flee.

C: Time to regain some confidence, Hakuna Matata style. Simba picks up some side-kicks and reunites with Nala. Life's looking swell.

D: But wait! Scar is evil, and needs to be defeated! Lions are in trouble, with Hyenas on the rise!

E: And Simba saves the day.





# Production Basics

A man and a woman are looking at a professional DSLR camera on a tripod. The woman is on the left, pointing at the camera, and the man is on the right, looking at the camera. The camera is a black DSLR with a large lens and a microphone on top. The background is a blurred outdoor setting.

1. Setting up your DSLR camera
2. Lighting
3. Composition
4. Audio



# Setting Up Your DSLR or Camera

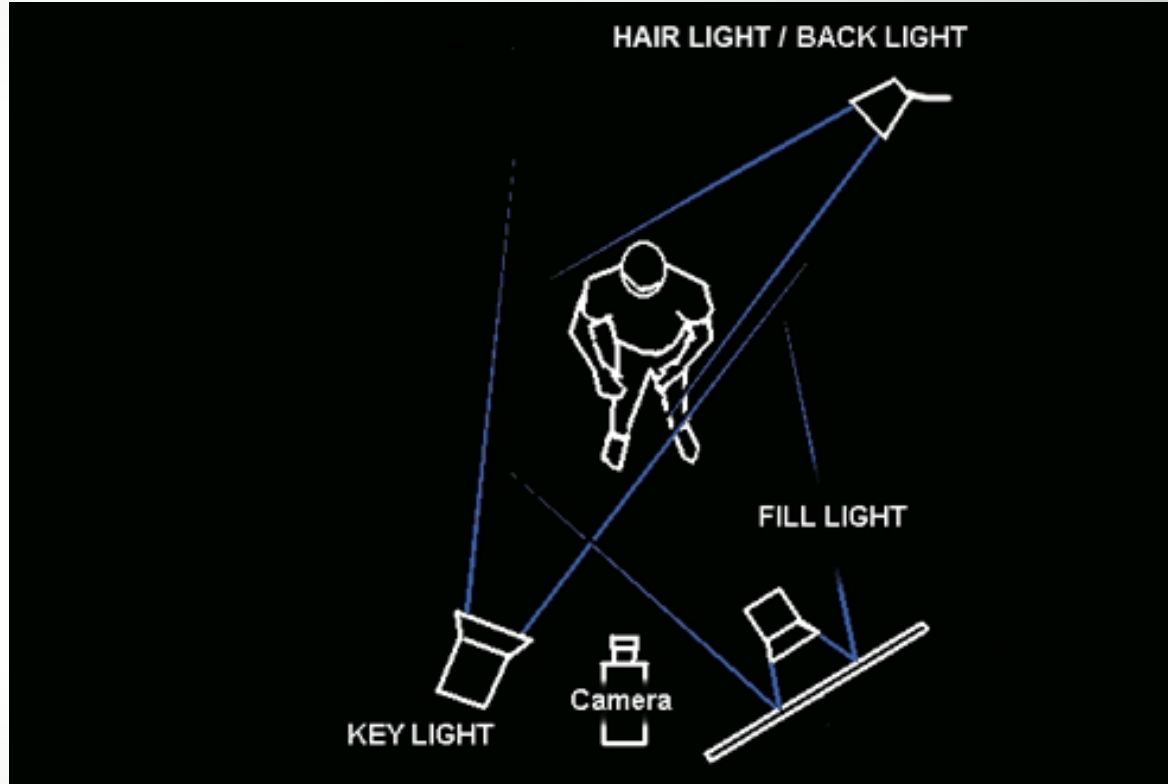


- Manual Mode
- [White Balance](#)
- [Frame Rate/Resolution](#)
- [Shutter Speed](#)
- [Aperature](#)
- [ISO](#)
- [Audio Settings](#)

# Lighting

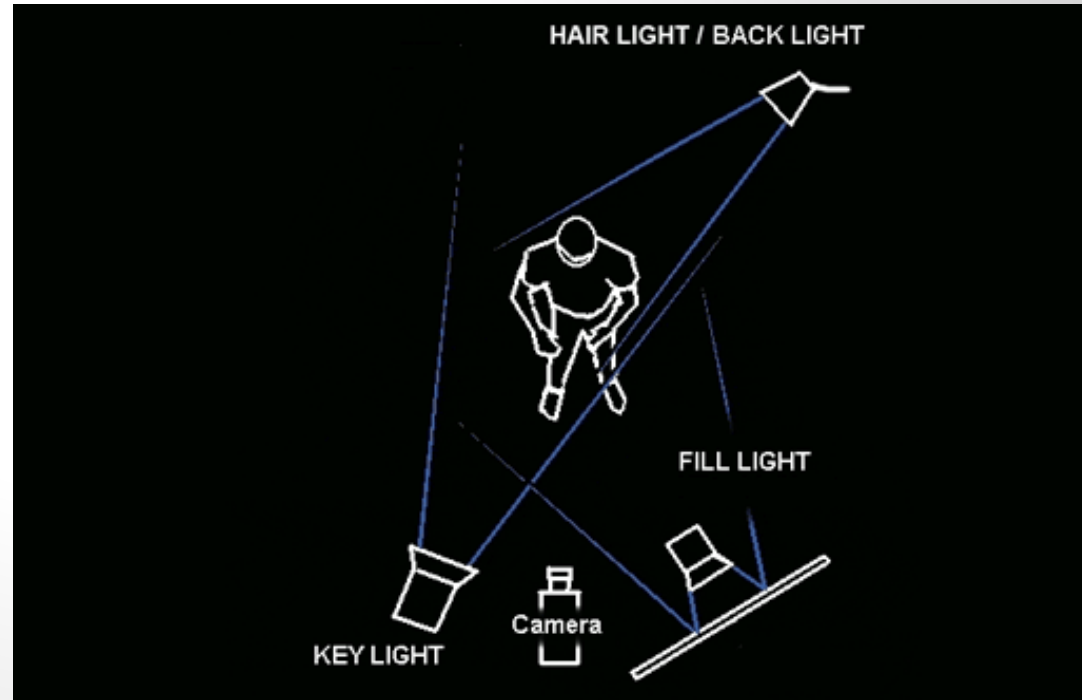
## 3 point lighting

- Key Light
- Fill Light
- Back Light



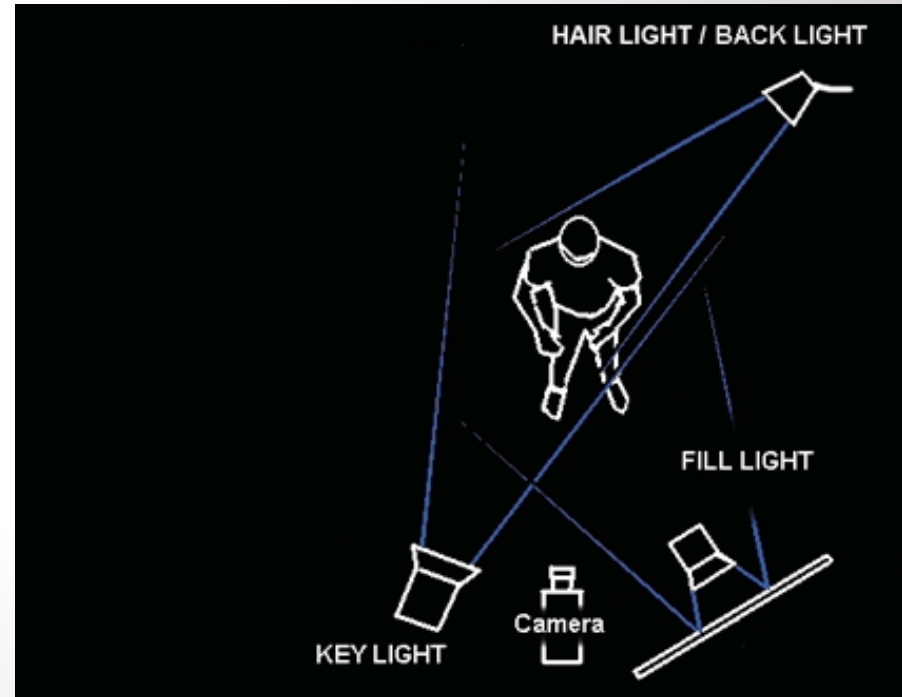
# Key Light

**The Key Light** – This is the main light used on your subject.



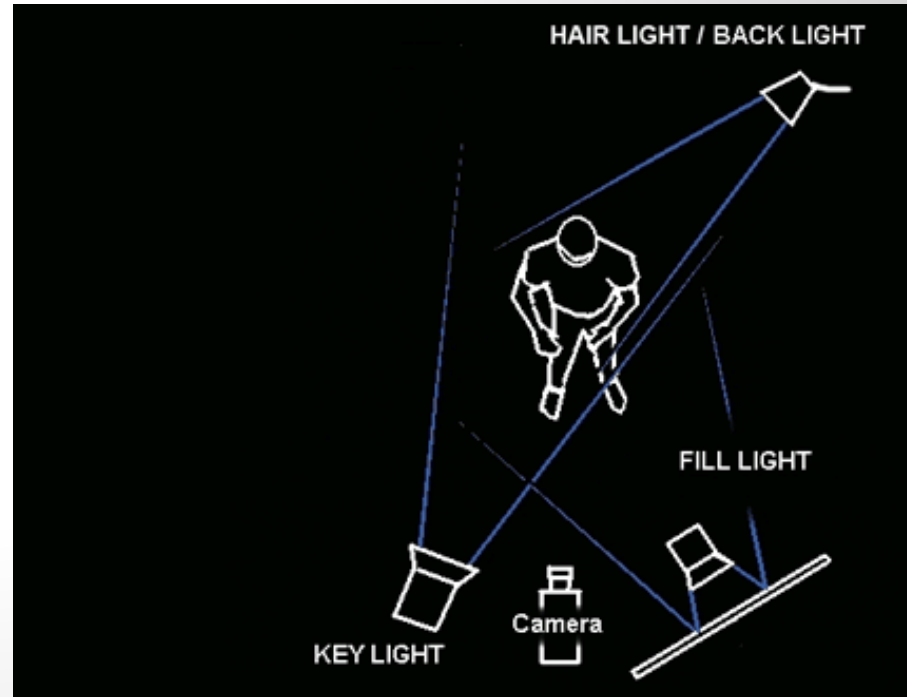
# Fill Light

**The Fill Light** – The purpose of this light is to fill in the shadows created by the key light, preventing them from getting too dark.



# Back Light/Hair Light

**The Back Light** – This is used to separate the subject from the background.



# 3PT Lighting Video





# LIGHTING TECHNIQUES 2



DSLR Lighting Techniques from Eve Hazelton

<https://vimeo.com/33672808>



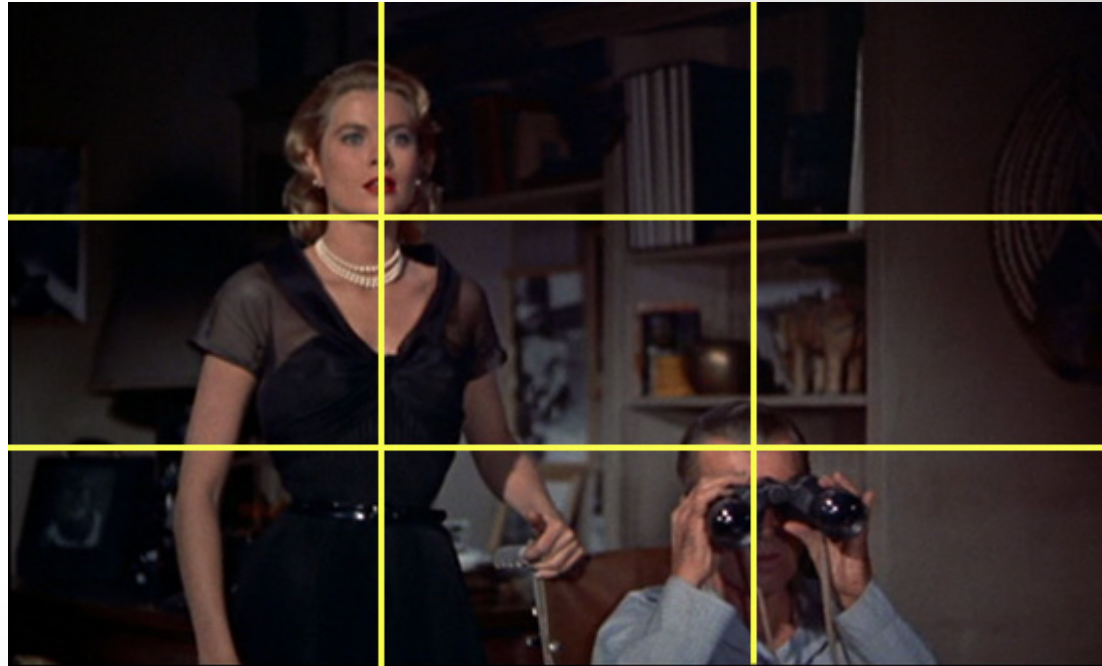
# Composition

## Rule of Thirds

Another basic composition principle is called **Rule of Thirds**. To follow it, one must imagine the frame with two vertical lines and two horizontal lines, as to create three vertical sections of the same dimensions and three vertical sections also of the same size. The result is something like this:

The intersections of the lines are points of interest, where important objects are often placed. These points of interest are comfortable to the eye, thus the middle portion of the frame are kept "empty" or clear.

<https://vimeo.com/14315821>



Example of Rule of Thirds in a *Rear Window* (1954).

# Camera Shots/Movement

<http://www.empireonline.com/features/film-studies-101-camera-shots-styles>

# Camera Angles

<http://www.elementsofcinema.com/cinematography/camera-angles-and-composition/>



BCU

Big Close-Up



MS

Mid-Shot



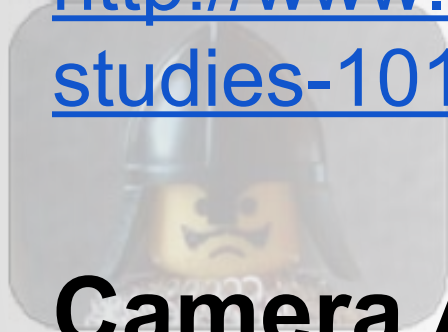
2-SHOT

Two Shot



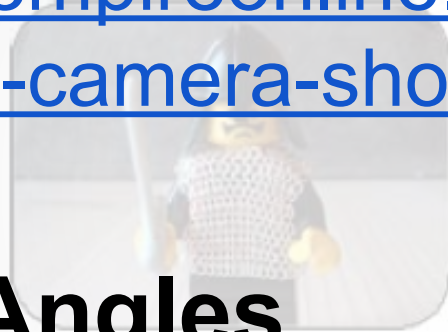
HA

High Angle-Shot



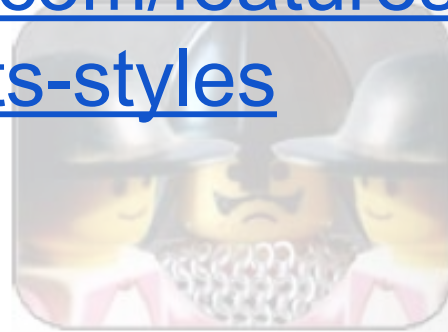
CU

Close-Up



MLS

Medium Long Shot



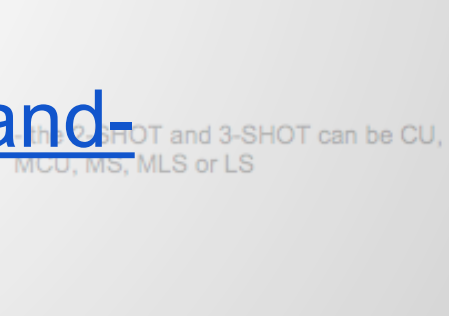
3-SHOT

Three Shot



LA

Low Angle-Shot



with 2-SHOT and 3-SHOT can be CU, MCU, MS, MLS or LS

# DSLR Audio

Camera Mic - Auto/Manual

External Mic - Shotgun/Lav

H4N External - Separate Audio Recorder - PluralEyes

<https://www.youtube.com/watch?v=k0rHak6aJl8>

<http://www.fstopacademy.com/blog/audio-for-dslr-shooters/>

If you're on a budget:

<https://www.youtube.com/watch?v=EzXzMZmnqHM>



"An audience can forgive imperfect camerawork if the subject is compelling; what they will never accept is poor sound." -LAvideoFilmmaker

"Films are 50 percent visual and 50 percent sound. Sometimes sound even overplays the visual." - David Lynch

# Getting Started w/ Facilitating Youth Media

1. Get Inspired
2. Provide guidelines and/or themes
3. What is the purpose of their films? Who's going to see it?

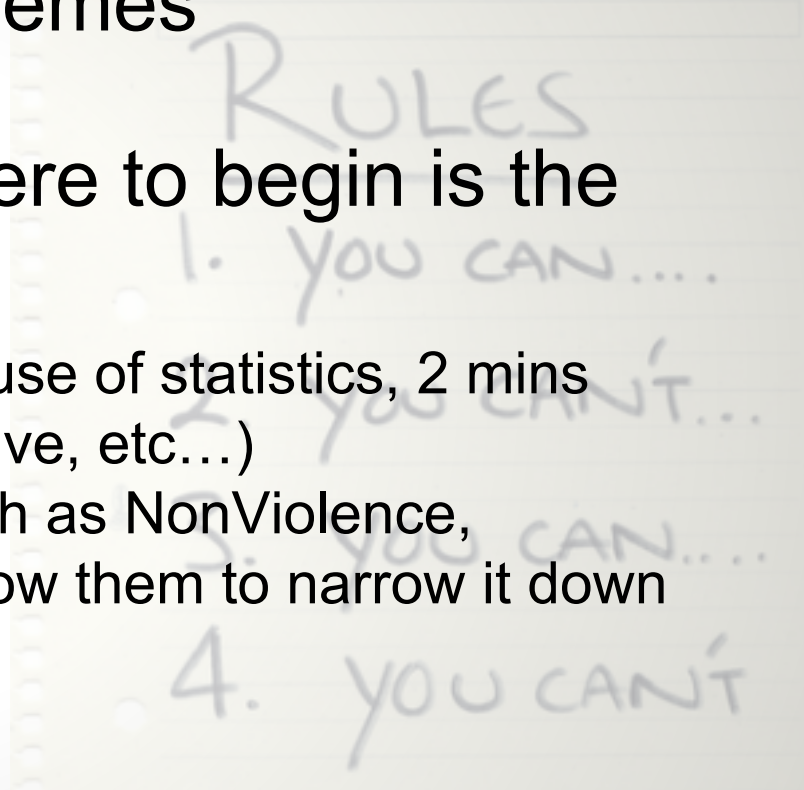
# Get Inspired

- Watch example of high quality work
  - Show professional work
  - Talk about the work
  - What would you have done differently?
- Excited/Engaged Media Mentors = Excited/Engaged Youth
  - If its not exciting to you, its not going to be for others.
  - Provide your feedback about their projects

# Provide guidelines and/or themes

Sometimes not knowing where to begin is the most challenging part.

- Use of constraints/guidelines (No use of statistics, 2 mins Only, no dialogue, personal narrative, etc...)
- Provide an overarching theme such as NonViolence, Community, Identity, etc... and allow them to narrow it down to the message and style of film.
- Create Mind Map





# What is the purpose of their film?

- Create Media for Change
- Contest
- Exhibition Opportunity
- Film Festival
- School Project
- **AYV AWARDS**



# Useful links

<http://www.lavideofilmaker.com/topics>

<http://stillmotionblog.com/>

<http://www.fstopacademy.com/>

<http://philipbloom.net/category/education/>

<https://vimeo.com/videoschool>

<https://www.youtube.com/user/LightsFilmSchool>

# Useful tools from AYV community

- [Shot Comp Handouts](#)
- [Create w/ Purpose Guidelines](#)
- [SAMS worksheet](#)
- [camera setting tutorial](#)
- [Creative Confidence Observation Tool](#)
- [Model Release Forms](#)
- [NELA forms](#)
- [Pre Production Video Tutorial](#)
- [Storyboard Template](#)
- [Entire Video Production Section](#)

