Storytelling and Moviemaking Tips

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Videographer and Editor
Filmmaking Process

- Take stock of existing visual and audio materials.
- Script.
- Create new audiovisual content.
- Import new and old audiovisual content in editing software.
- Edit.
- Add NSF disclaimer because you have to.
Making a Movie in 2022

- Some challenges but also new possibilities
- Focus on storytelling
- Creative techniques
- A few technical tips
Scripting

- Everyone can do it.
- Scripting process not hurt by COVID!
- Start a shared pre-production document.
- Helpful even for non-scripted content.
Audience and Emotion

- Who is the audience?
- What emotions do I want the audience to feel during and at the end of the movie?
- What emotional content do I have or can I get?
What’s in a story?

- Only you can tell it.
- Should have a beginning, middle, and end.
- Why is this interesting? Unique? Important?
- Simple: 3-5 main ideas per movie
- Causal relationships between ideas
- Three Act Structure
Three Act Structure

Act 1
Get us interested: provoke, raise questions, show something unexpected, create a sense of mystery,

Act 2
The “meat” of the story. Describe your intervention, begins to answer questions raised in Act 1.

Act 3
Emotional climax and resolution. Conclude with call to action, look to the future, or a summary.
Final Story Tips

- Summarizing a project in a concise and interesting way is not easy.
- Casting: audience sees passion and confidence.
- Don’t spend time describing what you can show.
- Record yourself telling your story to someone else.
Production Techniques
How do we show this?

- More than PowerPoint.
- B-roll is not secondary.
- Can be done with short clips.
Creative Techniques

Stop motion animation: Stop Motion Studio App

Drawing, animate cutouts: Chalk on blackboard, construction paper, Doodly.com

Stock photo and video: Shutterstock, Pexels, WikiCommons, Unsplash, Pixabay
Creative Techniques

**Screen capture:** QuickTime, Screencastify, Camtasia

![Screen capture examples](image1.png)

**Animation:** Vyond, Toonly

![Animation examples](image2.png)

**Props or demonstrations:** Cooking show or recipe style, tabletop demonstrations

![Props or demonstrations examples](image3.png)
Improving Sound

- Most important technical aspect
- Eyes can tolerate a lot, ears no
- Get the mic closer: 1-3ft
- Choose location prioritizing sound
- Eliminate background noise
- Use headphones
Filming Tips

- Get a variety of distances and angles
- Keep rolling
- Passion and confidence is what we see
- Phones – use horizontally
- Square Jellyfish mount for phones – need stand/tripod
Remote Recording

- On phone: horizontal not vertical
- On a Mac: QuickTime > New Movie Recording
- On a PC: Camera application
- Remote capture: StreamYard, Riverside.fm, Zancastr
Filming Interviews and Testimonials

- Camera roughly at eye-level
- No big light source behind you
- Soft light in front of you or at 45 degrees
  - 6ft back from a window
  - A shaded lamp
Also look out for

- Glare in glasses
- Too much reading
- Look into lens
Editing

- Apple iMovie
- Windows: Video Editor (Windows 11), Photos (Windows 10), Movie Maker
- Also: Shotcut, Openshot, Camtasia
- Same concept: import, timeline, drag and assemble
- Google and YouTube for pretty much anything
- Save versions and backup to multiple drives
Questions