

SDG 14 MM7 Media Communication 1

Introduction to Pre- and Post-Video Production



MC 1 Introduction to Pre- and Post-Video Production

Programme Phase 3: Implementation

Lesson 2: From Idea to Story 1

Subjects: Climate Action and Sustainable Development, Design, English, Enterprise, Science

Lesson Title and Summary: From Idea to Story 1

In this lesson, learners will begin to consider the aspects of film making and pre production. They will gain an awareness of basic video production planning and learning core elements of idea / story development. This will help them with a second linked lesson and storyboarding their final project if a video assignment is part of the completion of their project work.

Vocabulary: Audience, Concept, Development, Message, Pre-production, Story-telling, Style

In this lesson, the learner will:

- analyse two videos to develop skills to create their own video
- begin to develop an awareness of storytelling, messaging and consider audience engagement
- develop their video idea based on how to tell a story and engage an audience
- prepare for lesson 2 and storyboarding their film project idea

Materials

- Internet access
- Worksheet: Video Analysis Worksheet: Idea Development
- Linked Lesson Worksheet: Storyboarding
- Paper, Pens, pencils or markers



SDG14 MM7: Media Communication 1: Video

Lesson 2 From Idea to Story 1



ACTIVITY INSTRUCTIONS

Activity 1: Active Listening task (20 mins)

1. Using the Video Analysis worksheet in pairs, learners are asked to consider the following videos:

- Thank you Sea, Surfers against Sewage [4:21 min]
<https://www.youtube.com/watch?v=cOmSPOeaOwQ>
- When my body is in trouble, I swim 10 Magical Fingers [4:20 min]
<https://www.youtube.com/watch?v=QCe670ahJgw>

2. Find a new pair of learners to work with and analyse your answers. Be prepared to share your opinions to the class on the videos.

Activity 2 Idea Development Worksheet (30 mins)

1. Complete the Idea Development Worksheet using your team's project idea.
2. As a group, discuss some of the ideas that have come up around your video project.
3. Share ideas as a whole class:

One representative from each group can share their project and video ideas. The prompt questions below can be used to facilitate / elicit suggestions from other groups to feed into each other's ideas.

- What is your video about?
- Who else have you talked to about your video?
- What research have you done?
- Where have you found it?
- What have you come up with so far?
- What is your main message?

Discussion: Do you have ideas for its style yet, e.g. documentary, interview, collage of images with audio, etc.?

REFLECTIVE EXERCISE: 3-2-1 (10 mins)

- Three things they feel they have learnt from the exercise
- Two things they found most interesting and would like to explore more
- One – their opinion they have about the site / exercises

SDG14 MM7: Media Communication 1: Video

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EXTENSION / REDUCTION ACTIVITIES:

Reduction: For a shorter class, complete activity 1 and use the rest of the class time to discuss their opinions as a group and prepare for the next class by discussing the film project and expectations.

Extension: For a longer class, complete both activities and use the rest of the class time to watch the How To Plan A YouTube Video [10:27min] https://www.youtube.com/watch?v=zErUe_UVOGY

Discuss the elements that they will need to consider for Lesson 4 and Storyboarding, you can also bring in elements from one of the articles on Styles and Genres and remind them of Lesson 1 activities.

- Flipped classroom: ask learners to watch the two storyboarding videos in the media box before they when they will begin to create a storyboard of their video in a second linked lesson.

MEDIA BOX: (materials, online video links, extra resources, case studies etc)

How To Plan A YouTube Video [10:27min] https://www.youtube.com/watch?v=zErUe_UVOGY

Article: Nine Styles of Video and when to use them <https://99designs.com/blog/video-animation/styles-of-video/>

Article: Film styles and Genres and how to use them <https://www.indeed.com/career-advice/career-development/types-of-film-styles>

Storyboarding

- Basic Storyboarding in 5 Minutes [5:14min] <https://www.youtube.com/watch?v=NcCAzs2kCFw>
- How to Draw Storyboards Even If You Don't Draw Additional software / platforms [13:35min] <https://www.youtube.com/watch?v=NPrkxj2MyZI>

Teacher-focused video production in the curriculum

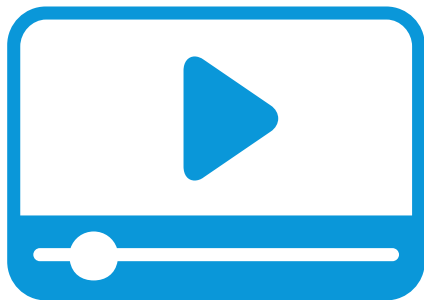
http://kidsvid.4teachers.org/nav_pages/teaching.shtml

Local Trip / Expertise / Additional Work and Assessments

Linked Learning: Use Media Modules as assignment options for Civic, Social & Political Education – Sustainability, Visual Art, Media & Communication or consolidating GAISCE community project

- Media Communication 2: Poster Creation
- Media Communication 3: Creating a Pecha Kucha presentation
- Media Communication 4: Podcast

MC1 L2 WORKSHEET IDEA DEVELOPMENT



SDG14 and the Ocean Health programme takes full account of current and future economic, social and environmental impacts by considering the relationship between our species, the ocean and our communities, especially as a small island nation.



Student Name / Team: _____

Date: _____

1 What is the purpose of your video? Try to think of 3 main points.

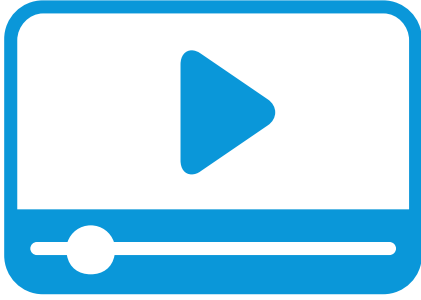
2 Who is your target audience? Do you have more than one?

3 What images / styles of videos might they like?

4 What is the main message you want to convey (tell them) about?

5 Do you have a slogan or phrase to help them remember your message? If not, try to think of one.

MM7 MC1 L2WSB STORYBOARDING 1



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Date: _____

A good storyboard is:

- Clear
- Easily understood by anyone
- Doesn't have overly detailed drawings - shows key scenes, characters and times of day
- Shows Shot list / perspective, camera angles, etc



Have you established your timeline?

Some things to think about -

- When does your film occur - what time of the day?
- What are the main events in your story and in what order do they happen?
- Will you use flashbacks?
- Will you have different endings?
- Different storylines happening at once to show different outcomes?



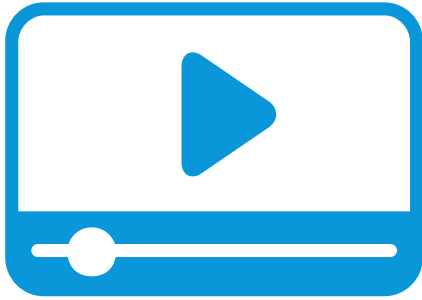
Before you start - Do you know the key scenes in your story?

Some things to think about -

- Scenes should show your story / plot development
- Key scenes show important info for the viewer
- Key scenes also show if your locations change or time changes or character changes - make it clear



MM7 MC1 L2WSB STORYBOARDING 1



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Date: _____

3

Have you a written description for each image in your storyboard?

- Rough draft - this doesn't have to be perfect but it needs to show a description and some dialogue ideas, e.g. conversations between main characters.
- Are the characters fighting, smiling, or moving toward a destination? Some sort of action should take place in each drawing.
- Show Backgrounds / Characters.

Part 2 Design - Thumbnails / Cells

1

Rough draft - this doesn't have to be perfect but it needs to show you are beginning to think about some of the following points

- Composition (lighting, foreground/background, color palette, etc.)
- Angle from which the camera is shooting (high or low)
- The type of shot (wide shots, close-ups, over-the-shoulder shots, tracking shots, etc.)
- Props (objects in the frame)
- Actors (people, animals, cartoon talking couch, etc. Anything that can act rather than be acted upon)
- Special effects

2

Description / Dialogue

- Make sure the description says what's happening
- Include dialogue
- Approx. shot lengths

3

Review and finalise your draft storyboard.

- Does it clearly explain your film - show it to some people and see if they understand
- Tweak descriptions / dialogue once you have feedback
- Don't get too bogged down in details - stick figures could suffice or photos
- Do you want to add colour? Only if it's necessary



Storyboard Resources



Use the storyboarding template provided, the index cards, or one of the digital resources to begin storyboarding your project.

CREATE A STORYBOARD SEQUENCE

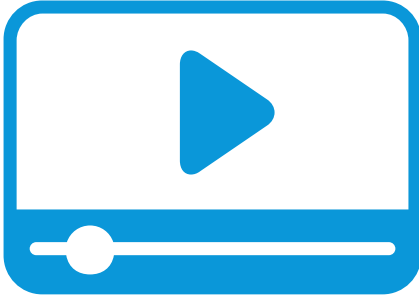
- Once you have your story idea, characters and ideas of shots, you are ready to create your storyboard.
- Get a cork board, some index cards, and drawing pins. You can use the computer and some templates, a magnetic board, or just pieces of paper.
- Think of each row of cards or paper as an act or scene in your story.
- Write down a brief description and do a drawing on your cards / paper for scenes that you know are in your story.
- Now look and see if there are any gaps in your story – you can do this with someone else and see if makes sense.
- Once it's storyboarded then you can begin writing the full script.

TEMPLATES

- <https://www.studiobinder.com/blog/downloads/storyboard-template/>
- <http://www.printablepaper.net/category/storyboard>
- <https://boords.com/storyboard-template#pdf-storyboard-templates>
- <https://app.studiobinder.com/register?shot-lists-storyboards>
- www.prezi.com
- <https://boords.com/storyboard-template#microsoft-word-storyboard-templates>

Create your own storyboard with MS PowerPoint - <https://docs.microsoft.com/en-us/azure/devops/boards/backlogs/office/storyboard-your-ideas-using-powerpoint?view=tfs-2018>

MM7 MC1 L2WS MY STORYBOARD



SDG14 and the Ocean Health programme takes full account of current and future economic, social and environmental impacts by considering the relationship between our species, the ocean and our communities, especially as a small island nation.



Student Name / Team: _____

Date: _____

1

Scene 1

2

Scene 2

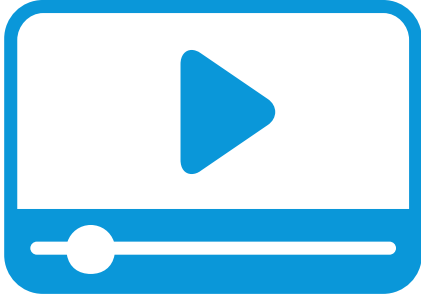
3

Scene 3

4

Scene 4

MM7 MC1 L2WS MY STORYBOARD



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Date: _____

5 Scene 5

6 Scene 6

7 Scene 7

8 Scene 8
