Participatory Video

Telling Your Story Through Video
An Equator Initiative Gift

One for Each Community

Turning Up the Volume on Conservation
The Power of a Story

- What films/videos have touched you?
- Why?
How Can You Use Your Videos?

Turning Up the Volume on Conservation
Just a few uses....

- Encourage local engagement
- Help look at your work with a new “eye”
- Exemplify changes & celebrate successes
- Encourage discussion
- Promote your work (also with social media)
- Advocate for change
- Engage partners and donors

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Who is the target audience?

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Shooting Tips

Before you start

- Study the camera manual
- Know basic camera functions
- Charge batteries
- Check memory space / empty tapes
- Try to get a tripod

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Make a Plan

- What do you want to tell / achieve?
- Who will watch?
- Where will it be shown?
  - Internet: short (around 3min)
- Option: make a story board

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Creating a Story Board

Simple storyboard / script format (adapted from schools.shorelineschools.org/home_education/Forms/Video%20Storyboard.pdf)

<table>
<thead>
<tr>
<th>Title</th>
<th>Crew and players</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outline: (The outline takes the form of a short statement that describes the concept and purpose of the video)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Scene sketch</th>
<th>Shot description</th>
<th>Audio</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Time: ---------------</td>
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<td>Time: ---------------</td>
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</tbody>
</table>
Framing your Shot

Basic Camera Shots

Extreme Wide Shot

Wide Shot

Medium Shot

Medium Close up

Close up

Extreme Close up

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Camera Angles

Bird's-eye view

Frog perspective

Canted shot

High angle

Low angle

Over the shoulder

Eye-level

Point of view

Cut away

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Camera Movements

- Panning from left to right
- Tilting up and down
- Dolly/person moving with subject
- Zooming
- Slow movements
Composing Your Frame

- Rule of thirds

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Turning Up the Volume on Conservation
Empty space in the direction the subject is talking/looking-going
Some interview tips

- Position yourself next to camera
- Use tripod for interview
- Ask interviewee to maintain eye contact with you
- Avoid leading questions
Location and Light

- Find location that illustrates the story
- Avoid moving backgrounds
- Enough light. Preferably outside in natural light
- Avoid backlight (into the sun)
Sound

- Position of build-in microphone
- Get close to person for better sound
- Find quiet place (or film source of noise)
- Don’t touch the sound cables
- You can use external (clip) microphone to improve sound (if possible)
Shooting Tips

- Count 5, 4, 3, (2), (1)…

- Shoot “fat”: start before action and keep shooting after

- Diversify your shots: different angles, frames, movements

- Include objects/environments that illustrate the story
Editing

Access your Clips and Video effects and Transitions

Insert and edit clips in the Timeline (video and sound)

Preview screen
Editing Your Film

- Preview, name and classify clips
- Review storyboard
- Import selected clips to video editing software
- Make rough edit, placing clips in order in the timeline
- Choose titles and soundtrack
- Refine editing
- Export to movie format
Find a Creative Way to tell your Winning Story

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