Using video as a tool for storytelling & advocacy
illuminAid

A Humanitarian Film Charity

We are committed to ensuring humanitarian films are made and seen in the world’s poorest countries, enabling a better quality of life.
Poll: How often are you leveraging storytelling in your advocacy work right now?
Session 1: Learning Objectives

- Understand basics of storytelling
- Learn the Three-Act Structure
- Understand Types of Characters
- How to Use video as a medium for advocacy
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Storytelling
We Are Natural Storytellers

- Humans, in all cultures, come to cast their own identity in some form of narrative.
- A story is a sequence of non-fictional or fictional.
- Stories are an important aspect of culture.
Three Main Components

1. Setting
2. Character
3. Plot
Setting

Where the story takes place

- Use familiar locations and languages
- Tailor to specific community
Character
A person in the story that participates in the events and actions of the plot

- Use authentic, local actors
- Key elders or respected individuals
Plot:

The events that make up a story

- How to make your plot authentic
Three Act Structure

ACT 1
- Exposition
- Setup

ACT 2
- Inciting Incident
- Rising Action
- Confrontation

ACT 3
- Climax
- Falling Action
- Resolution
Let’s watch this silent video, it was created to the most basic concept of a story...

Can you see a story? Join a breakout room to discuss your interpretation.
Break-Out Room

Spend the next 10 minutes discussing any narrative that you may have seen

- What is the setting?
- Who are the characters?
- What is the plot?
How to Get Started & Conceptualize
Identify the Audience

- Who is most impacted?
- Who is willing to change?
- Who do you have access to?
- Who will encourage other beneficiaries?
Understand Messaging

- Choose the message
- How to convey your message
Session 2: Learning

Objectives

- Learn the Basics of Video Production
- Using Scripts to Efficiently Plan Video Shoots
- How to Create a Storyboard
**Phases of Video Production**

**Pre-production**
- Planning before shooting with a camera
- Identify main message/goal
- Script writing

**Production**
- Shooting with a video camcorder

**Post-Production**
- Editing video with a computer
- Exporting a completed video
Audio Visual Script

1. The script is your video on paper.
2. It includes the words that are being said, along with a written description of the visuals.
3. Describe what the viewer is seeing and what they are hearing.

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**Lecture 4: Scriptwriting - A/V Script Template**

**SCRIPT TITLE**

<table>
<thead>
<tr>
<th>Director:</th>
<th>Writer:</th>
<th>Draft:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dominic</td>
<td>John</td>
<td># 1</td>
</tr>
<tr>
<td>Client:</td>
<td>Date:</td>
<td></td>
</tr>
<tr>
<td>Africare</td>
<td>March 9</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>AUDIO</th>
<th>VIDEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Walk over to the tippy-tap.”</td>
<td>Wide shot of tippy-tap</td>
</tr>
<tr>
<td>“Wet your hands with water.”</td>
<td>Close-up of hands under water stream</td>
</tr>
<tr>
<td>“Grab the bar of green soap.”</td>
<td>Close-up of bar of soap</td>
</tr>
<tr>
<td>“Rub your hands thoroughly with soap for 20 seconds”</td>
<td>Close-up of hands covered in soap suds</td>
</tr>
<tr>
<td>“Rinse thoroughly.”</td>
<td>Medium shot of woman with hands under water stream</td>
</tr>
</tbody>
</table>
Storyboards

Why do we need a storyboard?

- Provides a snapshot of the process
- Enables smooth production process
- Allows to prepare for the upcoming shoot
- Enables editors to link and stitch various video clips

Use of a Storyboard

Pre-production
- Provides a snapshot of the process

Production
- Enables smooth production process
- Allows to prepare for the upcoming shoot

Post-production
- Enables editors to link and stitch various video clips
Storyboards

- A script uses only text
- This uses a sequence of drawings representing the shots planned for a video
- It is accompanied by abbreviated text from the script
- Images allow for visualization of different shots, angles, and composition
Break-Out Room

From a concept to a project

How are you going to apply what you’ve learned?
Let’s Share
Session 3: Learning

Objectives

- Shooting Techniques
- How to set up a shot
- Understand general editing principals
Location Scouting
Where to shoot

The background is important

- It helps tell the story
- It provides visual interest

Look at the light.

- Is there enough?
- Is there too much?

Check the weather forecast.
Think about time of day for light
How to Set up a Shot
Five Common Mistakes: Firehosing
Five Common Mistakes: Snap Shooting
Five Common Mistakes: Motor Zooming
Five Common Mistakes: Jogging
Five Common Mistakes: Back Lighting
Audio Quality
Let’s watch this video, created by actual illuminAid partners in Guatemala as part of their project to promote the use of IUD’s.

Can you identify the location, the character, and the plot?
Many women ask me "Why do you have so much space between your children?"
Goal of Editing

- Condense time
- Keep the viewers attention
- Prioritize imperfections you hope to remedy
- Make a list
- Know when to let go
Final Questions?
Thank You!

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Learn more:
www.illuminAid.org