

CONTENT CREATION WORKBOOK

April, 2020



WELCOME CONTENT CREATORS!

About this workbook: There is nothing more powerful than storytelling. Stories are among the oldest and most effective ways of communicating. With this workbook, we want to give you the tools needed to create and share your own stories, by teaching you the fundamentals of documentary filmmaking and some best practices of sharing stories on social media.

Who we are: We are CLICKON, a collective of filmmakers partnered with Special Olympics since 2018 to tell the stories of the Unified Generation. Through this partnership, we have had the honor of creating many pieces of content, which you can find on generationunified.org.

We hope you enjoy this resource, and by the end, feel empowered to go out and share stories that inspire you!



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This workbook will take you through the fundamentals of creating powerful stories on your own.

Our hope is this: after working through these pages, you will be excited about storytelling, confident enough to make your own videos, and empowered to share them with your community.

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01 / Introduction

Thinking About Storytelling

- **Stories are powerful tools that can connect us emotionally** to people we've never met, places we've never been, and things we've never done. They do this by focusing on the things that all people have in common: hopes, fears, joys, regrets, and dreams. The best stories are the ones that remind us that no matter where we're from or what we look like, we all have more in common than we might think.
- **Everyone has a story worth telling, including you!** People don't need to be famous or have some extraordinary talent to be "worthy" of having their story told. Everyone has a perspective and experience that deserves to be shared. There are stories *all around you*, you just need to have an open mind.
- **It's important to be curious!** If you have a question, always try to find the answer. The more questions you ask, the more stories you'll find, and the better those stories will be! One very important question to ask yourself is: what story am I trying to tell and how do I want my audience to feel about it? A follow up question: How do I make my audience feel the way I want them to?
- These days, **all you need is a camera and an idea** to go out and start telling stories! You have the power to share stories with a global community in an INSTANT. That means that *you* can have an influence on people you've never met before. So, by telling stories, you have the power to effect real change.

01 / Introduction



What is Documentary Filmmaking?

Documentary filmmaking documents people and events in the real world. These stories rarely use actors or special effects and are as close to the whole truth as possible.

There are many kinds of documentaries, and some of them break the very simple rules listed above. But for our purposes, we will be thinking of documentary as a way to tell truthful stories through the craft of filmmaking.

It should be noted that these lessons can be used outside of documentaries. The fundamentals of filmmaking are the same for documentaries and Hollywood blockbusters. Use this resource to become a better filmmaker, a more informed film viewer, no matter what films you make or watch.

01 / Introduction

Vocabulary

- **Alt Text:** a short phrase that's used to identify images.
- **Aspect Ratio:** the dimensions or shape (width and height) of a particular screen.
- **B-Roll:** The extra footage captured to enrich the story you're telling and to have greater flexibility when editing.
- **Call-To-Action:** any device designed to prompt an immediate response or encourage an immediate action from a viewer.
- **Close Up Shot (or Close Up):** A camera angle that fills the screen with part of the subject, such as a person's head/face.
- **Composition:** refers to how the elements on screen such as people or scenery, appear in respect to each other and within the frame itself.
- **Copy:** this is what we call the text that is within a social media post.
- **Coverage:** The various camera angles filmed during a single scene.
- **Dailies:** The raw, unedited footage from one day of filming
- **Distribution:** This is how you get your film out in the world and seen whether it be on social media platforms or screened in person.
- **Engagement:** when viewers like, comment or share items on social media.
- **Frame:** a still image within the moving film itself
- **Medium Shot:** A shot that typically frames a person from about the waist up.
- **Post-production:** The time when filming is finished and you are editing your project.
- **Pre-production:** The time before filming when you plan out your story, characters, schedule, tools, permissions to film, etc.

01 / Introduction

Vocabulary

- **Pre-production Document:** This is an outline of all the logistics involved with filming; schedule, contact information, location information, etc.
- **Production:** The time when you are filming.
- **Project:** The overall project file in your editing system that houses everything from timeline to bins to sequences
- **Radio Edit:** This is an edit only of the audio so that you can weave together the verbal portion of your story. Once you are happy with your radio edit, you can then apply the appropriate visuals.
- **Selects:** The “greatest hits” of your dailies; footage that you think might make make it into your final edit.
- **Sequence:** These are projects within your project. Each has its own timeline. This way you can have multiple versions of your project. *Note: You can also use a separate sequence as a place to lay out your favorite b-roll or favorite audio so that it's easy to grab and copy into your final sequence.*
- **Track:** the area in a project timeline where audio, visual, effects and music elements are edited in their own space.
- **Thumbnail:** the smaller photo or cover photo that gives a preview of your content.
- **Timeline:** The area where you see video and audio tracks laid out in order and you are able to start rearranging, cutting, etc.
- **Treatment:** A document you create that shows what the dialogue and visuals of your film will most likely look like.
- **Wide Angle (or Wide Shot):** A camera angle that shows a wide range of environment and characters. This shot often sets the scene and our character's place in it.

02 / Pre-Production

Now that we've talked a bit about storytelling & documentary film, your mind is probably busy brainstorming films that you want to create. Maybe you already have a story in mind. So, let's jump in and start planning your project. Before heading out to film, it's time to go through the pre-production process to set your film up for success.

Purpose & Goals

Identifying the purpose and/or the goals of your film is the first step. Without outlining these, it will be difficult to film and edit. Think of the purpose and goals of your project as its bones that hold it all together.

Message & Lessons

Next up is to think about what message or lesson you want your viewer to come away with. This may be very similar to the goals and purpose you outlined or it may be something more specific. Think about what you want your viewer to learn about from your film. How do you want them to feel after watching it? Is there something you want them to be thinking about after they watch it?

Audience

It's wise to think about who will be watching your film. That way you can tailor it to how they consume content. For example, do they watch content on Youtube or Instagram? Do they like to watch short or long-form content. The answer to these questions will offer you more guidance during production and post-production.

02 / Pre-Production

Planning

Once you've identified your goals, purpose, message & lessons it's time to dive deeper into planning out your production. This preparation will make it possible to proceed to the next part of pre-production.

Sometimes you will already know what your story is or who you will be filming and you will need to go back and identify your goals, messaging etc. That is totally fine. As long as it's all outlined prior to filming and planning your production.

Now it's time to identify who/what your film will be about if you do not already know? It's a good idea to have as many conversations with the people that will be featured ahead of time so that you learn more about them. It will also help to make your subjects more comfortable with you while filming.

A tool that we highly recommend using is something called a **'treatment.'** This is a document that you write up that explains your entire film. Within the treatment you write out what you think the subject is going to say and the visuals that will go along with that. Once you have interviewed your subject and filmed, your project may not look like what you wrote down in your treatment. However, a treatment can act as a great guide while you are in production.

Next up during the planning phase you will need to outline all the logistics of your production so that things go smoothly while you are filming. Where will you film? When? Do you need permission to film at that location? Do you have permission to film that person? What is the exact schedule? Having all of these particulars noted down in a **"pre-production document"** will help you and anyone involved, stay organized and on track.

02 / Pre-Production

Planning

Another vital part of pre-production is to write out all of your interview questions. Look at your treatment. Look at your goals and desired messaging. These will help you figure out what questions you will need to ask your subject in order to get the dialogue that will lead your piece.

We will discuss interviews in more detail later on in the workbook. For now, focus on writing down all of the questions you will want to ask your subject.



02 / Pre-Production

Camera

Before you head out to film you'll need to figure out what equipment you will use.

Nowadays, cameras come in all shapes and sizes. You might even have a 4k camera on your phone! 4k is when the image quality is very sharp, with a horizontal screen resolution of around 4000 pixels. This means that you can make high quality documentaries with equipment you already have available.

We recommend looking up guides online for your camera or phone, so you can use it to its full potential. The internet is your friend here.

You might have to look through random forum posts and threads, but it will be worth it if you find a new trick that helps you tell your story.

Even more important than that, though, is to go out and use your camera as much as you can! It doesn't have to be for a specific project, and you don't have to film anything "important," but the more you use your camera the better you'll get at capturing stories.

Takeaways:

- **As long as you have a device that records video and sound, you are ready to start making your own content.**
- **Don't worry about fancy camera settings. It's more important to focus on coverage and interview skills.**

02 / Pre-Production

Pop-Up Worksheet

Use the following questions to help guide you as you plan your project.

Why do you want to create a film / what's the purpose? What is the goal? _____

What message do you want/need to convey? Is there a lesson you want the audience to learn?

Who is your audience? Who do you want to deliver this message to?

Where will they watch it? What platform? Or in-person?

What is your story about?

Who is your main subject/subjects?

When/where will you be filming?

Location 1: _____

Date/Time: _____

Location 2: _____

Date/Time: _____

Location 3: _____

Date/Time: _____

02 / Pre-Production

Pop-Up Worksheet

Use the worksheet below to gather your thoughts and questions before an interview session with your subject.

Date of interview:_____

Location:_____

List out personal questions you would like to ask the subject.

1. Example: What are your favorite hobbies?
2. _____
3. _____
4. _____
5. _____
6. _____

List out questions related to your film.

1. Example: How did you first get involved with Unified?
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Keep in mind...

- Ask “who, what, why, how, when” questions.
- Get as many details as possible.
- Reassure your subject that there is no wrong answer.
- The best interviews feel like relaxed conversation with a friend.
- Let them ask you any questions they have.
- Put yourself in their shoes.
- Take your time and let the conversation go beyond your questions.

02 / Pre-Production

Pop-Up Worksheet

What equipment will you use?

Checklist

- Have you written out a treatment?
- Have you created your pre-production document?
- Have you written up all of your interview questions?
- Do you have release forms signed by your subject/subjects?
- Do you have release forms signed for locations where you would like to film?
- Have you checked to make sure your equipment is working?
- Do you have extra batteries, tape, etc to bring along during filming?

02 / Pre-Production: Practice Exercise

PRACTICE EXERCISE

Goal: Go out in your school or community and create a short film about a person who has a job that is all about the theme of Inclusion.

For this first exercise, go through the pre-production process discussed using the Pop-Up Worksheets as well as the steps below. Use this time to practice the upfront organization of logistics that will set you up for success.

Step 1: Type out answers to the questions below:

- What is the story?

- Who is your main character? _____
- How is this story related to the topic of inclusion?

- What footage do you need to shoot with your main character in order to visually tell the story?

Step 2: Type out interview questions for your main character / subject.

Here are some examples:

- What type of work do you do?
- How/why did you start doing this work?
- How does your work relate to inclusion?
- What does inclusion mean to you?
- Why do you think inclusion is important?

02 / Pre-Production: Extended Resources

Camera Settings

Regardless of what camera you have, composition is one of the most important things to learn. The link below is a quick video of REALLY important ideas about composition. You must practice, practice, practice composition. Practicing will help you to tell your story better, while also feeling more professional.

[Composition Tips](#)

For Phones, if you have \$15, it's worth investing in the FilmicPro App to have more control over your image. Here is the link:

[More Technical Phone Settings with Filmic Pro](#)

If you don't have \$15, don't worry about it! One thing you could do for making the iphone look more cinematic is changing your frame rate to 24fps (frames per second). Here is a link that shows how to change the frame rate:

[Change Iphone to 24fps](#)

If there are two things to think about when shooting, it is your STORY, and your COMPOSITION. You can get fancy with slow motion, time lapses, camera movement, but those are all secondary to story and composition.

If you're having trouble knowing how to use the basic functionality of your camera, do some research.

02 / Pre Production: Extended Resources

Pre-Production

BEFORE THE SHOOT

- Identify your story.
- Identify who your characters are and ask if they are willing to film with you.
- Identify where you will film and be sure to get permission to do so.
- Create a schedule: when will you film and in what order?
- Prepare your equipment: camera, notebook with interview questions, microphone, tape, batteries and/or charger.
- Prepare your interview questions and bring them in a notebook or on your phone.
- Over-preparing is always a good idea!

BEFORE THE INTERVIEW

- Talk to your subject before you begin the interview, WITHOUT the camera. It's important that they know you as a person a little bit before you record them. This will make them more comfortable to be on camera.
- Make sure you get permission. Some people are uncomfortable with being filmed.
- Write down a large list of questions you would like to ask. Make sure none of them are "Yes or No" questions.
- Start questions with the following words or phrases: How, Why, Tell me about, Please explain....

03 / Production

Welcome to the Production phase! This, for most filmmakers, is probably the most fun. You get to pick up your camera, start shooting, and spend time with interesting people. Let's get going.

The Filmmaker's Tools

- Filmmakers have many tools to tell stories and emotionally affect audiences. When thinking about these tools, it's helpful to break them into two major categories: **Visuals** and **Sound**.
- Film is a very **visual** medium. The word "movies" comes from the idea of "moving images." The choices you make about how those images move can change the way an audience understands and feels about your story. Always think about what your shots are focusing on whether it's a person's face or a pen writing a speech.
- Are you using multiple close up shots quickly edited together? That might raise the tension in the scene. Are you using a wide shot that lasts a long time? That might make the audience calm. Are you using text to tell an important part of your story? That might save time, but could be less emotional than if you have someone explain it in their own words.
- Your **sound** is just as important as your visuals. This can include sound effects that focus the audience on a visual (like a door closing), music that can make a scene more emotional, or interview audio that relays an important piece of information. Sound often sets the tone of a film and can get the audience to focus where you want them to.

03 / Production

Seeing in a New Way

- Watch the first minute of this film: [Tajha's Moment](#)



- How did it make you feel?
- What did it do to make you feel that way?

Watch once more and pay attention to the following:

- Visuals
 - Camera angles
 - Light / Color
 - Text / Titles
- Sound
 - Music
 - Dialogue / Voice Over
 - Sound effects

Follow Up Questions:

How were visuals and sounds used to tell the story in an engaging way?

How did watching the second time change your perspective?

03 / Production

Visual Building Blocks: Coverage

Filmmakers use the term “**Coverage**” to describe a variety of camera angles captured during a scene, examples of this could be different angles of a single person giving a speech or getting different perspectives of two characters having a conversation.

In each scene that we film, we try to capture multiple camera angles that can be used in editing. This includes close ups (focused on a face), Inserts (very close shots focused on a body part or an object), medium shots (where most of someone’s upper body is shown), wide shots (where someone’s whole body and some background is shown), and even extreme wides (where maybe a whole auditorium is shown).

Coverage is important in all kinds of filmmaking, and it’s something that should always be on your mind when shooting a documentary. Without it, you’ll find yourself stuck in the editing room. That’s why it’s very important to get coverage in every scene that you film, to give yourself options. So always **think** about what coverage you need from a scene, before, during, and even after you shoot it.

Coverage is also needed to move the story forward with visuals. If you want to show that your character is in a new location, using a wide will be a quick and effective way to do so. Maybe you want to focus only on a character’s emotions in a scene, so you’d better get a close up! Maybe you want to focus on what a character is doing, but then want to show the location afterwards. Well, you’d better have some close ups and some wides.

This might be hard to understand just from reading, so let’s move on to some visual examples!

03 / Production

Coverage

Watch these two examples:

[Peanut Butter Falcon \(Keys\)](#)

[Tajha's Moment \(4:40 Loretta\)](#)

Notice how many different types of shots are used in order to communicate the desired information.



03 / Production

Coverage

How you use coverage affects the way an audience feels and also how they understand your piece. Below is a breakdown of some shots in *Peanut Butter Falcon*, which is an example of a fictional film. Think about what information each of these shots gives you and how each makes you feel. Watch the clip again after watching thinking about this breakdown of shots.

WIDE



This informs the viewers of the setting.

INSERT/B-ROLL



This has the viewer focus on the keys.

MEDIUM



This has the viewer focus on the dialogue between these two characters.

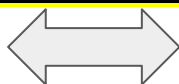
CLOSE UP



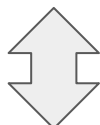
This shows the reaction a third character has to the conversation.

MOVEMENTS

Pan



Tilt



Track



The way the camera moves also changes the feeling of the scene. Panning, tilting and tracking are different movements that can be implemented. Think about these movements while you are thinking about your coverage.

03 / Production

Coverage

While Peanut Butter Falcon was fiction, Tajha's Moment is an example of a documentary. Do you notice how similar their coverage is? Again, think about what information each of these shots gives you and how each makes you feel. All of these shots were captured with one camera and one camera-person. That means you can capture a scene like this on your own!

WIDE



This shows the viewer the setting is a school auditorium.

MEDIUM



The viewer is informed to focus on Loretta Claiborne.

OVER THE SHOULDER



This gives a different perspective of the same speech.

CLOSE UP



The viewer gets a better sense of the emotion being shown by Loretta.

WATCH:

[This video further explains the concept of 'coverage'.](#)

03 / Production

Essential Sound: Interviews

Interviews are often the backbone of your story in documentaries. The dialogue you capture from interviews is like the thread that weaves your story together. It is a way to convey information *and* emotion.

It's also a way to incorporate your subject's face, and their voice, into the piece, allowing them to describe themselves and their story in their own words. This means it's important for your subject to be comfortable and talk naturally. That's why the best interviews are often like conversations.

WATCH:

[This video will walk you through the basics of conducting successful interviews.](#)



Examples:

[Reality TV](#)

[Rashaan's Moment](#)



Whether or not we see the interview frame (the face of the person giving the interview), their voice gives context to the story.

03 / Production

Interviews

Again, it's important to make your subject feel comfortable and forget about the camera. It's often a good idea to establish a relationship with the subject in advance.

Sometimes, we conduct an interview that is 2 or 3 hours long, for a film that's only 7 minutes. It's important to interview for a long period of time to make sure that all of your questions are answered.

Take your time. If you need to ask the same question multiple times in order to get clear, usable answers from the subject, that's ok! Just let them know in advance that you may ask repetitive questions.

A technical thing to remember for interviews is to make sure you get good sound. There are a number of ways to capture high quality sound.. Consider purchasing a lavalier microphone that can plug into your phone or camera. A lavalier mic is one that is very small and attaches to your subject's shirt collar. A lavalier mic offers better sound recording than most Internal mics on most cameras but there is nothing wrong with using your camera's mic if that is all you have.. Another option is to place your phone close to a subject so you can get crisp audio!

Takeaways:

- **Get written permission to film from your subjects or their parents.**
- **Build a relationship with your subject in advance.**
- **Don't be afraid to ask the same question multiple times (in slightly different ways).**
- **Make sure your subject repeats your question in their answer. For example, if you ask "What's your name?" make sure they say "My name is Megan" instead of just answering "Megan."**
- **Make sure your subject answers in complete sentences.**

03 / Production

A.M.C. (Always Make Choices)



We can't stress this enough: the more **active choices** that you make when creating a film, the more powerful the film will end up being.

Even in documentary films, choices are made at every step of the process about how the story should be told. The audience is always on the filmmaker's mind.

Do you want them to feel the happy, sad, anxious, inspired? Then make sure you are intentional in how you shoot it to accomplish that goal! Think about the music you might want to use before you even begin editing. It's important to prepare, even if the film you end up with isn't exactly the film you imagined making.

To help with this, it's important to watch as many films as possible, trying to understand the choices other filmmakers and video creators have made to tell their stories and how you can use them to tell your own.

03 / Production

Pop-Up Worksheet

Think about your coverage: what different coverage strategies will you use and when? Sometimes it is even helpful to sketch out different options on a piece of paper.

List out all of the different shots you will need to go with your story:

Think about sound: are there different sounds that you would like to capture during filming: cheering, cars, a sport, etc.

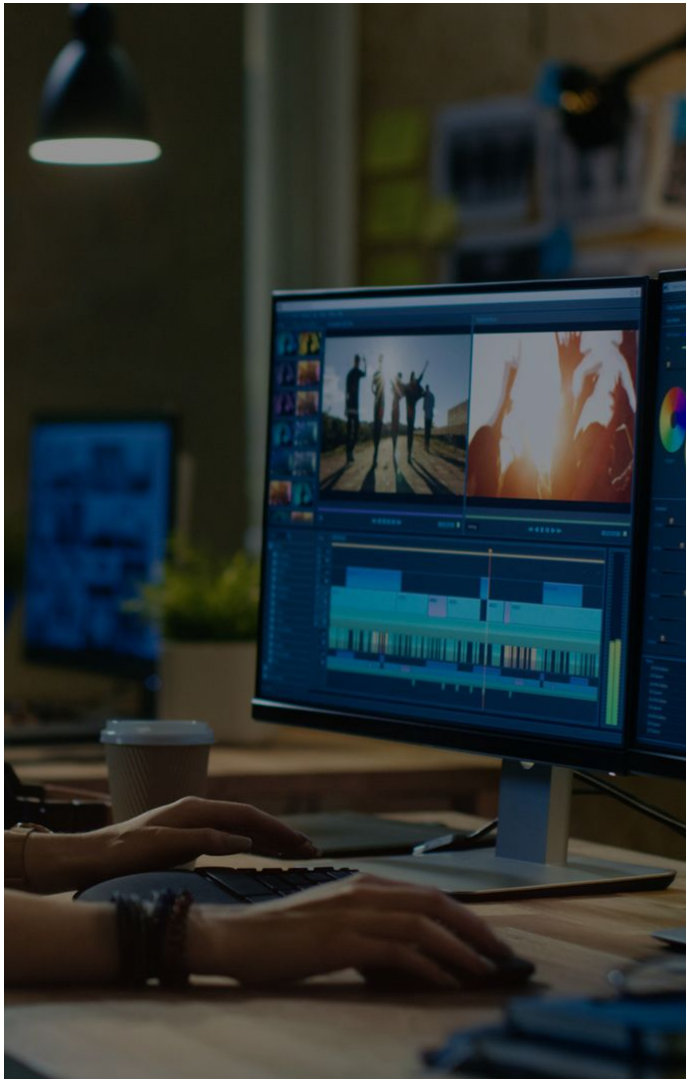
03 / Production: Extended Resources

Production

DURING THE INTERVIEW

- It's important to have a QUIET space for the interview. Background noise such as talking, music, traffic will destroy your audio.
- Ask your interviewee to speak in full sentences, this will make editing easier.
- Ask your interviewee to repeat your question in their answer.
- Try to be conversational. You'll have your list of questions written down, but do your best not to always be looking down at it. Be looking your interviewee in the eyes, nodding and using body language to show you're an engaged listener.
- Don't talk over your interviewee! You don't want your voice in the final piece, so don't let out the "mmhmms" or say "ah I see" until they finish their answer.
- Ask more questions than you think you need to. You can never have too much material.

04 / Post Production



Until you edit, your movie doesn't exist!

Editing is the process of taking all of your material and turning it into something cohesive. Your material can be a combination of footage that you have filmed yourself or footage and images that you have acquired, such as old photographs.

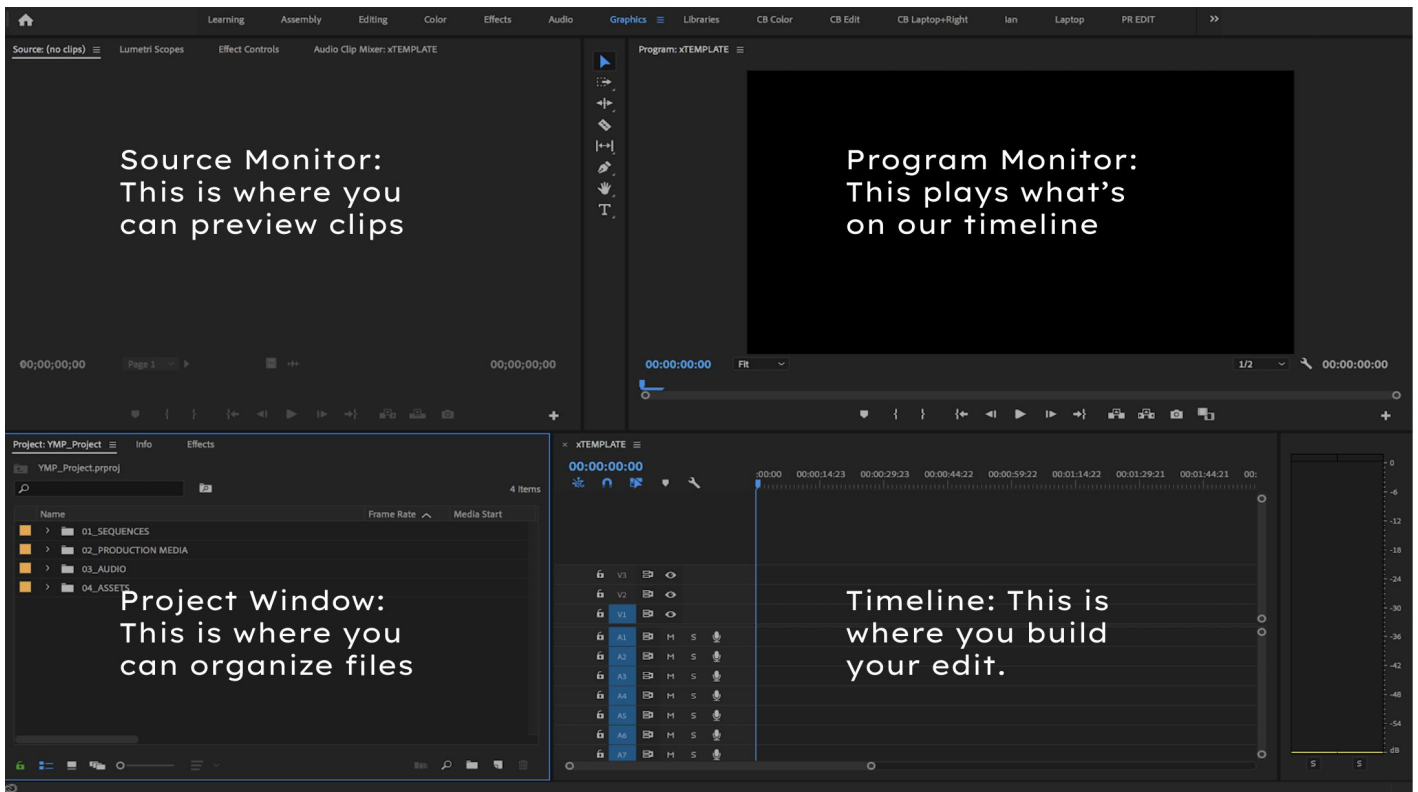
This section goes through the chronological process of editing and uses **Adobe Premiere Pro** as examples.

If you have a different editing software, that is just fine. Most software has similar functionality. You will just have to do more research online to learn about your particular editing system.

WATCH:

[This video will walk you through the basic steps covered in Section #2.](#)

04 / Post Production



Software Layout

Typically, the main screen of editing software is broken up into four parts.

In the top two windows you will see the **“Source”** and **“Program”** **monitors**. Source is how you preview clips, and Program is how you view the project you are creating on the timeline.

You’ll notice how there is a **“project window”** where you can organize all of your footage and materials.

Editing programs all rely on the idea of a **“timeline”** which is a layout of tracks that can contain video and audio playing together at the same time.

04 / Post Production

Now let's outline a process for doing a basic edit! Keep in mind that all editors work slightly different, and that this process is just how WE do it.

Import Your Footage

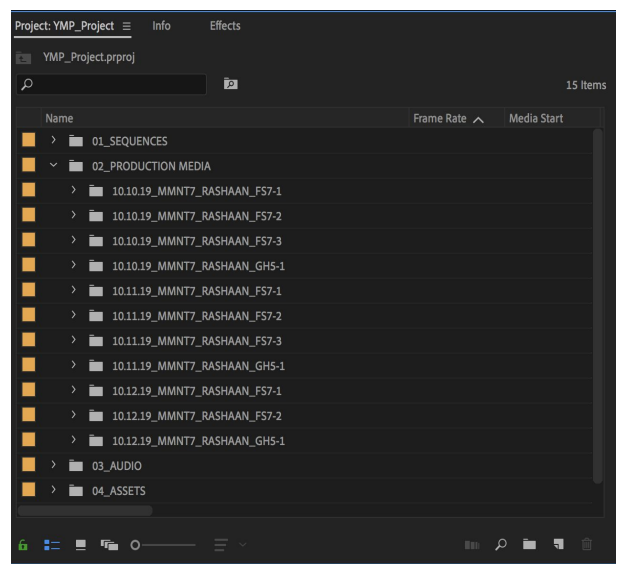
Before we begin editing, ensure that all of your footage and audio files are uploaded onto your computer where you will be editing. Next, you will need to put all of that media into your editing software project file. This process will vary depending on the software you use.

Now that you have all of your media in your project file, it's time to start creating **sequences**.

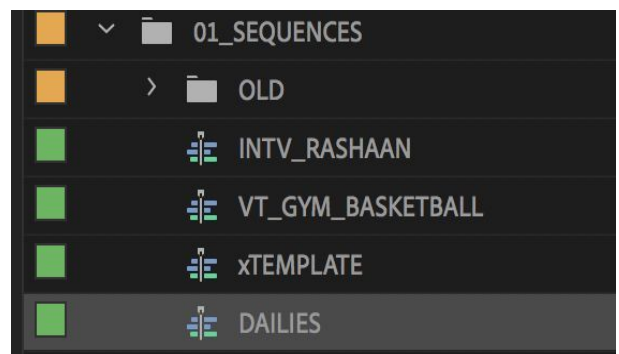
Sequences are like the little working project files within your larger project. For example, one sequence can be for your interview, another can be for your favorite shots, and another can be where you put it all together.

Create a Couple of Sequences

We like to start by creating a sequence just for the interview. Then we create another sequence for each day of footage, otherwise known as **"dailies"** (Described on the next page).



*We like to place our footage into organized **"Bins."***



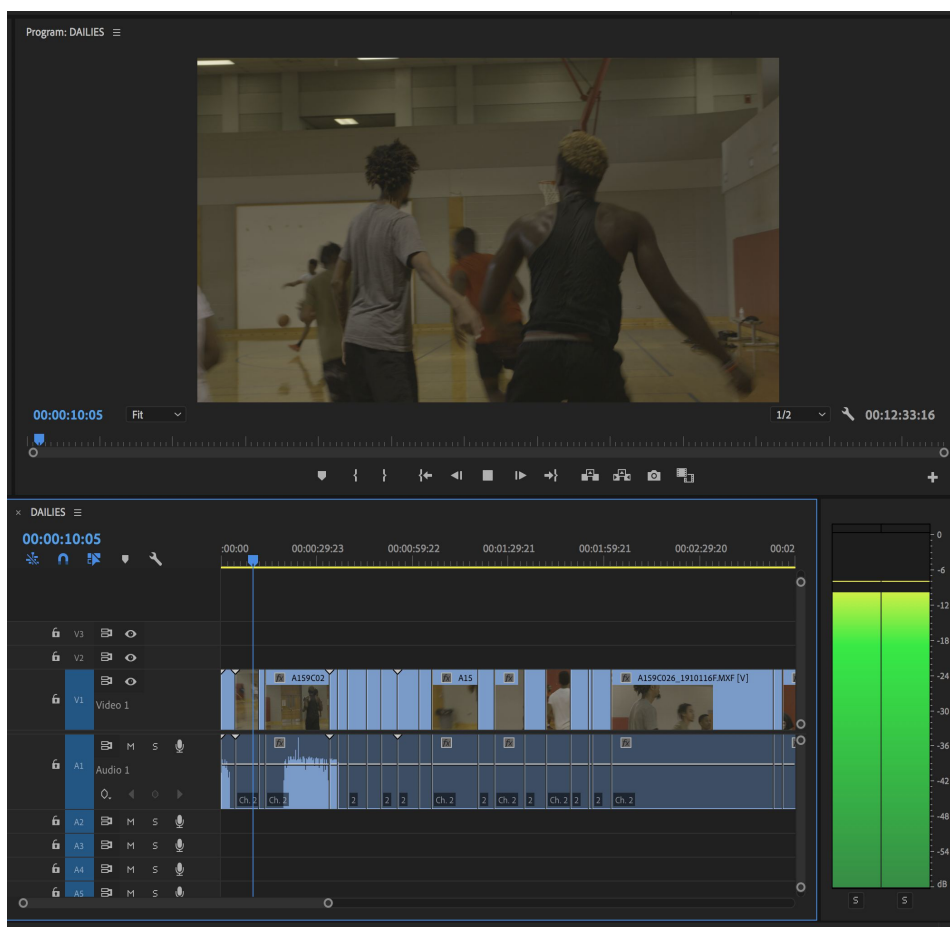
An example of some labeled sequences.

04 / Post Production

Dailies

We refer to the original, unedited version of our footage as “**dailies**”. Before diving into an edit you will need to watch **EVERYTHING** that has been shot.

To do this we create a sequence, and put all of the footage from a particular day into that sequence. The below image shows an example. So, if you shoot on Saturday and Sunday, you should have a sequence for “Saturday Dailies” and “Sunday Dailies”.



****Pro tip:** To make things even easier, during production, write notes at the end of each shoot day about what you shot, who you interviewed and any important other thoughts that will be useful during the post-production editing phase.

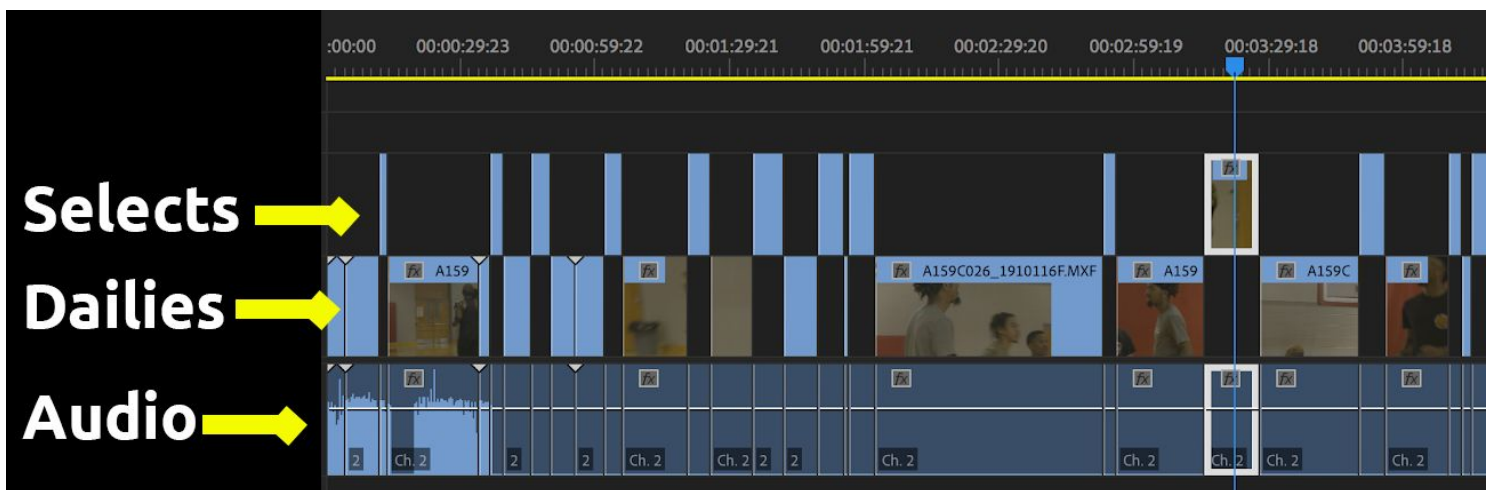
04 / Post Production

Making Selects

While you are watching dailies, you'll notice there are a lot of great shots, and probably a lot of shots you don't love.

The process of making “**selects**” is choosing moments in your footage that you think might be good enough to make it into your edit. For example, if an important part of the story is about your subject playing soccer, you will want to select a few good bits of footage of them playing soccer.

Different editors have different ways of doing this. We prefer to “**cut**” out the moment of footage that you want to use in your edit and drag it up onto a new video track, making it easy to see what shots you like.



One way to make selects is to cut moments out of your dailies sequence and drag them up to a new track as shown in the image above.

Again, there are many different ways that you can organize your selects. You could just cut them and put a note above. You can copy them all into their own “Selects” sequence. Whatever approach you take, be consistent and organized.

04 / Post Production

Think about your goal

Now that you have organized your project, watched all of the footage, and chosen some selects, it's time to think again about the purpose of your piece. What might be the beginning, middle and end of this story based on the footage and sound that you captured?

What message do you want the viewer to come away with? Look back at what you outlined during pre-production.

Reminding yourself of the overall goal of the video will guide your choices, from when to cut, to what dialogue to use, to the music you select. All of these elements serve to get your message across within the your video.



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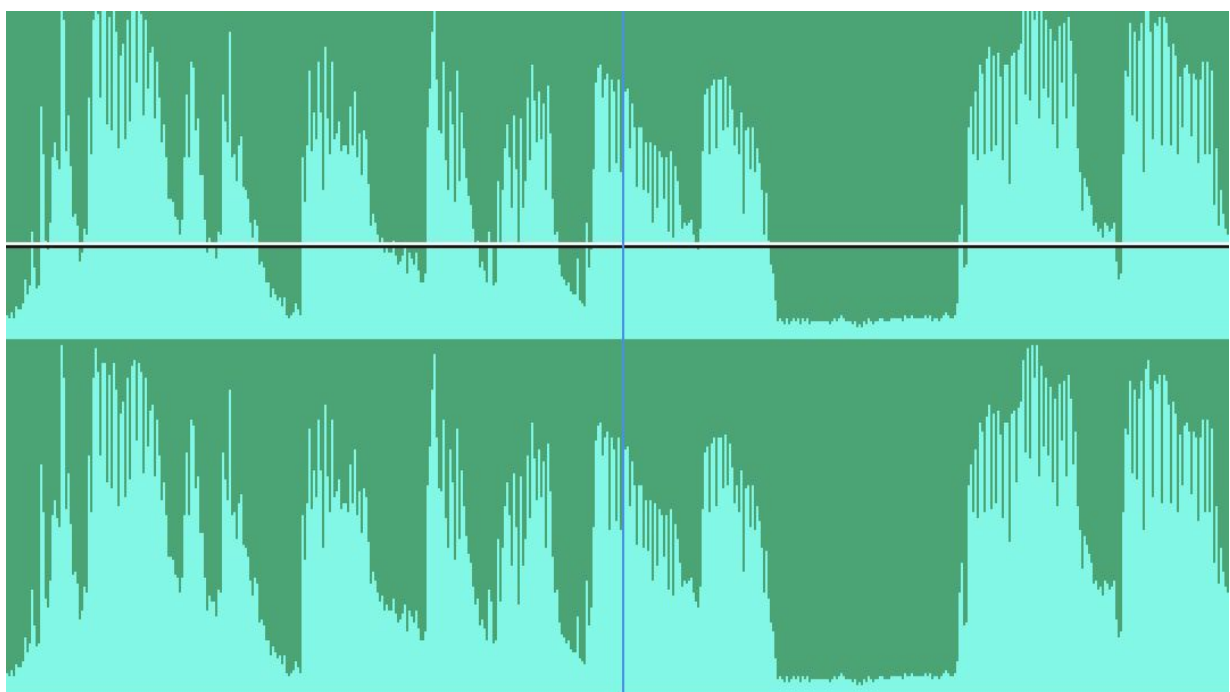
Creating a Radio Edit

Once you have thought out the purpose of your piece and have a general idea of the beginning, middle and end, a good next step would be to create a **“radio edit.”**

A radio edit only focuses on editing the interviews you have in order to tell the whole story. It's called a radio edit because once completed it should sound like a story you hear on the radio. It tells the entire story just through soundbites, so it could play on the radio and you would still understand it.

Creating the radio edit first is a good way to structure your film before you put in any visuals, and also a good way to figure out what might be missing, be it a scene or a topic you didn't cover in the interview.

This is not the only way to make a documentary. If you want to begin another way, you can. This is just a solid first step that will keep you from getting stuck. It will also keep you on track with your end goal.



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Putting It All Together

Now we dive into the full edit! Don't be stressed out by the unlimited possibilities, embrace it!

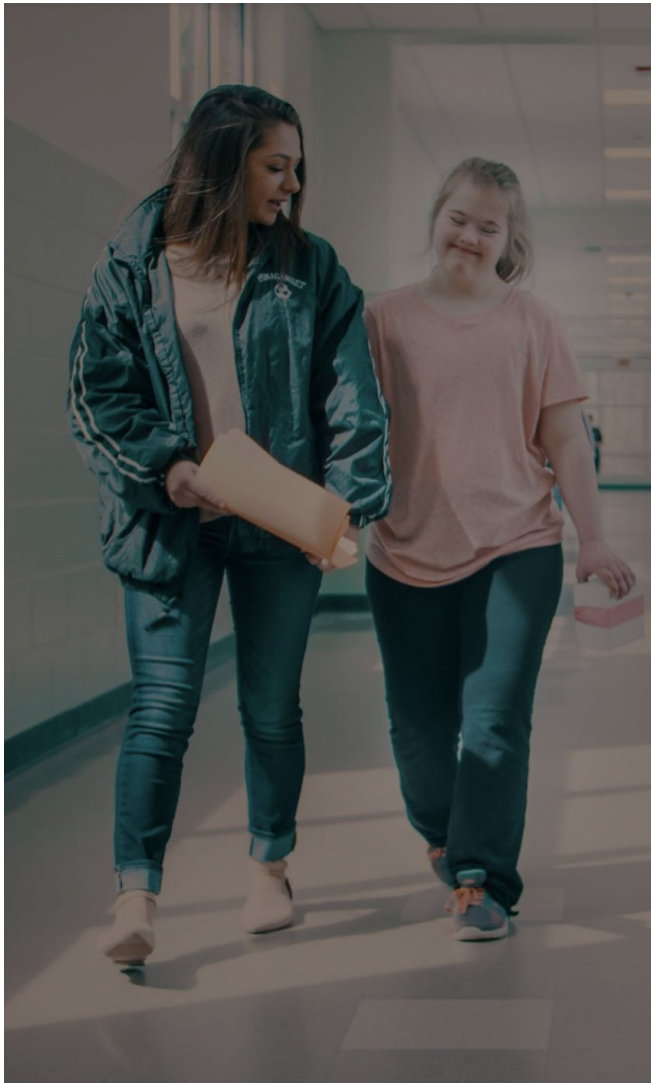
First, start a new sequence called "full edit" and start by copying and pasting in your radio edit to this sequence. Next, you can begin pulling in selects from the footage that go well with the audio from your radio edit. At this time you can also put in background music. It's common to use placeholder music and you can also switch it out later to something that works best with your final edit.

Don't worry, it always starts out sloppy so if it feels messy at this point that's okay. Think of it as a "rough draft" and every time you go back and change something, you're working towards your "final draft".



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While Experimenting, Serve the Emotion of the Story



Filmmaking is much more than just information, it is emotion. The decisions that you make in editing will affect how your audience feels. Again, focus on the story.

What does it FEEL like when you choose to make fast cuts rather than slow, long cuts? How might that be useful? How will it make the viewer understand your story differently?

What happens if you use fast piano music in your edit as opposed to slow cello music?

Decisions like these should be crossing your mind all the time. Be thinking: “How do I want my audience to feel? What do I want them to take away from this film?”

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Additional Thoughts

- There is no right or wrong in editing. Filmmaking is personal taste. It's an art form.
- You WILL get better the more you practice and the more you experiment.
- Learn from every piece you make and learn from those around you.
- Watch other films for inspiration. Notice the choices other editors make and feel free to use their ideas if you like them.
- If you get really stuck, take some time away from the edit and talk to someone about it. Show what you have done thus far to get other opinions that you value whether or not they are "filmmakers."

Feedback

One of the best things you can do is to ask for feedback. You don't have to take to heart everything that people say about your project. The purpose is to open your mind and take into consideration other viewpoints that you may not have thought about on your own.

As hard as it is, don't take what's being said personally. Also, don't ignore someone's opinion if they point out an issue without suggesting a good solution. Finding solutions is your job since you have been with the project from the start.

Ask them questions about how the film made them feel. Try to see the film through their eyes. See if their answers match the goals you set for yourself with this project. This will make the film better.

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Pop-Up Worksheet: Structure & Messaging

Use the worksheet below to gather your thoughts about the sequence of your film.

What message do you want the viewer to come away with? What do you want them to learn from your film?

How will the film begin?

What will be the middle of the film?

How will the film end?

04 / Post Production

Pop-Up Worksheet: Feedback

Use this sheet to gather feedback during the edit process. Feedback from friends and family will give you a good idea if you are on track with the goals you wrote out previously for your piece.

Questions to ask:

1. What did you learn from the film?

2. How did the film make you feel?

3. What do you think of the music?

4. Is there anything that was confusing?

5. What do you think the main message of the film is?

04 / Post Production

Software

You WILL run into technical things you don't understand yet. We've been doing this for years and we still run up against challenges with software all the time.

Look up tutorials online for your specific editing software to better learn how it works. Our motto is "figure it out". When you get stuck, remind yourself that you CAN search for the answers and move forward.

However, if you get totally stuck and need to run questions by us please don't hesitate to email YMP@clickon.co for help!



04 / Post Production: Practice Exercise

Editing Your Film

Use the footage that you shot so far to start editing a piece together! If you feel you need to shoot more, by all means go out and do it. Sometimes during the editing process, you realize, “Wait, I know what I could film to make this scene work better!” and you can go film more.

Step 1: Start a new project file in your editing software and import all of your media (the footage you shot, images, music, etc).

Step 2: Pull and organize your ‘selects’ (put this in a sequence of its own).

Step 3: Create your ‘radio edit’ (put this in a sequence of its own).

Step 4: Put it all together into the final edit (put this in a sequence of its own).

04 / Post Production: Extended Resources

Youtube

Here are some slightly more technical videos for popular editing programs:

[Getting Started in Adobe Premiere Pro](#)

[Getting Started in Final Cut X](#)

We don't recommend editing on your phone, it's much harder to keep track of files and to navigate the edit, but if it's your only option, you could try:

[Adobe Rush](#)

[Filmmaker Pro App](#)

There are TONS of videos on YouTube that will help you out. Search away.

Copying Footage to Your Computer

ALWAYS make sure that your footage is copied to your computer or hard drive before editing. If you shot on a camcorder or DSLR, you'll have to copy the footage from the SD card (using a card reader) to the computer. We recommend putting your ENTIRE project within one folder, and within that folder, have a "Media" folder that you put all your footage.

If you shot on your phone, you can copy footage to your computer like this:

[Copy from iPhone to Computer](#)

[Import from iPhone into Final Cut X](#)

05 / Distribution & Strategy

The Opportunity of Social Media

Now that you've created your film, it's time to think about putting it out into the world.

Social media can be the perfect way to digitally distribute your work and help spread important messages.

We will focus on sharing via social media in this workbook however, you can think about other ways to share such as at an event or hosting your own screening party. We focus on social media because it makes it possible to reach a wider but also more specific audience.

Some questions to go through:

- What social media platforms are you on?

- Who are your favorite people or brands to follow?

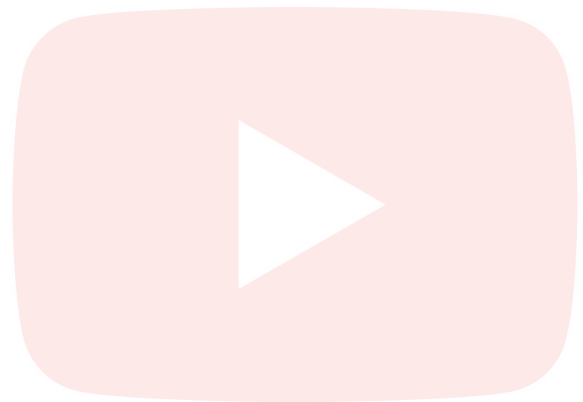
- Why do you enjoy following them?

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STEP 1: Select a platform

One of the major keys to getting your content seen is to select the social media platform where your desired audience spends most of their time. Between Facebook, Instagram, TikTok, YouTube, and more, there are many places to distribute your story.

Think about where your target audience is spending time on social media. For example, if you're trying to reach your fellow students, consider using the social platforms they use most regularly. If you are trying to reach out to teachers, the platform they use may be different.



05 / Distribution & Strategy

STEP 1: Select a platform

There are so many to choose from but below are some of the more popular ways to get content out there.

Instagram

- Many ways to post content: feed post, Instagram Stories, IGTV (examples below!)
- Feed posts can be any aspect ratio, but Instagram Stories and IGTV content should be vertical.

TikTok

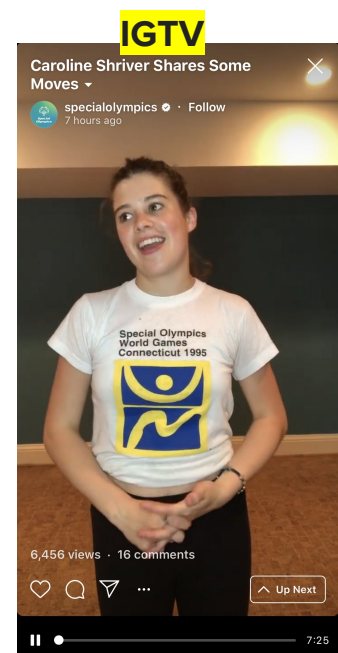
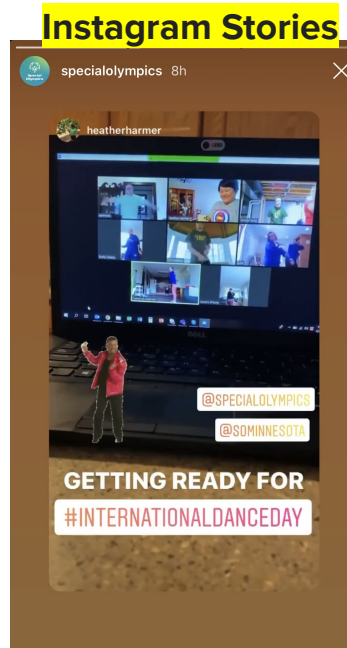
- Best for a younger demographic; fewer adults use the platform. 50% of TikTok's global audience is under the age of 34.
- Most videos are shorter, about 15 seconds but longer 60-second stories are possible as well.

YouTube

- Best for longer form content
- Horizontal aspect ratio

Facebook

- Easiest place to target a specific audience
- Good for short to medium length content



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STEP 2: How to make your content resonate!

The first thing to do when thinking about how to share your story with an audience is to go through the below questions:

Why will a viewer be interested in this story?

What will motivate my desired audience to watch?

The Virality of Storytelling “Going Viral”

The [ALS Ice Bucket Challenge](#) was created in 2014 to promote awareness of ALS (Lou Gehrig's disease) and encouraged donations to research for a cure. The challenge raised \$115 million in 2014 and continues to raise tens of thousands of dollars every year. It thrived on social media because there's a distinct, visual call-to-action.

How will your content stand out? Motivate? Captivate? What is your hook to get people to engage?

Why does some content resonate with viewers and others don't?

- **Authenticity**
 - If content doesn't seem genuine, it will get ignored. With any non-fiction content, it is important to be true to who you are or who your subject is.
- **Personal connection**
 - Think about your favorite viral video. What personal connection do you feel with the content? It could be a common interest, shared emotion or similar background.
- **Passion**
 - A message that is conveyed with passion will always earn more attention from viewers than if that story is told in a flat way.

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STEP 3: The technical details

Beyond the content itself, when you are editing and posting to social, it's wise to consider the following elements:

Length: What length should your piece be? Remember that most of the time it is good to keep it short and simple. If it gets too long, you may lose the attention of your audience.

If you already edited a long form video for YouTube, you can always re-cut the video into shorter segments for platforms like Instagram where shorter content works better.

Aspect ratio: Depending on the platform where you choose to post your story, you will need to edit your piece in a different shape or “aspect ratio”.

If you've already captured video in a particular format, there's still an opportunity to adjust the aspect ratio to fit different platforms.

WATCH:

[This video shows an app that makes changing aspect ratio a breeze.](#)

Captions: It's very common for viewers to watch content on mute, so, it may be wise to incorporate captions throughout your piece.

Copy: When posting to social media you always have to write a caption below your content. This caption will be part of why a viewer will decide to watch. Look at captions that grab your attention. Think about what words will motivate a viewer to click ‘play’ and watch your story.

Thumbnails: What image or thumbnail will be shown on your post? Just as with the copy, this image will either draw a viewer in or turn them away. So, select an image that is intriguing!

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More about captions...

Did you know that 92% of users view videos with the sound off on mobile devices? Captions are important for ensuring videos are accessible to all viewers.

There are multiple ways to add captions to videos:

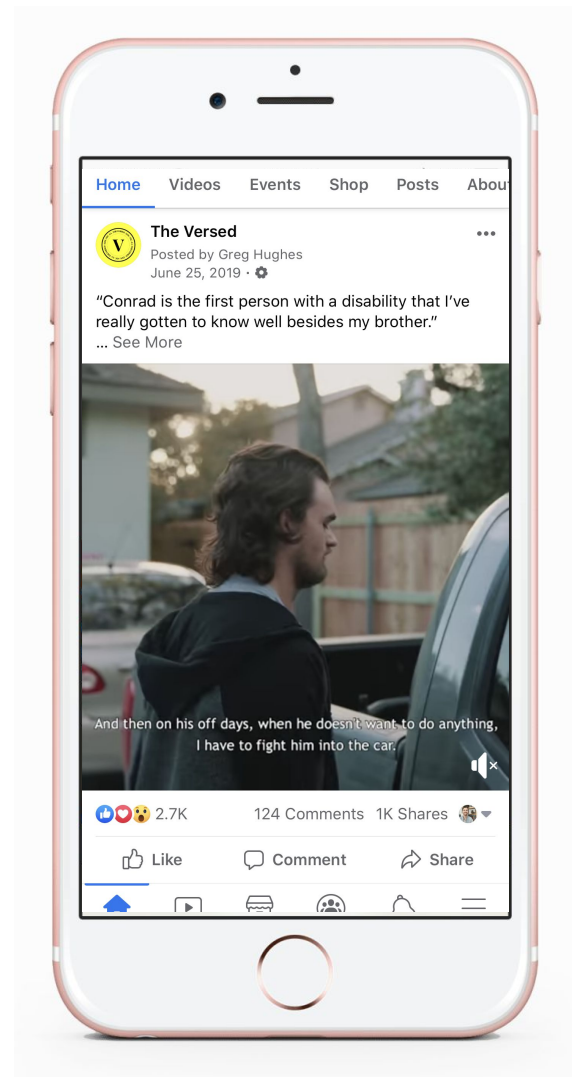
Burned-in subtitles: The captions you see in this episode of The Moment were added prior to posting in Adobe Premiere.

Text or reference subtitles files:

Facebook and YouTube allow users to upload or edit SRT files (“SubRip Subtitle”), which will overlay captions on top of the video.

WATCH:

[This video walks you through how to edit an SRT file in Facebook.](#)

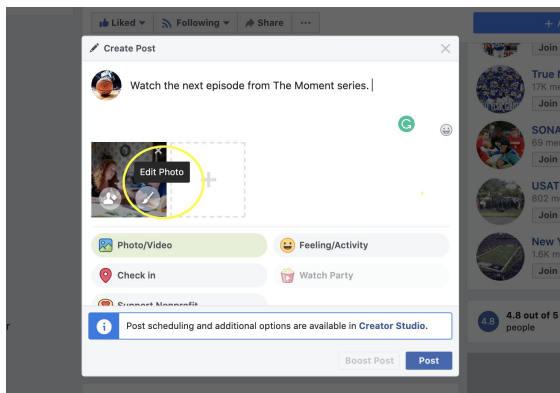


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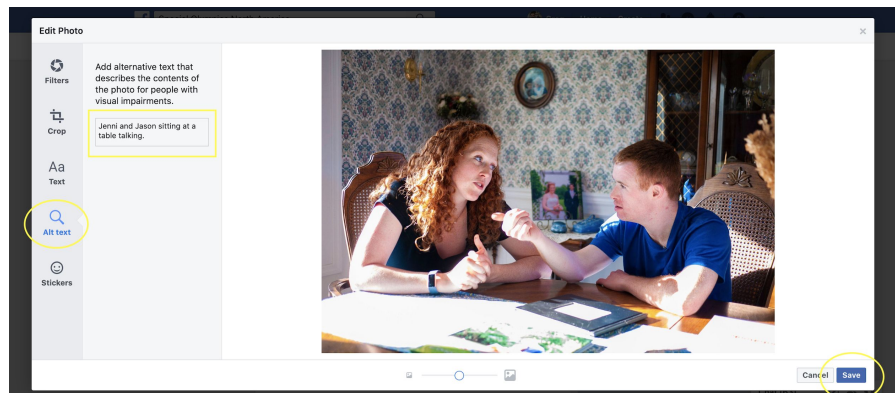
Alt Text:

Alt Text is another important tool for accessibility. It's a short phrase that's used to identify images. It serves two primary purposes:

1. Image recognition for screen readers, allowing individuals who are visually impaired to hear a description of the image.
2. Alt Text is used by search engines to rank search results. If you've ever searched for an image on Google, you've seen Alt Text in action!



To edit AltText for a video or photo on Facebook, hover over the image or thumbnail and tap the edit feature.



Select the "Alt text" option on the left hand side. Add your description text in the box beneath the "Add alternative text..." prompt. Don't forget to hit save!

STEP 4: Selecting the right hashtags

Hashtags and keywords can help expand the scope of your social media reach. Instagram posts with at least one hashtag average 12.6% more engagement than a post with no hashtags.

On YouTube, keywords can be a great way to have your content discovered beyond your immediate network of followers.

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Practice Exercise

Use your edited project from Section #2 and distribute it to your audience on social media. Use copy to help create context wherever it's appropriate. Use hashtags to expand the scope of your audience.

Step 1: Select the appropriate platform to distribute your video on.

Step 2: Determine the appropriate length and aspect ratio for the platform you select. Do you need to make adjustments to your edit?

Step 2: Create a captivating title and copy to introduce your content. Select the best thumbnail to represent your film.

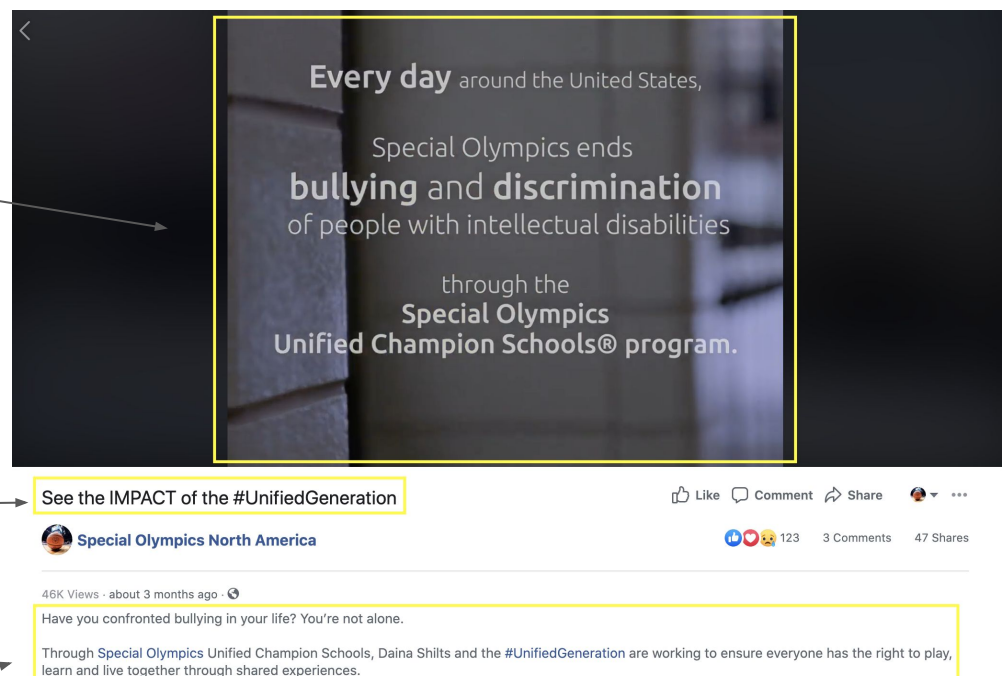
Step 3: Add captions to your project when appropriate.

Step 4: Choose hashtags that will expand your audience.

In this Facebook example, a square video was selected. The onscreen text provides an eye-catching thumbnail.

The selective use of capitalizing "IMPACT" grabs the user's attention.

The copy starts with a question followed by a strong statement.



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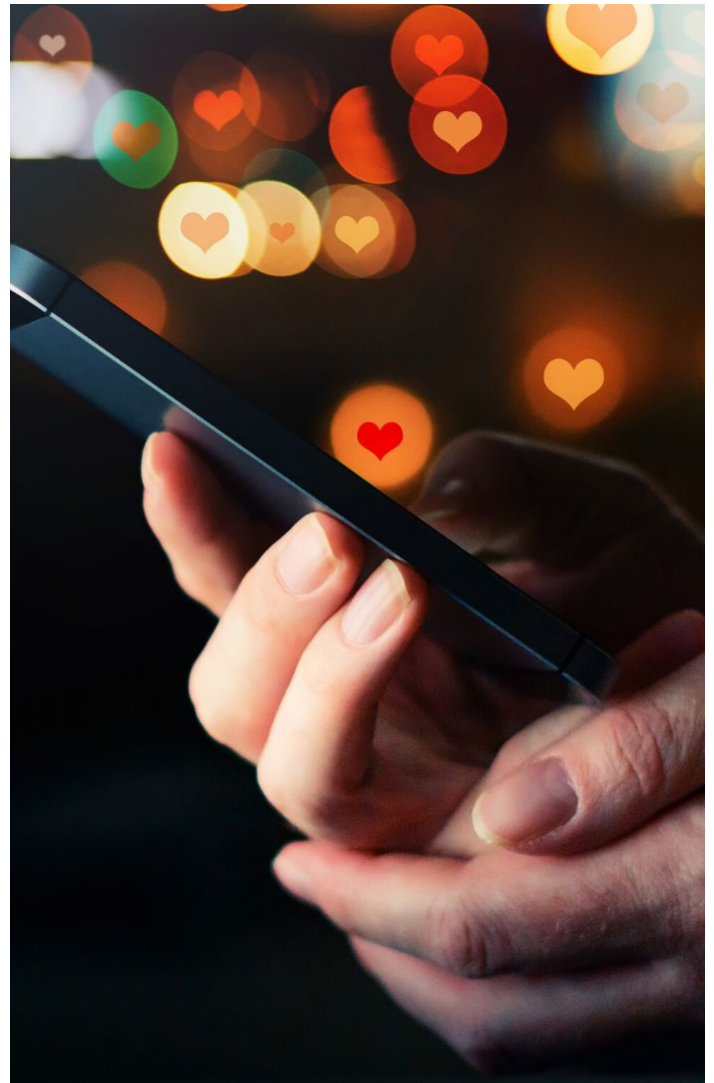
Helpful Apps!

Here are some mobile apps that can help you optimize content for social media. Most of these apps are free to experiment with, though some may have paid tiers to unlock enhanced functionality:

Clipomatic: a smart video editor that turns dialogue into live captions.

InShot: enables you to trim clips, split video, merge clips, adjust speed, etc. InShot also enables you to instantly reformat video to different aspect ratios.

Mojo: Instagram Stories application that features several animated templates. Includes several dynamic text options to add titles or captions.



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Video Specs

Here are some helpful articles that can help you stay on top of the ever-changing landscape of social media video specs:

[Sprout Social's Always Up-to-Date Guide to Social Media Video Specs](#)

[Falcon's 8 Awesome Social Media Video Formats You Need to Try in 2020.](#)

[Hootsuite's How to Optimize Video for Different Social Media Channels](#)



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Changing Aspects Ratios

[Changing Aspect Ratio in Premiere](#)

[Changing Aspect Ratio in iMovie \(you need to actually do a bit of a hack for this one\)](#)

[Changing Aspect Ratio in Filmora](#)

05 / Distribution & Strategy

Campaign Creation

In this section, we'll talk about the impact of creating social media campaigns and how to measure their impact.

Campaigns allow content creators, like you, the ability to build a compelling narrative over time instead of just relying on one piece of content on its own.

Like your favorite television series, content campaigns can help build and sustain interest by enhancing the viewer's emotional investment.

"Serializing" a campaign (creating a theme and generating a series of videos reflective of that theme) can give you time to explore why your topic is important.

Over several episodes, you can showcase different facets of Special Olympics Unified Champion Schools programs, for example, you can talk about your Unified club in one video and your Unified Sports team in another rather than pack everything into one video.

For example, [The Moment Series](#), asks a simple question, "What was the moment you decided to live a life of inclusion?" Each video in the series spotlights a different individual and their unique story.

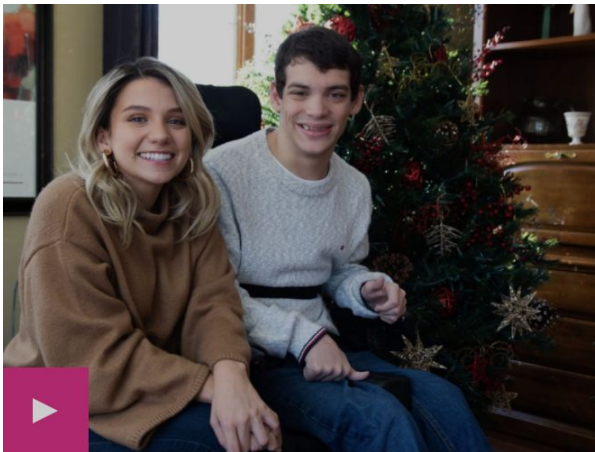
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Grab the Popcorn

Watch Tajha's Moment and Megan & Patrick's Moment.



<https://www.generationunified.org/videos/noahs-moment/>



<https://www.generationunified.org/videos/megan-and-patricks-moment/>

Let's Discuss

What's the overarching theme that connects these two videos?

What are some examples of brands and content creators who have created a long-term campaign to connect with an audience?

Do you have a favorite example?

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Measuring Success

You might think that likes or video views are the most important metric for evaluating your campaign or post performance, but these engagements don't tell the full story.

Increasingly, social media platforms have downplayed likes and views by hiding them completely. The most important thing is that your videos are a true reflection of your experiences and beliefs.

People will connect with your authenticity. However, it's still important to set goals that can be tracked; that ultimate objective may dictate how you choose to frame your narrative, how you write your copy, and what social platforms you choose to post to.

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Step by Step

Step 1: Setting Goals

Think about the outcome you hope to achieve. Let's say you are creating a series for your Unified program. Is your goal to raise awareness?

Increase participation in a particular sport? Inspire your peers to spread the word about Unified Champion Schools? All of the above?

Step 2: Select a metric

Now determine if it is possible to track that goal. For example, if your objective is to increase participation in a Unified sport, you can create an online signup form. When a viewer is done watching your content they can click on the link to the sign up form to get involved. That way you can see if your content is serving its purpose.

If your goal is more abstract such as "growing awareness" you can use tools such as the number of 'comments' and 'shares' to see how many people are engaging with the content and passing it on to others.

Step 3: Making adjustments

Once you post your video, look at the way viewers are reacting to determine if you should make any adjustments.

Consider what you can change about the post to invite more engagement.

- Perhaps you can pose a question (i.e. "What does inclusion mean to you?")
- Add a hashtag (i.e. #unifiedgeneration)
- Personalize the copy (i.e. "Unified Sports changed my life").

It's important to experiment and see what works best. Never be afraid to try something new.

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Pop-Up Worksheet: Feedback

Use this sheet to gather feedback during the edit process. Feedback from friends and family will give you a good idea if you are on track with the goals you wrote out previously for your piece.

Questions to ask:

1. What did you learn from the film?

2. How did the film make you feel?

3. What do you think of the music?

4. Is there anything that was confusing?

5. What do you think the main message of the film is?

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Create a Campaign

Using the footage you've collected in previous practice exercises, create a series of content that will help support your school's Unified programming. Devise a distribution plan to get your content seen by the right audience. For example, you may choose to release one video per month throughout the school year, or multiple videos a week if you're trying to encourage more Unified club sign ups during a particular time. Determine how you'll evaluate the success of the campaign i.e. signups, email addresses collected, shares of your content, etc.

Use these questions to guide you:

1. What is the goal of this campaign?

2. How many pieces of content will you need to make?

3. Who is your desired audience?

4. Where will you post the content and when?

5. How will you track the success of the campaign?

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Campaign Videos & Social Media Measurement

[Watch The Moment series on YouTube](#)

[Watch Inclusion Weekly on Edmodo](#)

[Buffer's 10 Ready-Made Spreadsheet Templates](#) (the social media report card will likely be the most useful!)

[Sprout's guide to social media measurement: how to figure out what works](#)

Thank you for participating in this workbook!

Throughout your storytelling journey we are here for you. If ever you have questions about content creation & distribution, please email us at YMP@clickon.co. We are always happy to chat about filmmaking and want to help you on your way to becoming storytellers!

Thank You

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