STORIES FOR IMPACT

with Digital Storytellers
WHY STORYTELLING?
Your Brain

- Broca’s Area
- Wernicke’s Area
WHERE STUFF HAPPENS
The most pressing task of STORYTELLING in this moment is helping unlock the imagination to have...

ANOTHER ENDING.

- Naomi Klein
Make Your Story
What GEAR do we need?

- Cameras?
- Grips?
- Sound?
- Lighting
- Data
- Batteries
 Gear Check

- Tripods - here are some options under $50
  - You be the tripod! (Just hold your phone)
  - JOBY Gorilla Grips from $25
  - SMISEA Selfie sticks with tripod $22
- Feiyutech Vimble - for steadicam & tripod $100
- An external microphone
  - Your headphone mic! Cheapest option.
  - RODE Smartlav $75 - consider getting extension cable $25
  - Audio-Technica Microphone for smartphones $45 - remember to turn off/on and make sure batteries are full
- Portable power-bank if you’re considering doing a lot of filming
Smartphone Shooting Tips

- Horizontally? Or vertically?
- Don’t use the digital zoom
- Light
- Sound
Smartphone Shooting Tips

- 1 minute HD 1080p footage = approx 150mb
- 10 minutes = approx 1GB
INTERVIEWS
TOP 5 TIPS

- Background & Framing
- Sound check
- Rephrase the question
- Don’t interrupt
- Anything else to add?
interviews

the Speech Bubble rule
Place your interviewee in 1/3rd of the frame, so you could imagine a ‘speech bubble’ in the empty space.

the Eyeline rule
The eyeline of your interviewee should be level with the lens of the camera.

the Background rule
Choose a background that is relevant to the story.

the Headroom rule
Don’t leave too much (or too little) space above your interviewees head! Imagine they are wearing a little tiara.
YOUR STORY QUESTIONS

- Introduce yourself and where you’re from
- Where are we today and what is happening here?
- Why is storytelling and video important for campaigning?
- What kinds of stories do you hope to share using digital storytelling skills?
- Call to action for others who want to share their story?
- iS

*Don’t forget to do a sound check*

**After 10 minutes DROP & SWAP!**
CUTAWAYS
Shot List

- Usually around 5 seconds
- What shots will help convey the story you are telling?
  - People in action?
  - Still/moving objects?
  - Scenes/settings?
Cutaways
Types of shot

WIDE

MEDIUM

TIGHT
Cutaways

Angle
Subtle & controlled movements work best on smartphones!
EDIT YOUR STORY - KINEMASTER
EDITING 101

- File Organisation
- Soundbites
- Cutaways
- Audio + Music
- Titles + Transitions
- Exporting
Editing a story usually follows this process:

1. Soundbites in order
2. Add cutaways/b-roll
3. Add music & amend audio levels
4. Graphics & titles
5. Transitions & effects
6. Exports
1. Pinch to zoom in/out
2. Click to undo
3. Click to zoom into timeline
4. Press to delete
5. Go to ‘Settings’ to change audio/video fade-in/out and default settings of photo zooming.
**Selecting Soundbites**

1. Go to ‘Media’
2. Select your first interview clip and press
3. Play the clip through and PAUSE the playhead at the point you would like to make a cut.
4. Select the clip, so that it is highlighted in Yello.
5. Use Trim/Split ➔ Split at playhead OR Trim to right/left of playhead to refine
6. You can also use the yellow levers to trim clips
7. Press & hold to drag and re-order clips
1. Go to ‘Layer’ → ‘Media’
2. Select your first cutaway and press ✓
3. Trim clip to desired length
4. Overlay clip onto timeline and stretch to fill screen
5. Mute clip by selecting and choosing ‘Volume’ → Mute
6. Continue for all cutaways

** Slightly overlap clips for tighter editing
** If you want to add clips BETWEEN soundbites you will need to add them onto your main layer (using main MEDIA button)
OTHER APPS

You don’t always have to shoot everything yourself.

- Splice - awesome, free, easy to use!
- Quik - good for easy visual edits
- iMovie (iOS only), free, multi-track editing
- Adobe Rush - free with Adobe Suite NICE
- Adobe Clip - super easy, single track editing
You don’t always have to shoot everything yourself.

- Video & stills - Pexels!!! (free & paid)
- Music - Ongaku (Creative Commons licensing)
- Music - Audio Jungle (paid)
- Music - Bensound - free, but attribute wherever the video is published
Next steps
Next Steps!

Join Our Community

Facebook.com/GROUPS/StoriesForImpact

Post your completed Story Canvases, story ideas, questions, resources and projects in the group. The entire Digital Storytellers team, and more amazing changemakers are there to give you feedback, ideas and helpful resources!
Join our next workshop

- Learn how to FIND, MAKE, EDIT & SHARE your story
- digitalstorytellers.com.au/workshops
Join our next online course

- Learn how to FIND, MAKE, EDIT & SHARE your story
- Discount code: ‘Progress’ for 50% off
- digitalstorytellers.com.au/sfionline
Stay in touch!

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