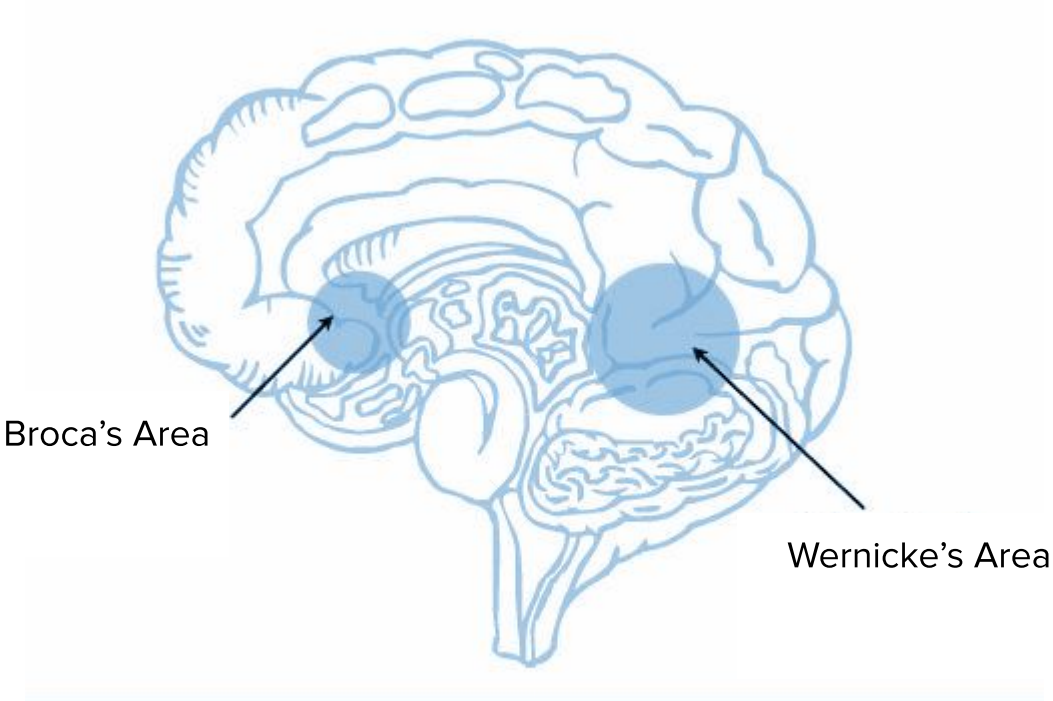
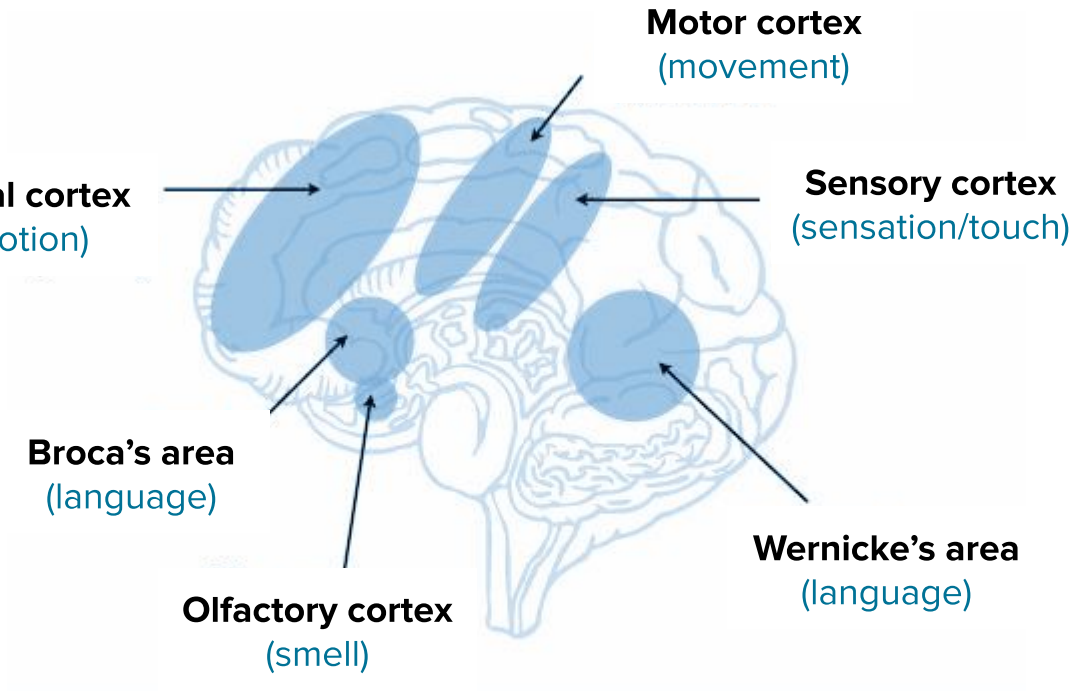
STORIES FOR IMPACT

WHY STORYTELLING ?



YOUR BRAIN



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

Gear Check

What GEAR do we need?

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

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?

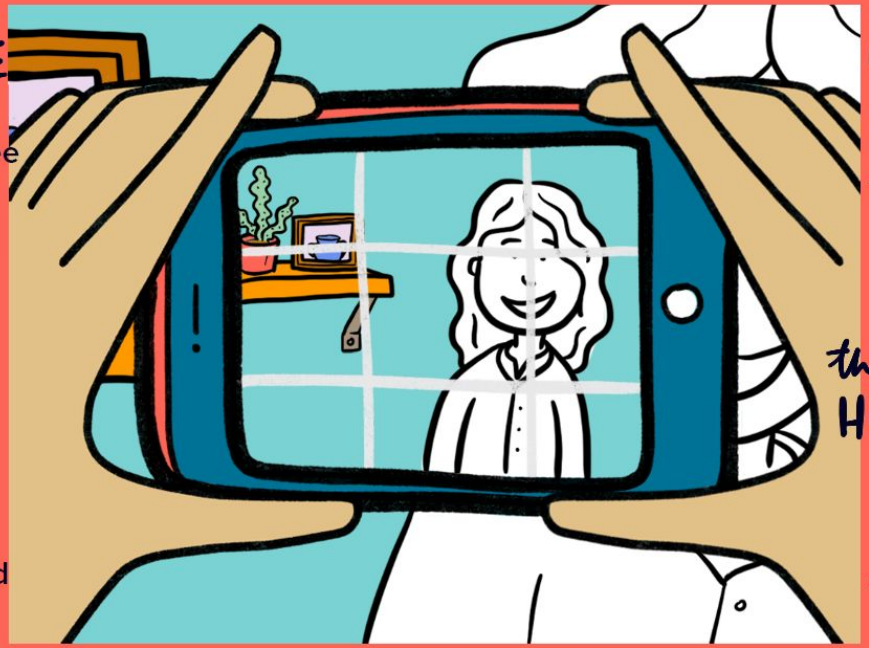
interviews

the SPEECHBUBBLE rule

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

the BACKGROUND rule

Choose a background that is relevant to the story.



the EYELINE rule

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

the HEADROOM rule

Don’t leave too much (or too little) space above your interviewees head! Imagine they are wearing a little tiara.

YOUR TURN!

YOUR STORY QUESTIONS

- Introduce yourself and where you're from
- Where are we today and what is happening here?
- Why is storytelling important for creating a better future?
- What kinds of stories will you tell using digital storytelling skills?
- Call to action for others who want to share their story?
- Anything else?

Don't forget to do a sound check

After 10 minutes DROP & SWAP!

Cutaways

Shot List

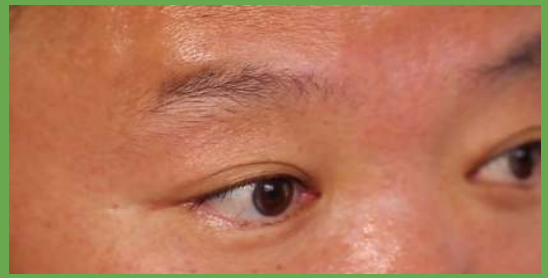
- Usually around 5 seconds
- What shots will help convey the story you are telling?
  - People in action?
  - Still/moving objects?
  - Scenes/settings?

Cutaways

Types of shot

WIDE

MEDIUM



TIGHT

Cutaways

Angle

Cutaways

Subtle & controlled movements work best on smartphones!

Edit Your Story - KINEMASTER

Editing 101

File organisation → Soundbites → Cutaways → Audio + Music → Titles + Transitions → Exporting

Editing Workflow

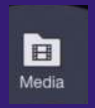
Editing a story usually follows this process:

1. Soundbites in order
2. Add cutaways/b-roll
3. Add music & amend audio levels
4. Graphics & titles
5. Transitions & effects
6. Exports

INTERFACE

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.

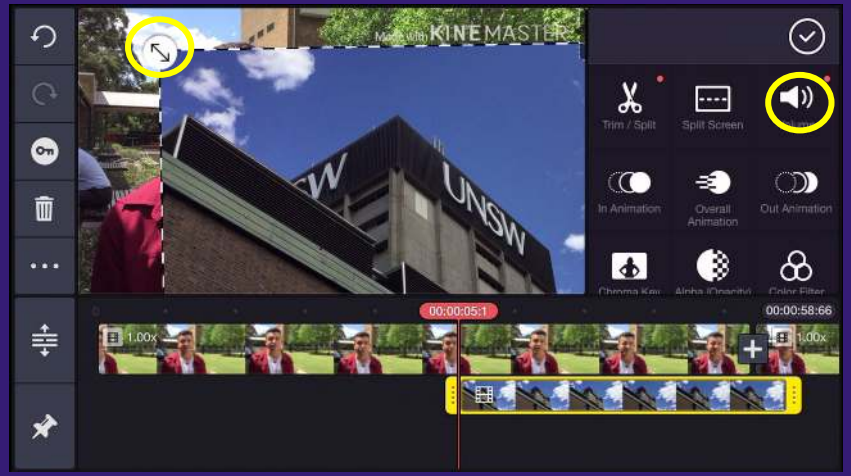
Selecting Soundbites

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

Selecting Cutaways

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.

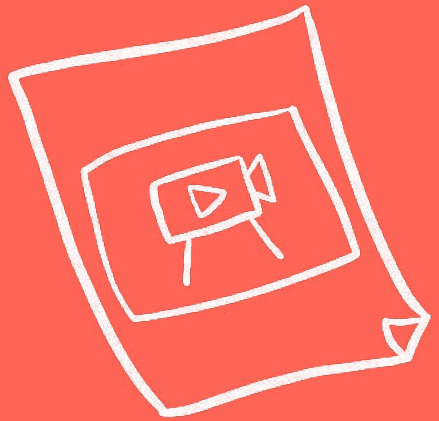
- Splice - awesome, free, easy to use!
- Quik - good for easy visual edits
- iMovie (ioS only), free, multi-track editing
- Adobe Rush - free with Adobe Suite NICE
- Adobe Clip - super easy, single track editing

Royalty free sources

You don’t always have to shoot everything yourself.

- Video & stills - Pexels!!! (free & paid)
- Music - Ongaqu (Creative Commons licensing)
- Music - Audio Jungle (paid)
- Music - Bensound - free, but attribute where ever the video is published

Next steps



Next steps!

Join Our Community

Facebook.com/GROUPS/StoriesForImpact

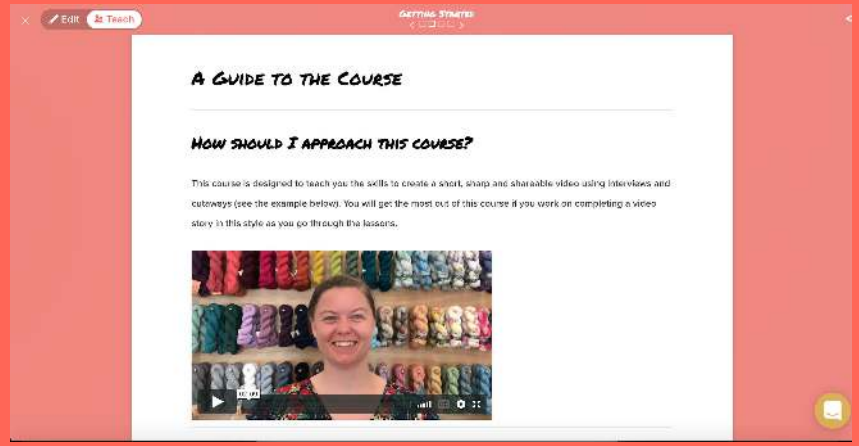
Post your completed Story Canvases, story ideas, questions, resources and projects in the group. The entire Digital Storytellers team, and more amazing changemakers are there to give you feedback, ideas and helpful resources!

MAKE A VIDEO @ PROGRESS!

- Share it with us
- Tag us Digital Storytellers on Facebook OR post in the Stories for Impact Facebook Group
- OR email sfi@digitalstorytellers.com.au
- Go in the chance to win a Feiyutech Vimble!!

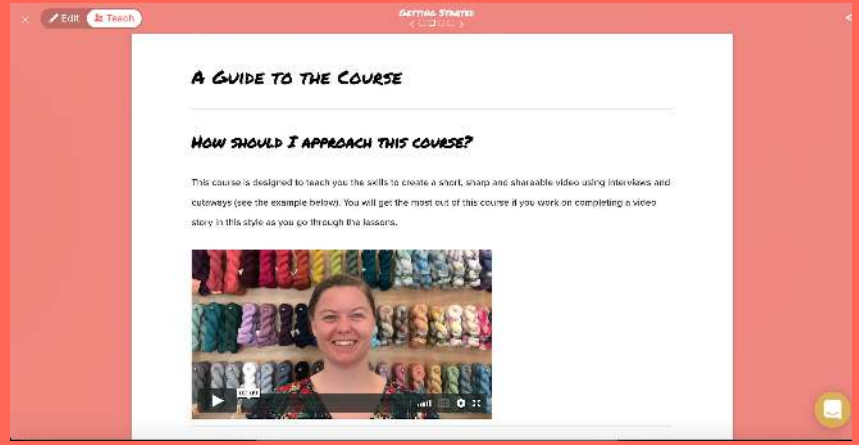
Join our next workshop

- 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: **SFI25 for 25% off**
- **digitalstorytellers.com.au/sfionline**



Stay in touch!

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Thank You