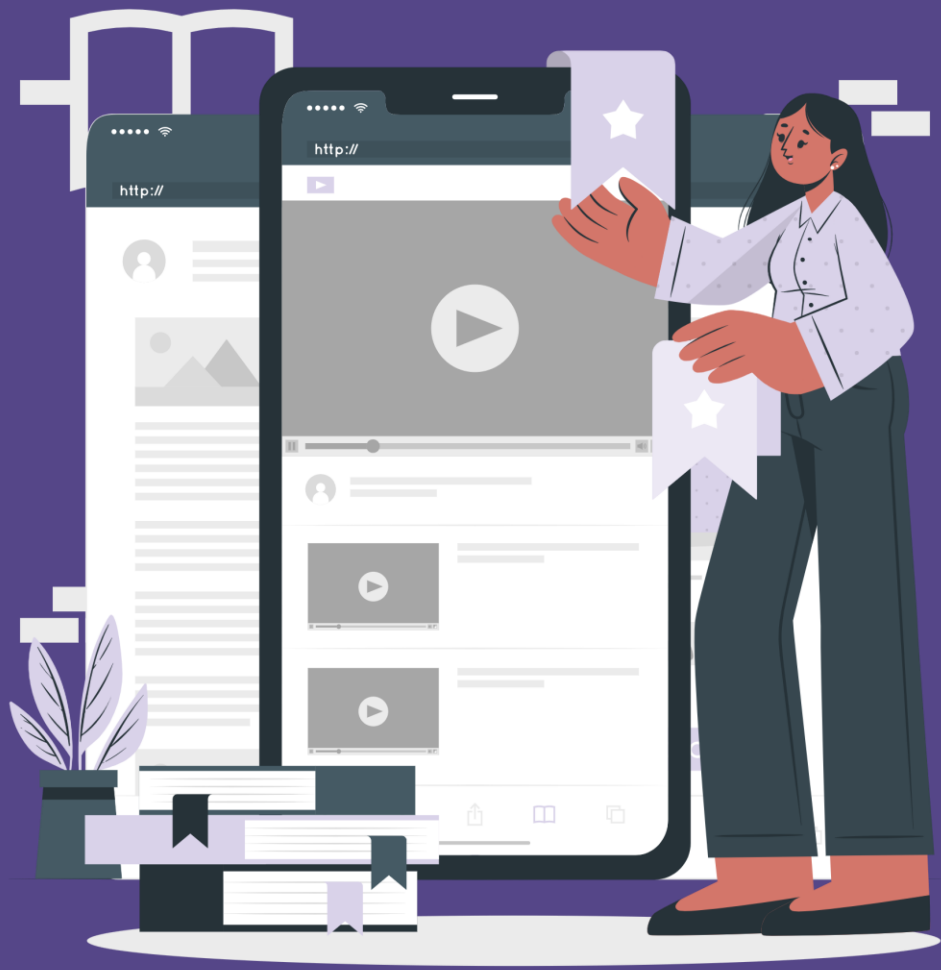




# **MEDIA CAMPAIGNS FOR SOCIAL CHANGE AND ADVOCACY**

Day 5: Creating Video Content



## REFLECTION

What do we need to create content?



**A story/idea**



**A smartphone  
or camera**



**Internet  
connection**



# REFLECTION

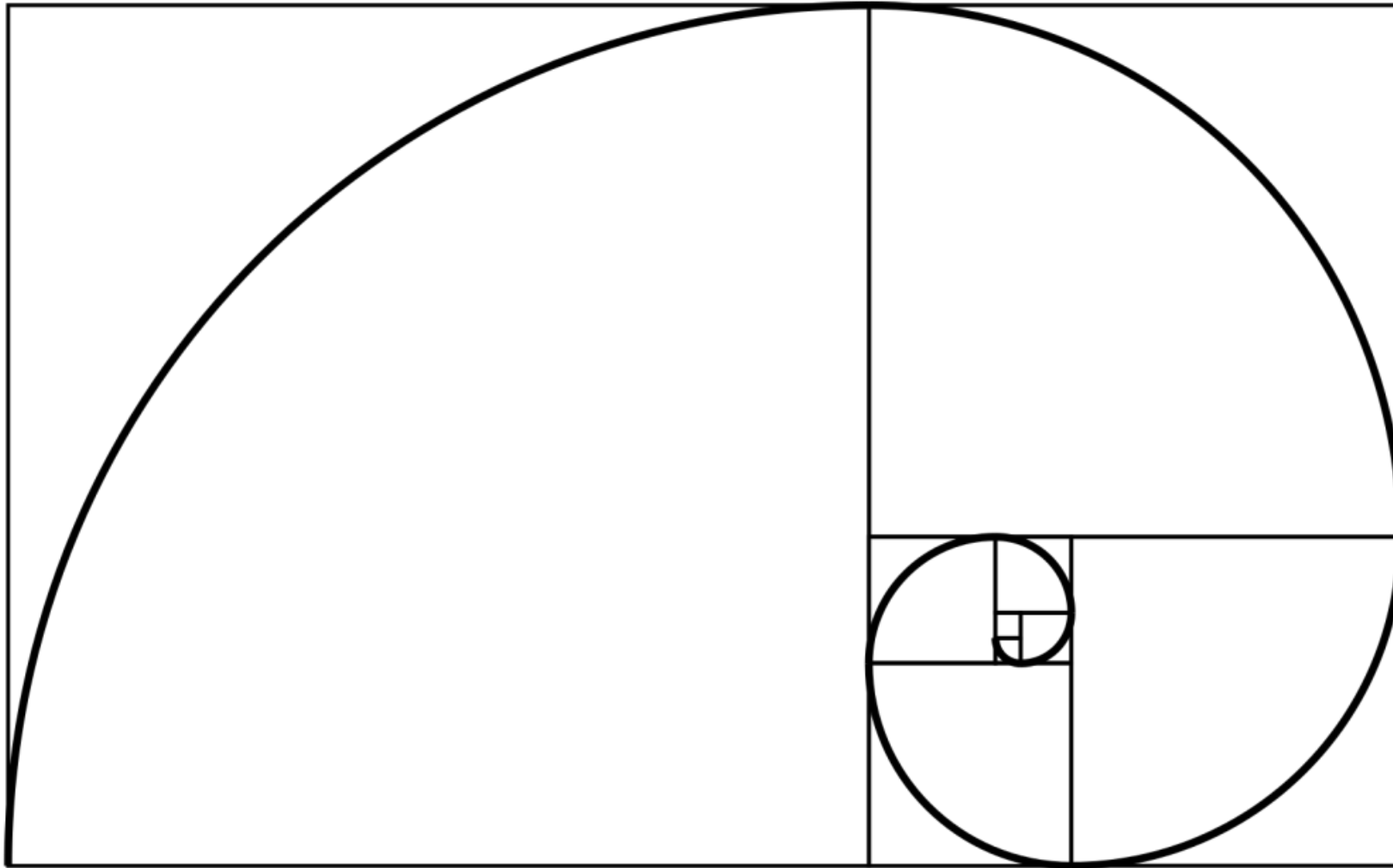
How much do we consume  
online videos nowadays?

# FILMING WITH A SMARTPHONE

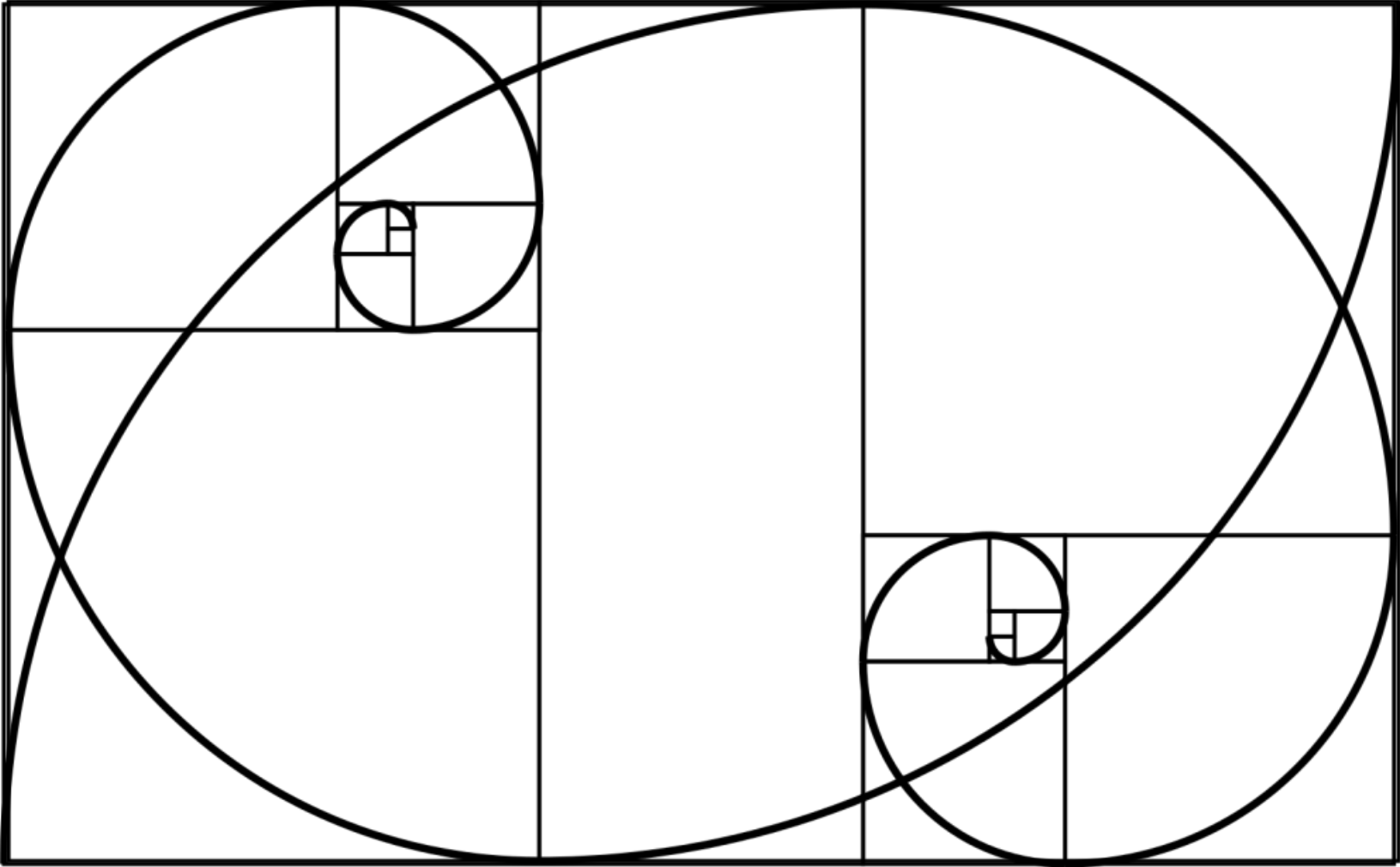
Composition



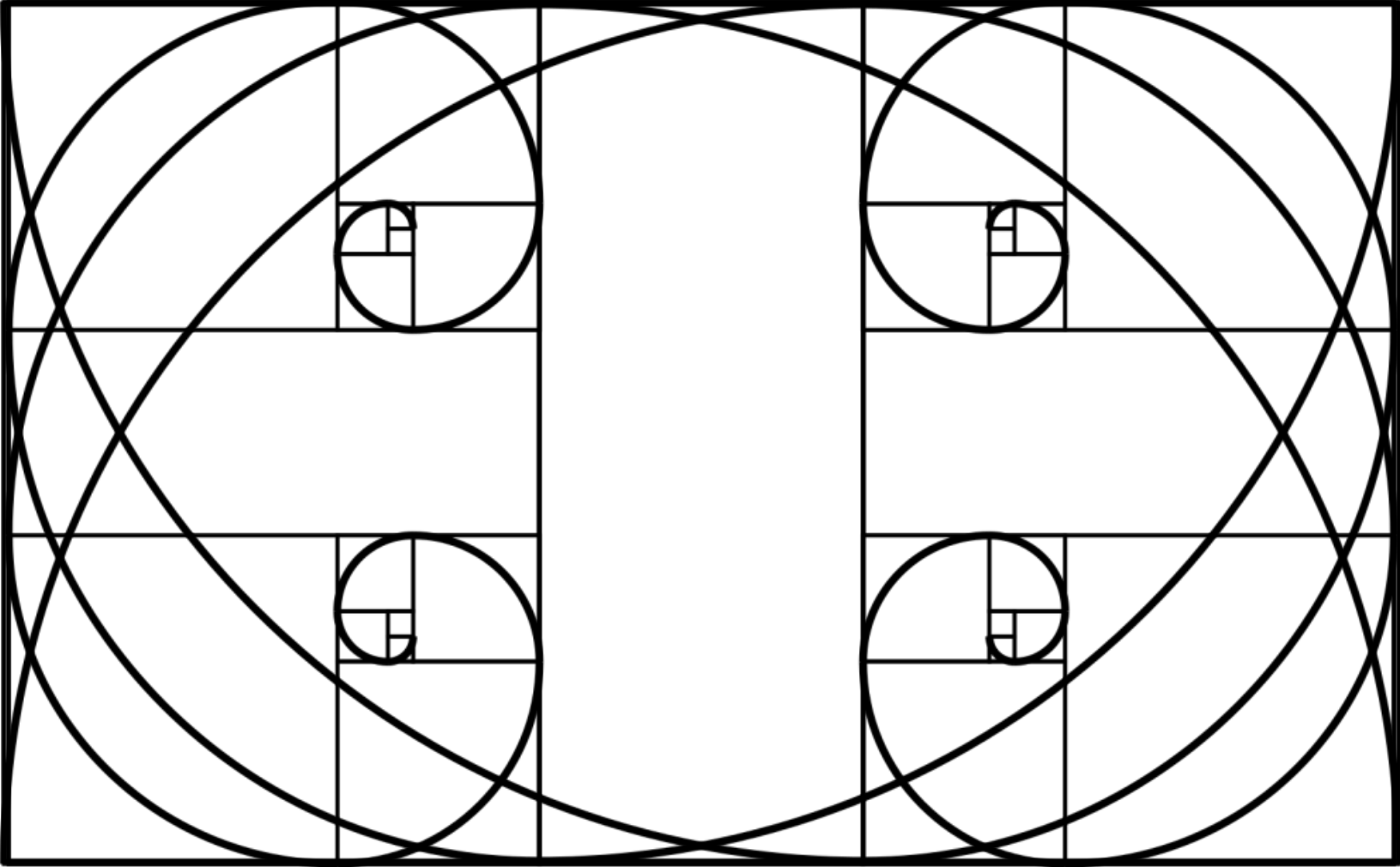
# COMPOSITION



# COMPOSITION

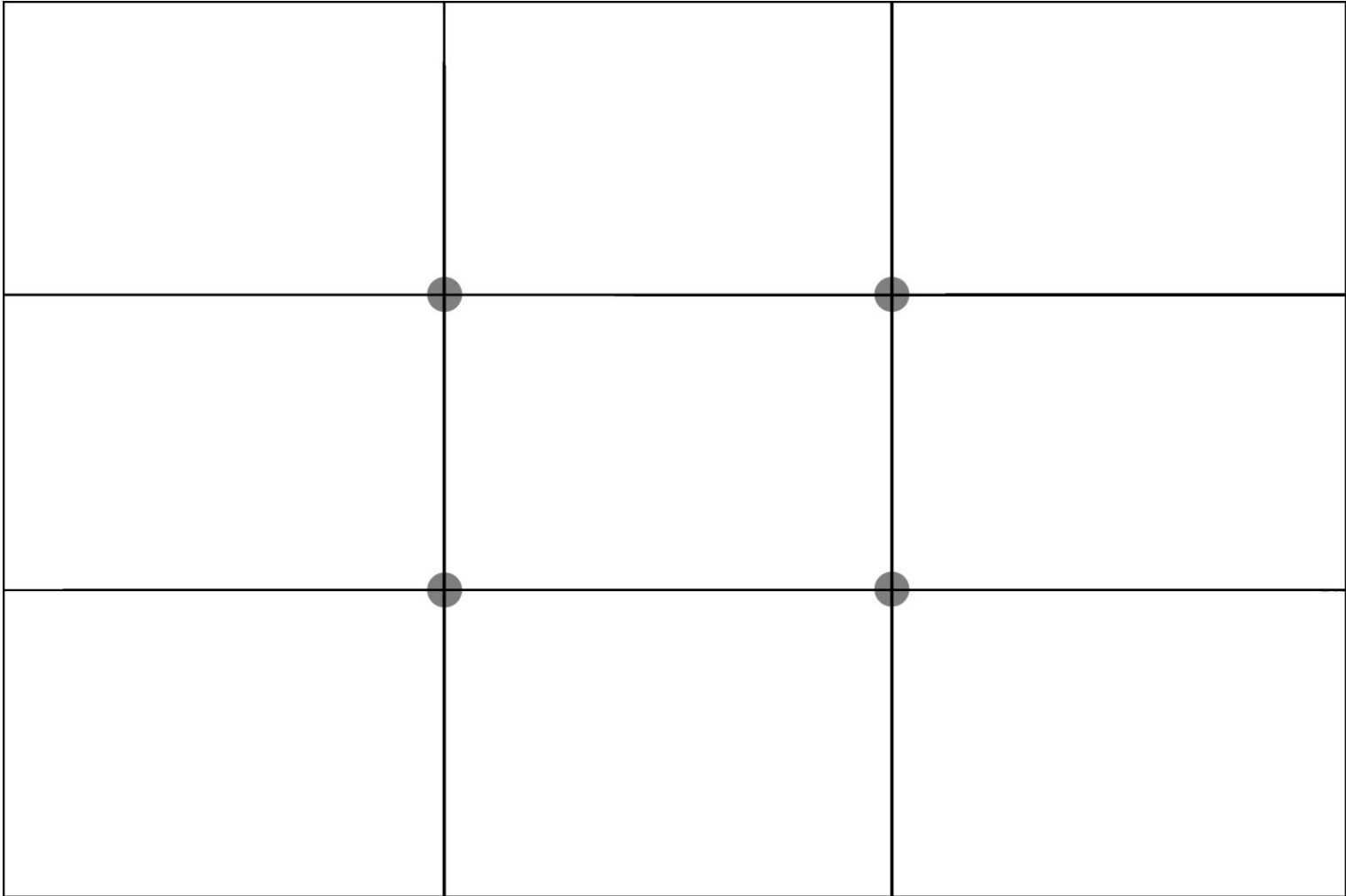


# COMPOSITION



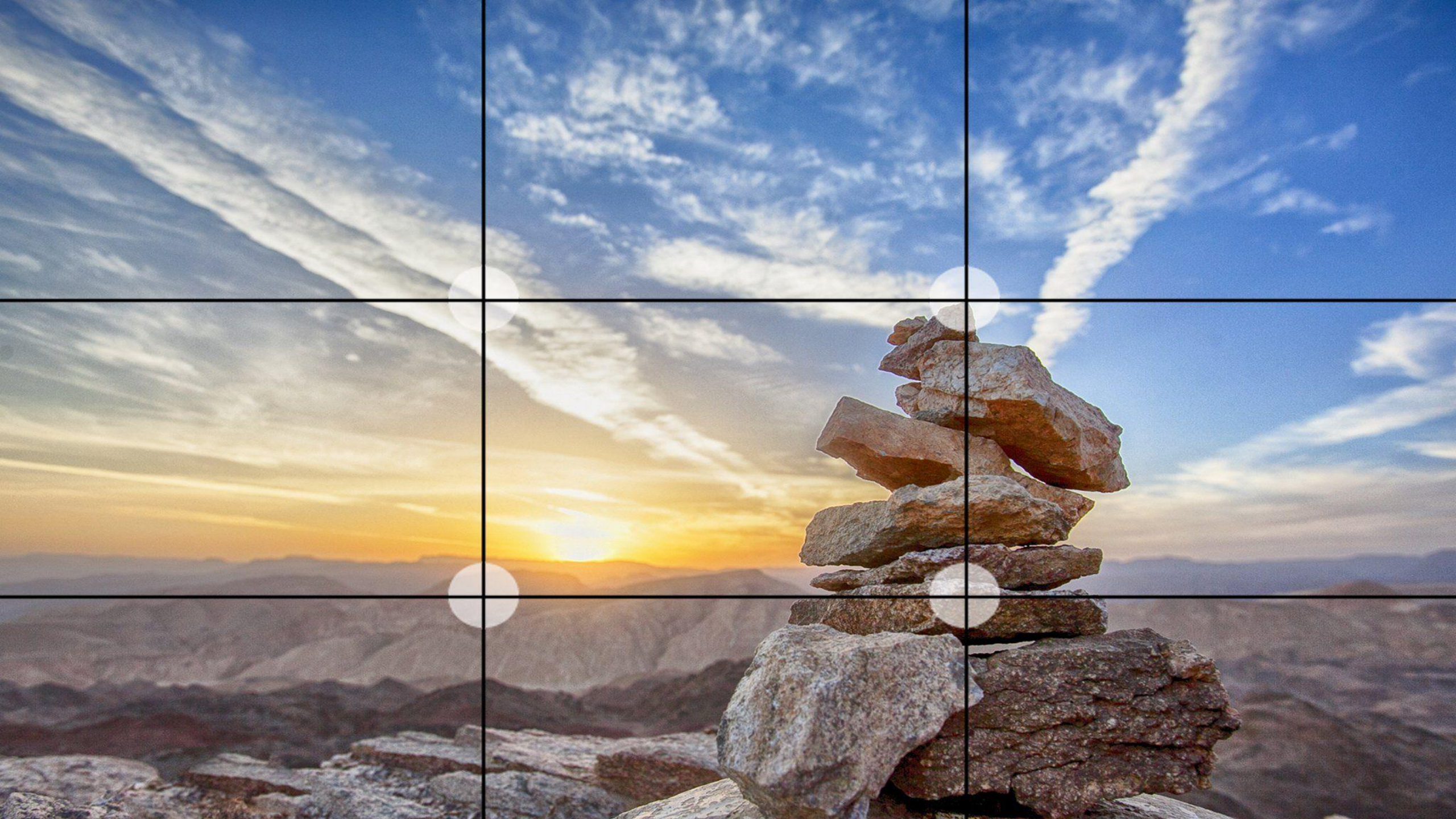


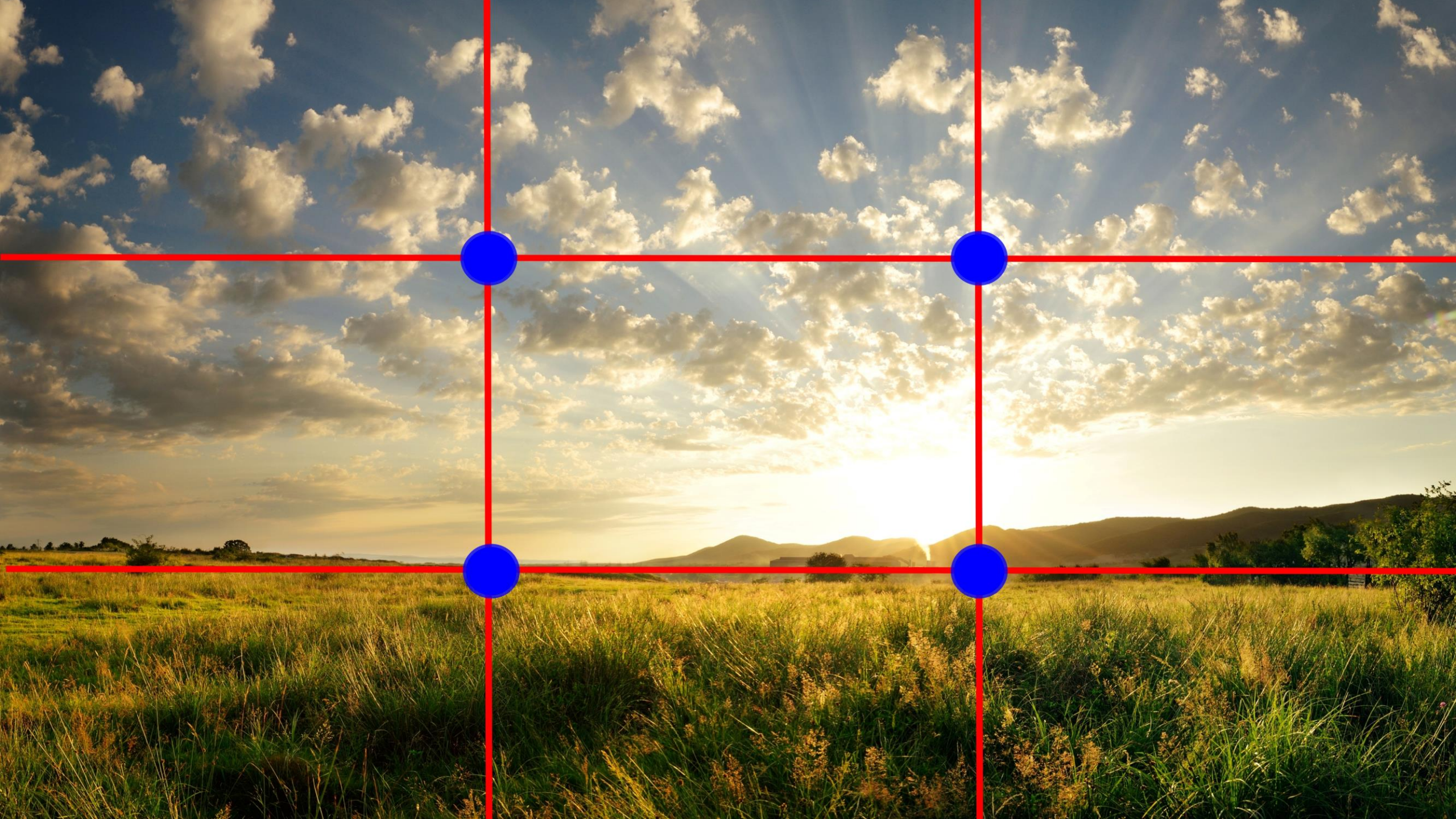
# COMPOSITION















# ASSIGNMENT 1

**Work on composition:** Take a photo of parallel lines or an object by using the rule of thirds

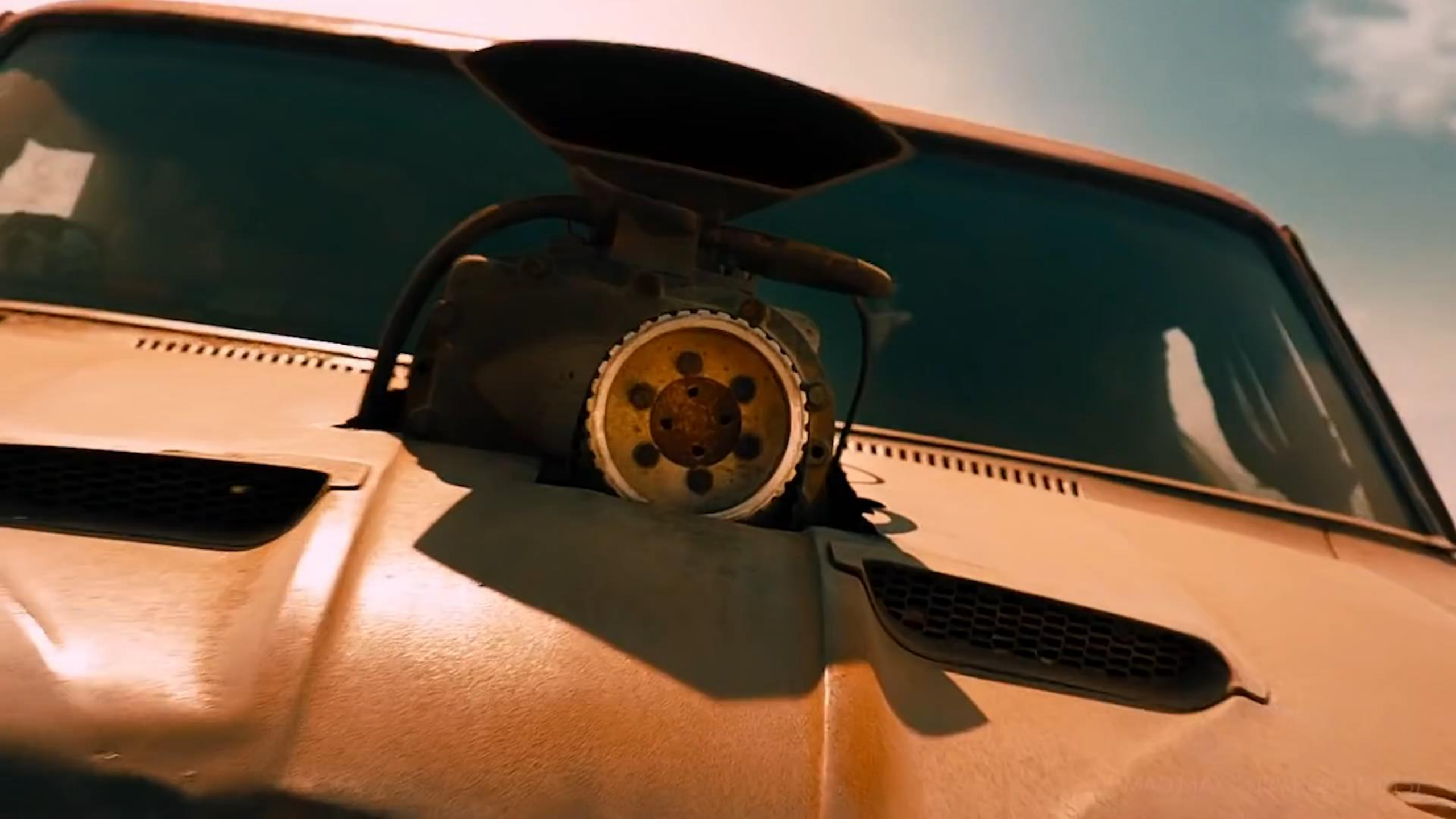




# FILMING WITH A SMARTPHONE

Camera shots

















# ASSIGNMENT 2

**Work on composition:** Take 3 shots

- Establishing / Long
- Medium
- Close-up



# FILMING WITH A SMARTPHONE

Light





# ASSIGNMENT 3

**Work on light:** Take one photo of a face or an object where the light is more powerful on the object/face and softer in the background.



# FILMING WITH A SMARTPHONE

Music & Voiceover





## Free Creative Commons Music

- **YouTube Audio Library**
- **SoundCloud**
- **Free Music Archive**
- **Bandcamp**
- **Musopen**
- **Jamendo**
- **and more!**

A young man with dark, curly hair, wearing a light blue denim shirt, is shown in profile, looking towards the right. In the foreground, the back of a person's head and shoulder is visible, out of focus. The background is a bright, slightly blurred indoor setting.

<https://www.youtube.com/watch?v=iSkJFs7myn0>

# Voice over



# Voice over Script

- WRITE AND READ
- RELEVANT AND SIMPLE
- SHORT
- UNDERLINE / **BOLD**
- DURATION





# Voice over

## Recording

- We speak using muscles (vocal cords, tongue, mouth, lips). They need exercise.





**VOICE-OVER  
VOCAL  
WARM UP**

# Voice over

## Recording

- Build up your energy, and speak from your chest and stomach, not from your head.
- Read your script in an explanatory animated way. Imagine you are telling a story to a younger person.
- Avoid being monotonous or dramatic.
- Stay interested in your script.



# Voice over

## Recording

- Put your emotions in your script, people can hear them.
- Pause at the right places. Punctuation can help.
- Listen to what you recorded. If you feel you can do better, record again. If you feel the text can be edited, record again.



# Editing





# LUNCH BREAK

## Half hour



# INDIVIDUAL ASSIGNMENT

## **Make a video:**

Film and edit with your mobile phone.

Establishing + Medium + Close-up  
Shots

Text, Voice and Music







## **REFLECTION**

**What is your key  
takeaway from this  
session?**



# Thank you!