



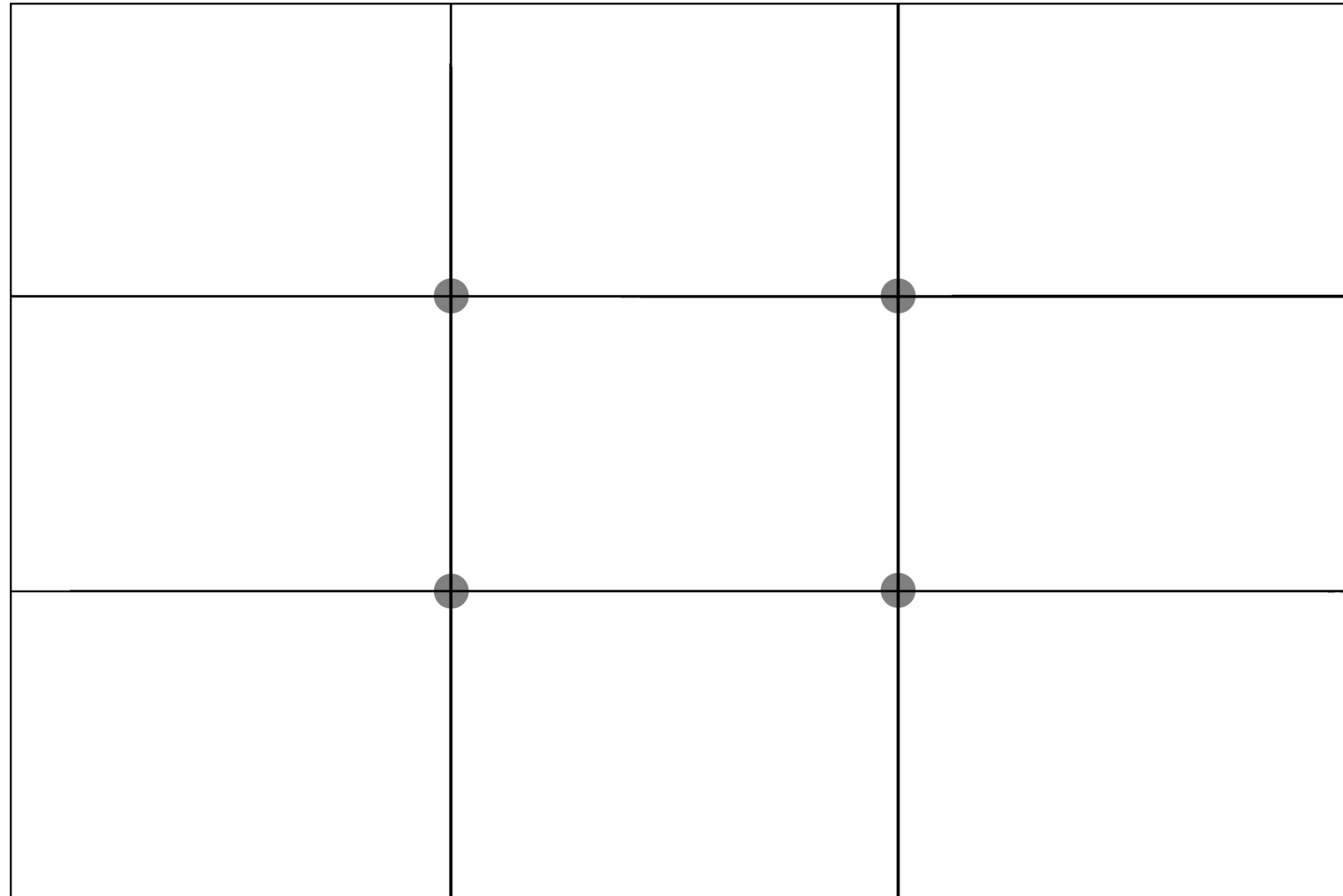
Media Campaigns for Social Change and Advocacy

Day 5: Vlogging

Visual Storytelling

- Self-explanatory
 - They are the tools that you can use to tell a story, photo video, writing, data visualisation, micro sites, newsletters, animation, social media platforms. All things or platforms you use to get your message across to your audience.
 - Why is visual storytelling important? Authentic storytelling allows you to connect one on one with each member of your audience, making the audience feel part of the bigger picture.
 - Deliverables: Telling your story online & connecting with people, leads to creating brand ambassadors that want to support you. If you have a call to action, donations, or spread awareness these are the people that are going to do it for you.

Rule of thirds







Shots



Establishing
shot



Medium



Ext. Close-up



Close-up

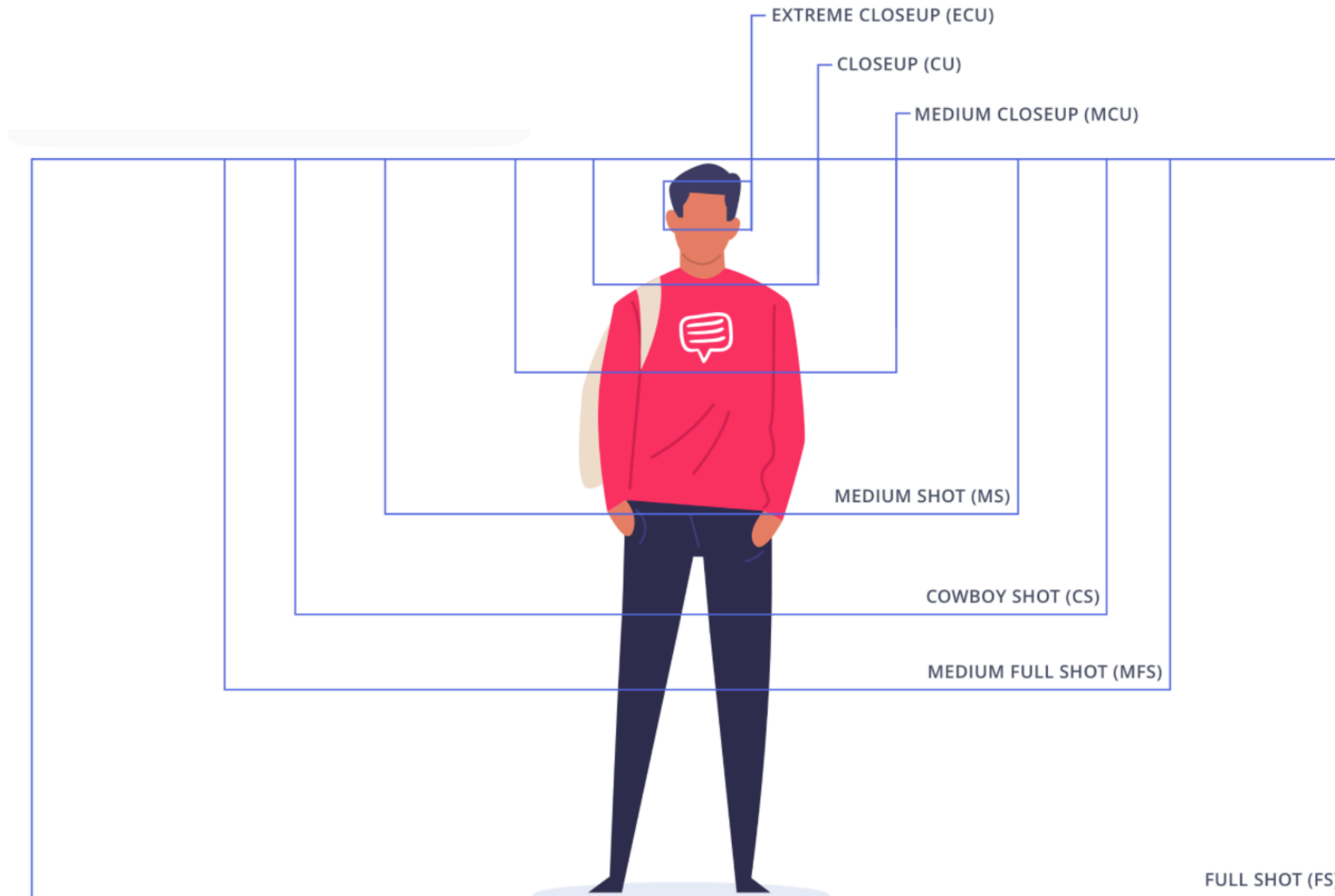


Over-the-shoulder



Creative angle

If it wasn't clear....



Video on shot angles

<https://www.youtube.com/watch?v=AyML8xuKfoc>



WHAT IS A VLOG?

- A video blog
- A vlog is a video that documents a person's life, opinions, interests, and thoughts
- The primary goal is to communicate on a personal level with an audience
- The person vlogging is called a vlogger



**What is the most
important element
of a vlog?**

THE STORY!





Casey
Neistat

Do you watch any
vloggers? Why?
Why not?



WHAT DO YOU NEED TO VLOG?

Don't try to appeal to everyone.
Choose a specific target audience.

How do you attract
an audience?



What goes on the internet, stays on
the internet.

Assess risks and be cautious.



TIPS

- ! Starting is as simple as getting your smartphone from your pocket and pressing record.
- ! The more you vlog, the better you will get at it.
- ! If you want to vlog to make money, don't.
- ! If you want to vlog because you want to share your stories, opinions, experiences with others, you can make money

FILMING WITH A SMARTPHONE

Composition & Light





ASSIGNMENT 1

Work on perspective: Choose a location around you and try to take 10 different photos or video bites. You can turn left, right, rotate but you cannot move from your spot. Use the angles you learned earlier.

LUNCH BREAK

30 min



FILMING WITH A SMARTPHONE

Music & Voiceover





Free Creative Commons Music

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

Voice over

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

Voice over Setup

- Find a quiet place.
- A good mic and recorder are always a plus.
- Select the right format for recording, make sure all your settings are correct.
- Adjust your recording level.
- Use phone, iPad or laptop for your text, avoid paper.
- Good old trusty trick of recording voice over under a blanket



ASSIGNMENT

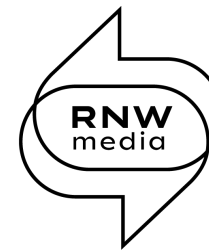
WORK ON YOUR VLOG





REFLECTION

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



Thank you!

COLOUR BACKGROUND WITH TEXT

Your text here.

DARK PURPLE BACKGROUND WITH IMAGE 1

Your text here.





DARK PURPLE BACKGROUND WITH IMAGE 2

Your text here.

Light background w/ illustration

