



DIGITAL CONTENT CREATION

Day 4: Creative Formats

RECAP AND REFLECTION





Week 1

Target Audiences

Persuasive Aims

Story

Creative Formats

Visual Design

AGENDA DAY 4



180 minutes

Creativity

Understanding formats

The future of formats

Morning pages





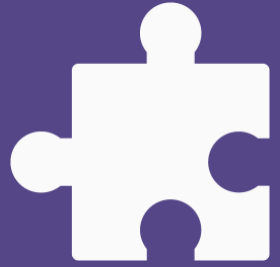
What is creativity?



Try. Fail. Try again. Fail better.



CONTENT CREATION



FORMAT



MEDIUM

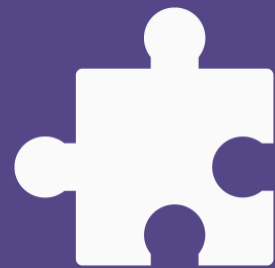


CHANNEL





CONTENT CREATION



Interview



Video



TikTok



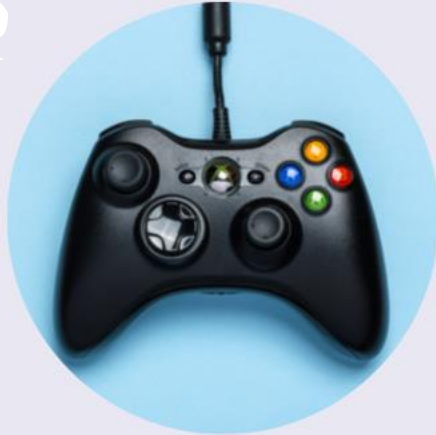
**A format is a
unique way to
tell a story.**

It describes how the tension is created.

Think of each format as a different colour.

To create your work, you can use one colour
or you can use a combination of colours.





Game



News



Drama



Interview



*The same story can be told in
different ways (formats)*



GROUP EXERCISE

There are essentially 10 ways stories can be presented to an audience.

- In groups, see if you can identify the 10 formats. They are commonly used in television, radio, print.
- Think about your favorite shows, what kind of shows do you enjoy? Can these be put into a category?

single formats



- Drama
- Testimonial
- Interview
- Discussion
- Demonstration

single formats



- Drama
- Testimonial
- Interview
- Discussion
- Demonstration

Wrapper formats



- Magazine
- Report
- Actuality
- Montage
- Game

10 formats & what makes them unique

DRAMA

a story told with actors

TESTIMONIAL

personal opinion

MAGAZINE

links and items

REPORT

single subject explored by a reporter

INTERVIEW

question and answer

ACTUALITY

live, unedited

DISCUSSION

arguments

DEMONSTRATION

step by step

MONTAGE

told through the editing

GAME

rules

Magazine:	Lifestyle	Medical	Sport	Historical	Investigative	Gossip
Report:	News	Business	Political	Current Affairs	Travel	Fashion
Game:	Reality game	Dating game	Quiz Game	Talent competition	Survival	Sports
Actuality:	Live Sports	Political Speeches	Breaking news	Events/Riots	Disasters	Hidden Camera
Montage:	Fly on the wall	Music Video	Sketch show	Sports Highlights	Wildlife	Title sequences
Drama:	Comedy	Horror	Stage play	Action	Reconstructions	Fantasy
Testimonial:	Religious	Advertising	Eye-witness	Endorsement	Political speech	Weather
Interview:	Expert	On the street	Personality Profile	Group	Exploratory	Informative
Discussion:	Educational	Political	Women's Views	With Children	Dinner Party	Panel
Demonstration:	Cooking	Do it Yourself	Dance/Exercise	Education	Sports	Gardening



REFLECTION

Which of these formats are your favourites? Which do you use the most?





rntc

FACTS **EMOTION**



GROUP EXERCISE

In groups, divide the formats into those that excel at generation **emotion** and those that are good at sharing **facts**.

You may also put them somewhere in the middle

Medium



**Sender
(Aim)**

**Message
(Persuasive
Storytelling)**

**Receiver (Target
Audience)**

Channel

TYPES OF MEDIA

VIDEO	AUDIO	PRINT/ TEXT	VISUAL	ON THE GROUND
Animation Short Videos Vlogs Long Form Montages Immersive VR Live Broadcasts	Podcasts Radio Sound Bites Audio Notes Songs Jingles Themes	Articles Written Reports Essays Typography Idea Clouds Blogs Tweets Lists Surveys	Graphics Photos Photo Essays Charts Graphs Memes Infographics	Meetings Interviews Press Releases Events Flash Mobs Graffiti Takeovers Theatre/Plays Town Halls Demos/Strikes

Condom Song





一起谈性说爱

for love's sake Remember, love matters



Almost ready! Alone or with others as usual?

再剪短一些...
再剪短一些...
好吗...

短发

THE SHORTHAIRCUT





The future of formats

What is the future of creative formats?

WHAT MAKES

YOU

HAPPY?

SOULPANCAKE



Video Essays

TikTok




GROUP ASSIGNMENT

Analyze the video and discuss the different strategies the artist is using. What type of video is this? What are the main elements?



HOW TO



write a love letter.

NOTES BY MEMBER OF THE BIG BRAVE HEARTS BRIGADE @ANNIKA.IZORA

BIG BRAVE HEARTS BRIGADE

1. Before we begin, remember that love letters can be sent to anyone.

Platonic love is transformative and something to hold dear. You can send love letters to anyone in your life that you hold love for: your homies, your grandma, that neighbor that helped take care of your plants that one time. We can use this love letter practice to explore what celebrating love can look like outside of solely romantic contexts.

2. Set the scene.

As the love letter writer, take a moment to get settled. Prepare your space in a way that makes you feel present and brings in softness. Light candles! Wear something comfy! Play music that makes your heart feel full!

@ANNIKA.IZORA

BIG BRAVE HEARTS BRIGADE

3. Tend to your heart.

Before beginning your letter writing, thank your own heart for taking a moment to be vulnerable. Vulnerability is an act of courage. Take some time to send love to your own heart for its infinite capacity to love. When we nourish our own self love, we expand our capacity to share love with others.

4. Tend to gratitude.

Decide on the person you'd like to dedicate your love letter to. Then in a comfortable position, close your eyes, and take a moment to meditate on what you're grateful for in your person. Imagine your love for each other as a small golden light that's slowly filling up your heart, till it fills up your body, growing to cover your space, your city, your world. In this light with one another, you are safe and seen. Take a moment to sit with gratitude for the love you hold for each other.

@ANNIKA.IZORA

BIG BRAVE HEARTS BRIGADE



5. Select a medium that fits your own unique love language.

Love letters can be done on pen & paper. You can also choose whatever medium works for you! Send your loved one a letter via voice memo, video recording, love song, iced across 100 cupcakes, chalk drawn outside their window, in a slideshow of memes, etc.

@ANNIKA.IZORA

BIG BRAVE HEARTS BRIGADE

6. Begin writing about your love.

There's no "right way" to write a love letter. Write yours in a way that feels good and honest for you. Love letters can be silly, short, grandiose, gentle, or any other style. If you need inspiration, take a look at the love letter prompts below:

- What are you grateful for in your loved one?
- Describe the first time you and your loved one met.
- How does your loved one make you feel when you're with them?
- What have you learned from your loved one?
- How has your loved one deepened your love for yourself, communities, or world?

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BIG BRAVE HEARTS BRIGADE

7. Seal with a good word.

Once your love letter is complete, hold it to your heart. If you're moved to, fill your love letter with a surprise: glitter, your loved one's favorite chapstick, a flower you found on a walk. Send it off with whatever good energy you'd like to send their way.


8. Write love letters to your own heart.

Apply the same moment of gratitude and love that you just gave someone in your life to yourself. Write love letters to the dreams you are nurturing, to what you hold beloved about yourself. Turn your letters into affirmations. Save your letter for days when fear is trying to make you forget the miracle you embody. Remember to thank the oceans of expanse that you hold.

@ANNIKA.IZORA

Reimagining Love Letters

with Annika Hansteen-Izora



Exploring the possibilities of love to celebrate ourselves and each other.

February 12th, 2022
1:00 - 2:30 PM ET

Sliding Fee Scale: \$10 - \$15
Venmo @writersclub_ny

writers club

Workshops







How to (comic)

NPR's Life Kit

How To Cultivate Your Personal Style

words by Mayowa Aina illustrated by LA Johnson

<p>Courtney Mays, stylist</p> 	<p>Ruby Redstone, fashion historian</p> 
<p>Asia Jackson, actor</p> 	<p>ALOK, artist</p> 

TO START, TAKE INVENTORY OF WHAT YOU HAVE.



<p>Go through your closet and try everything on.</p> 	<p>Let go of clothes you don't wear.</p> 
<p>Then identify the pieces that you love.</p> 	<p>Use those as the foundation for your style.</p> 

DON'T BE AFRAID TO BREAK A FASHION RULE.

Look for style inspiration in the world around you and *identify common themes* from what you find visually appealing.

Who says you can't wear white after Labor Day?

Or you can't mix your gold and silver jewelry?

Mundu or lungi traditional dress worn by men in Kerala, India.

I grew up with men in skirts!

Tamba/Tehmet and kurta traditional dress worn by Punjabi men in India and Pakistan.

In my culture, it isn't seen as feminine to wrap a garment around your legs.

The goal is to bring forth the parts you love most about yourself, getting to the essence of who you are, in terms of your style - whatever that means.



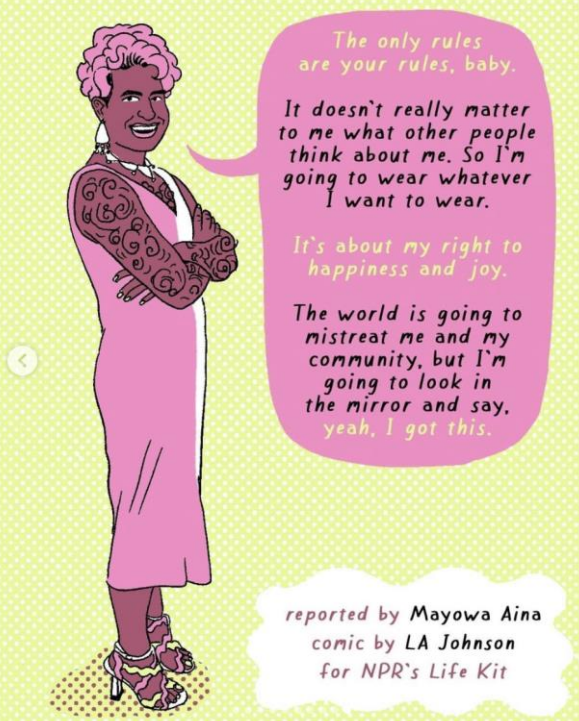
The only rules are your rules, baby.

It doesn't really matter to me what other people think about me. So I'm going to wear whatever I want to wear.

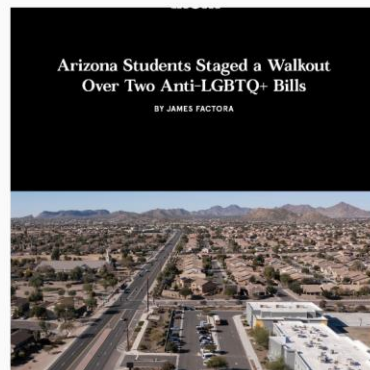
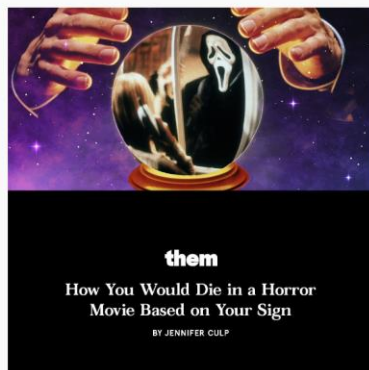
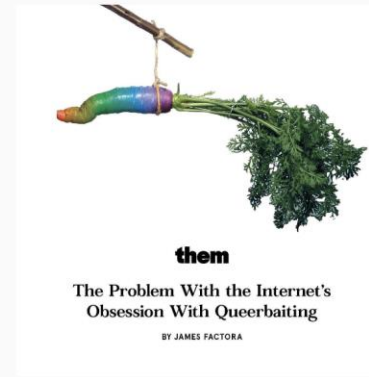
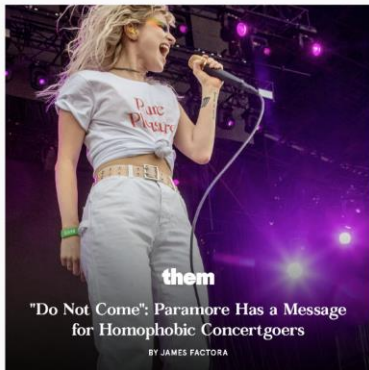
It's about my right to happiness and joy.

The world is going to mistreat me and my community, but I'm going to look in the mirror and say, yeah, I got this.

reported by Mayowa Aina
comic by LA Johnson
for NPR's Life Kit



THEM: community blog



GROUP REFLECTION

What is your favorite format so far?



TRADITIONAL CHANNELS

Hardcopy
Press

Radio

Theatre

Billboards

Television

Cinema



NEW MEDIA CHANNELS

Video channels
YouTube

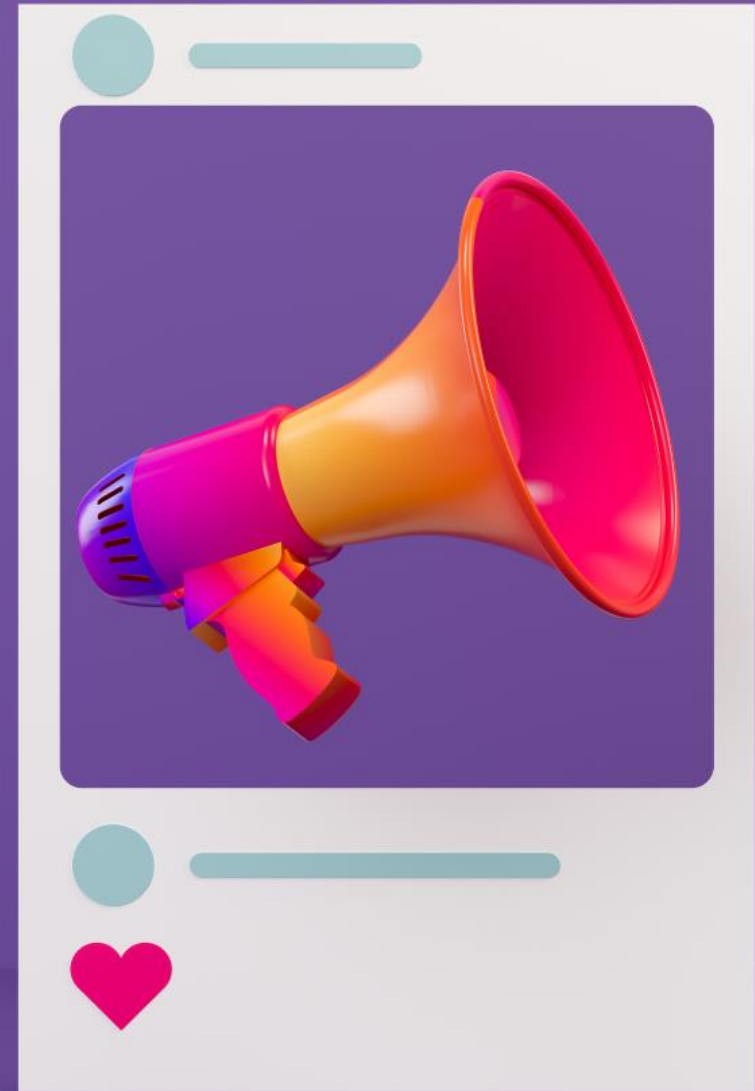
Social Media: IG,
Meta,
TikTok

Sound platforms
Spotify

Websites
/ blogs

Direct messages
/ Emails

Games



GROUP & INDIVIDUAL ASSIGNMENTS

Decide on a creative format for your
final assignments (video, blog,
podcast)

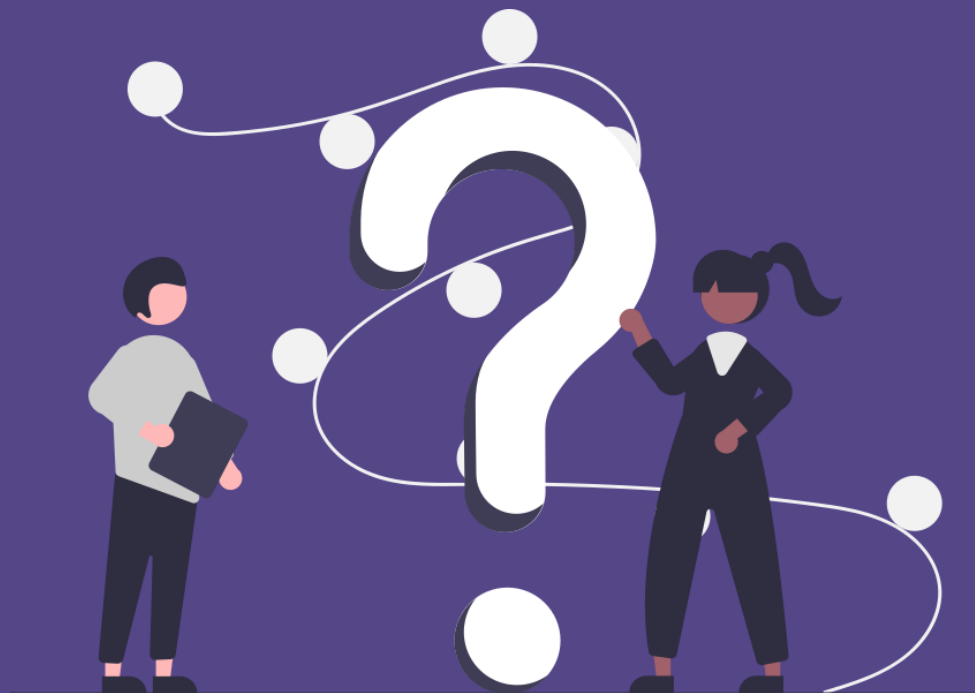




REFLECTION

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

QUESTIONS





Thank you!