



CREATIVE FORMATS

RECAP AND REFLECTION





OUR CORE THEORY

TARGET AUDIENCES

PERSUASIVE AIMS

STORYTELLING

CREATIVE FORMATS

CREATIVE FORMATS & VIDEO CREATION

AGENDA

DAY 5: Creative formats



5-6 hours
1 hour lunch break
1 hour assignment

Creativity

Understanding formats

Facts and Emotion inside formats

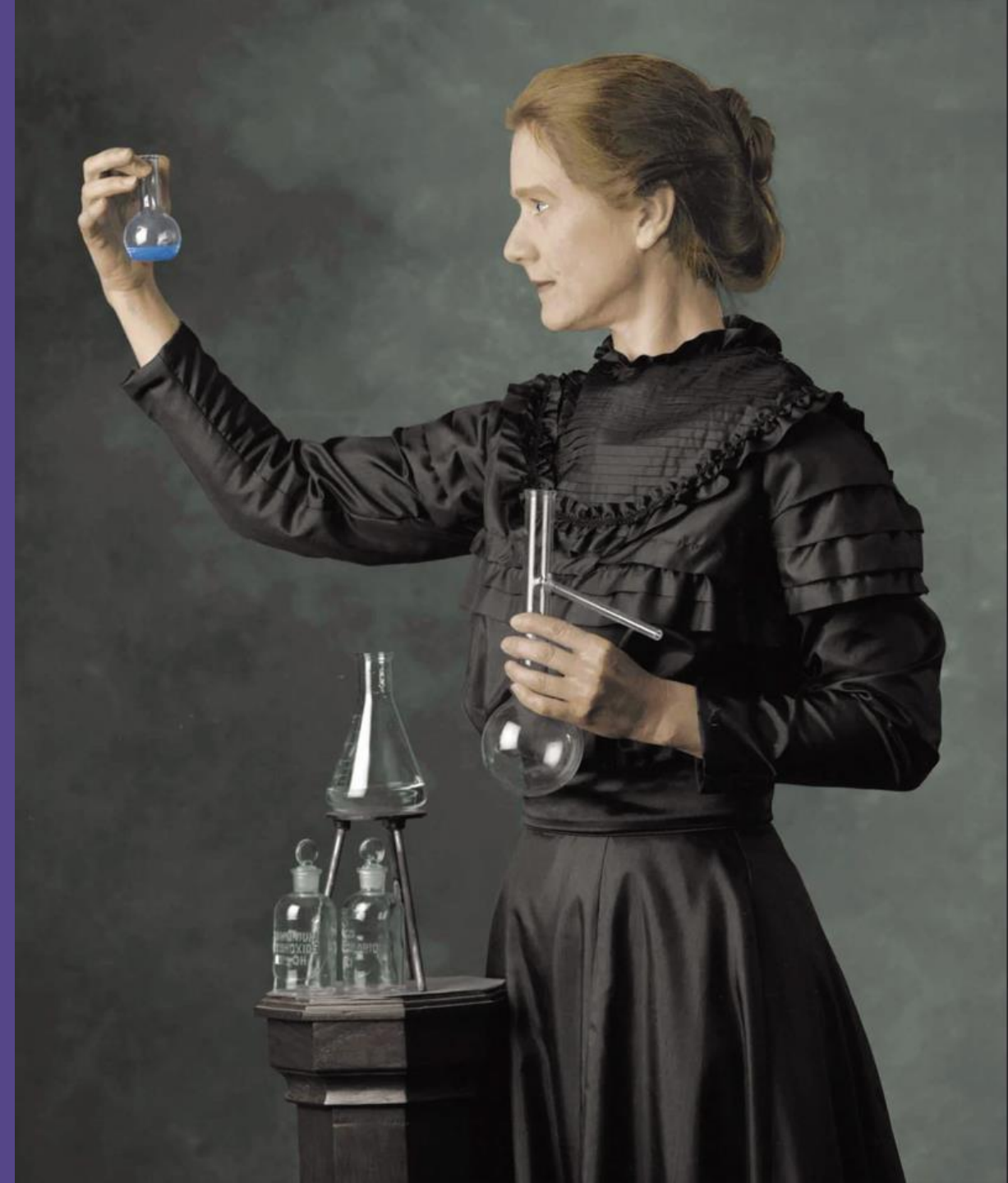
Medium and channel



What is creativity?

MARIE CURIE

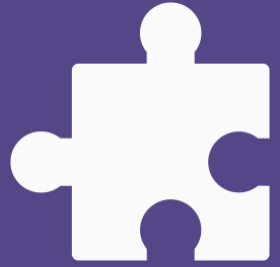
- Only person to win 2 Nobel Prizes in different disciplines (Physics and Chemistry)
- Lost her mother as a child. Suffered discrimination as a woman and a Polish migrant in Paris
- Didn't get enough support from the French Academy in order to research in a proper lab
- Researched radioactivity and discovered Radium and Polonium with a tool her husband had invented as a teenager: the quartz-electrometer
- Invented a machine to inspect with x-rays injuries of French soldiers at the IWW: "les petites Curies". It saved thousands of lives and amputations
- Radiotherapy is based on her findings. Nuclear power (and the atomic bomb) too





Try. Fail. Try again. Fail better.

CONTENT CREATION



FORMAT



MEDIUM



CHANNEL





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.



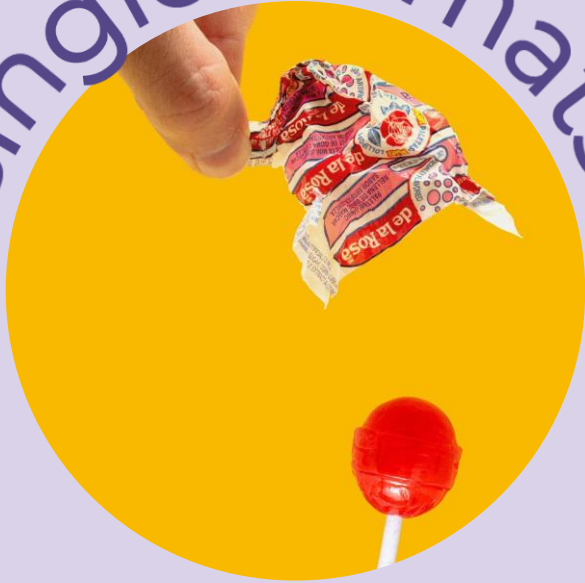


GROUP EXERCISE

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

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

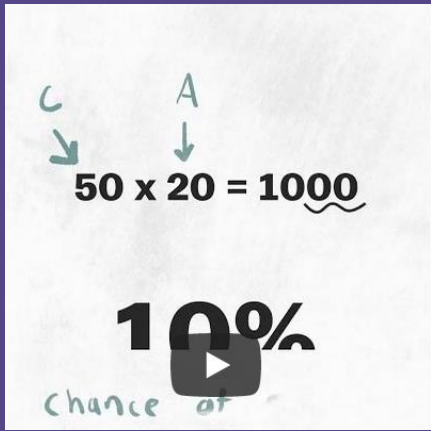
DISCUSSION
arguments

DEMONSTRATION
step by step

MONTAGE
told through the editing

GAME
rules









REFLECTION

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

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	Tutorial	Sports	Gardening



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



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

再剪短一些...
再剪短一些...
好吗...

短发

THE SHORTHAIRCUT



TRADITIONAL CHANNELS

Hardcopy
Press

Radio

Theatre

Billboards

Television

Cinema



NEW MEDIA CHANNELS

Video channels:
YouTube

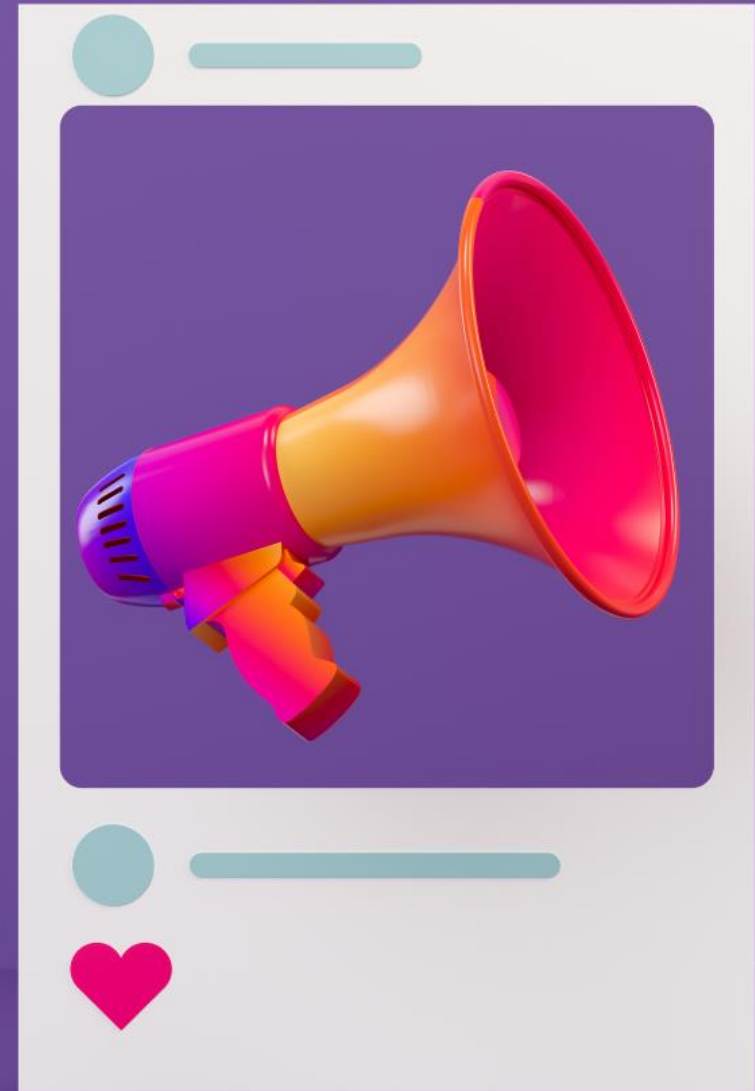
Social Media: IG,
Meta,
TikTok

Sound platforms:
Spotify

Websites/
blogs

Direct messages
/ Emails

Games





ASSIGNMENT

Which format(s) do you want to use for your story?



REFLECTION

What is your key
takeaway from this
session?

QUESTIONS





Thank you!