

A CHANGE MAKER'S GUIDE TO CREATING SOCIAL IMPACT VIDEOS

In collaboration by:



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INTRODUCTION

To create a strong video, we suggest you use a basic template. This should serve as a good starting point for what type of video footage to collect and how to arrange it.

Think of your video as being in 3 distinct parts, with timing suggested for no more than a 5 minute video.

STAGES OF PRE PRODUCTION

1

CLARITY CONVERSATION

Problem
journey
call to action

2

SPEEDY SCRIPTING

Creating the script

3

IMAGINE THE IMAGERY

Plan your shoot

01

CLARITY CONVERSATION

Remember, if you fail to plan,
you plan to fail.





THE PROBLEM

(and a hint at the solution)

This is your chance to hook the viewer by presenting a problem that seems compelling and relevant to them.

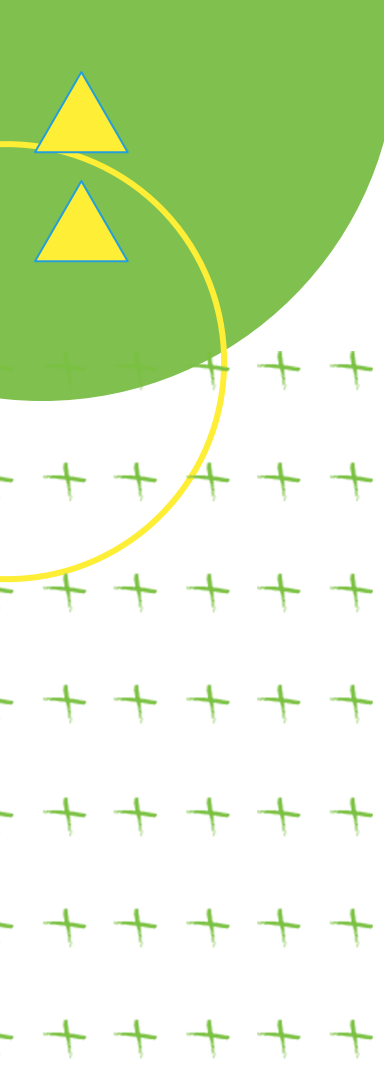
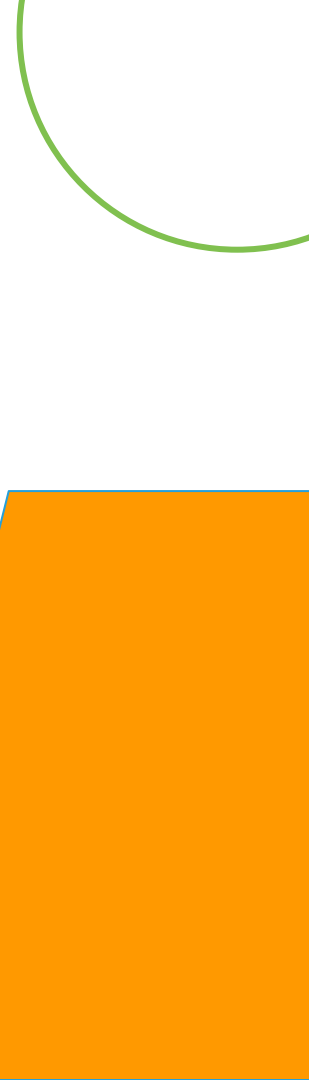

Consider presenting your information using the following 3 ideas, usually in this order:

1. The **problem** you want to present,
2. A **story** to bring the issue to life,
3. Providing a **hint** to the solution to the problem.

YOUR TEAM'S JOURNEY

Once the viewers are interested in the problem, now you can share your group's journey to do something about it.

A key element here is showing the CHOICES that the team has to make. Think of your favourite Reality TV shows - the drama exists when characters have to make choices!

- 
- How did you come to learn about this **problem**?
 - Who are the **characters** in your group's journey? What makes each character **unique**?
 - What **challenges** did your team face? What **CHOICES** did they make?
 - What is the character **transformation**? How were you changed by your **experience**?
 - What was the "**Boss Challenge**" - the final and most important step of the group?
 - What was the **OUTCOME**? This should connect to the **SOLUTION**.
- 
- 



CALL TO ACTION

(What's Next?)

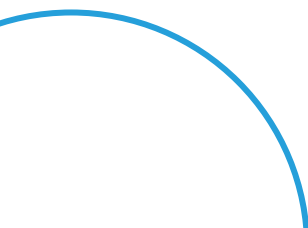
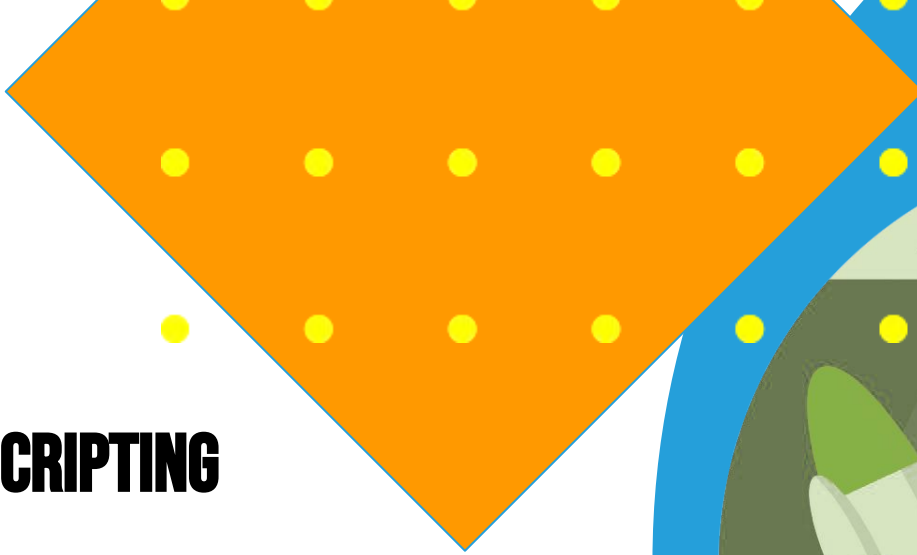
In order to wrap it up, clarify and consider including these elements:

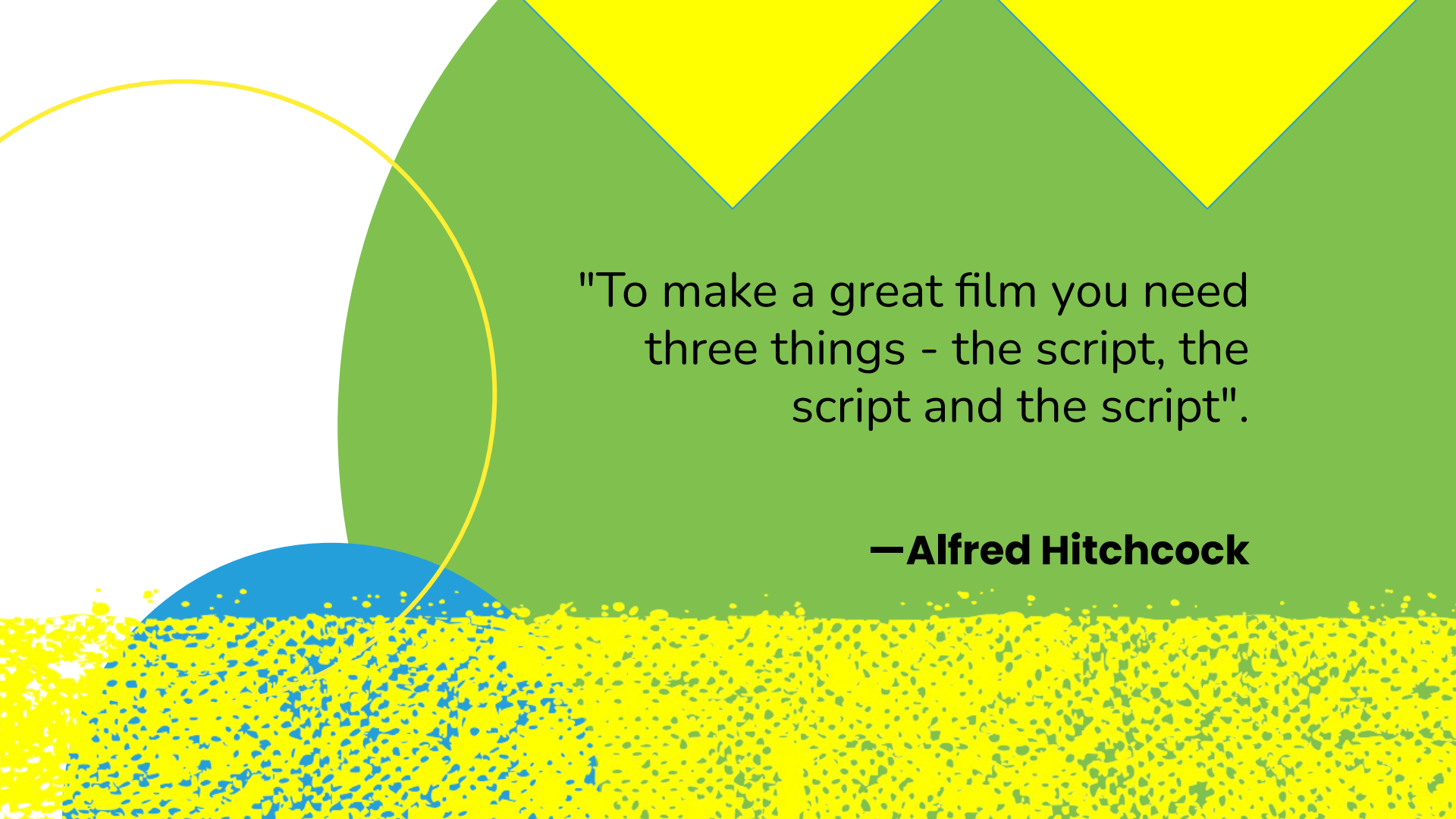
- What lessons did you learn? Tie up any loose ends of the story.
- What was the KEY lesson that made it work? (This is related to the SOLUTION)
- What do you want the audience to DO? (How can they take action?)
- How can others get involved in your cause? (Can you build a bigger movement?)

02

SPEEDY SCRIPTING

Check out the Beanstalk example to follow for your own video!





"To make a great film you need three things - the script, the script and the script".

—Alfred Hitchcock

The background features a grid of yellow dots. Two yellow triangles with blue outlines are positioned on the left and right sides of the top row. A blue arc is visible in the top right corner. A large red checkmark is located in the bottom right corner.

SPEEDY SCRIPTING

Once you are clear on what is important, you can start to structure your answers from part 1 into a rough script.

It's up to you on how you want to lay out the elements in the script to be most effective!



**LET'S LOOK AT AN
EXAMPLE**

BEANSTALK SHSM PROMO VIDEO SCRIPT

The Beanstalk Project has worked with over 30 school boards across Ontario and we see lots of amazing things happening, but lots of missed opportunities, and one of the biggest is the way that schools market and promote the program.

The Specialist High Skills Major Program is an incredible opportunity for students, but too many students miss out because they either don't know about it or don't see the value of it

It's not that they don't try to tell students about SHSM – but one challenge is that it's easy to get caught up in the weeds and try to explain the logistics and acronyms of the program like SPCE... but that's not what generates interest. We need to communicate the VALUE of the program.

The other challenge is that when the message to get involved comes from teachers, it's easy for students to dismiss the idea as just.. "more school"... so having an outside voice can be really helpful.

Beanstalk Project started doing assemblies and events to promote the SHSM program because teachers were asking us.

They said "Students need to know that this isn't just about school – this is REAL opportunity, and you guys really have a knack for engaging students and getting them excited."

Our promotional assemblies are typically 30-60 minutes in length. With more time, we can add sample workshops or activities to give students a taste of the program, and we can always work with teachers to customize.

In addition to getting students interested and introducing the program components, at the end of the assembly we always ask – how many people might be interested in signing up for this or learning a little bit more? And it's so great to see SO many hands go up – like – MORE than half! And they DO sign up! In fact, we make sure there are sign-up sheets right there so the lead teachers can easily follow-up with all the students who are interested.

More sign-ups for the program equates to bigger budgets and better opportunities for students.

What's really exciting to us is that these inspirational assemblies don't JUST promote the SHSM program – they promote Co-op and Experiential Learning – and really the value of getting involved with ANYTHING in the school. It's an awesome message for any student – but especially grade 9's and 10's.

Ultimately, we want to make it easy for the teacher, and we want to make you and your program look good.



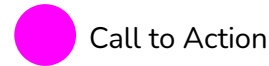
Journey



Problem



Solution



Call to Action

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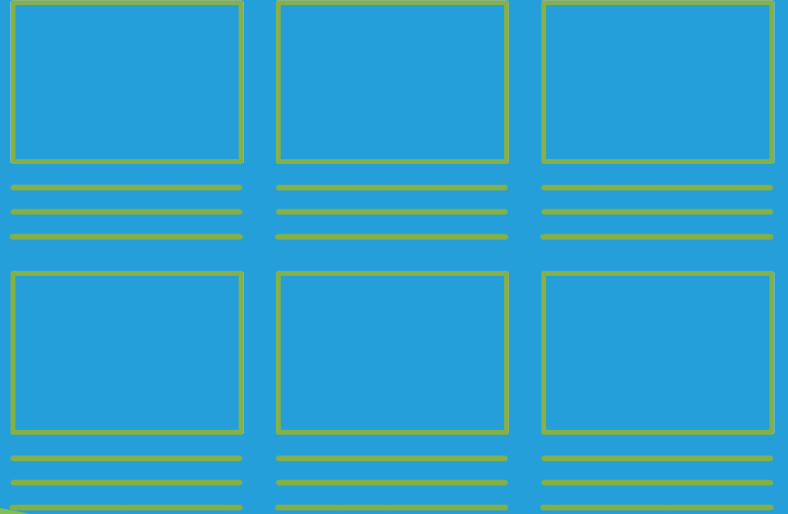
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03

IMAGINE THE IMAGERY

Planning your shoot



IMAGINE THE IMAGERY



Creating a basic storyboard is a good way to visualize and prepare for your shots! Think of each shot you want to capture and doodle them on a sheet of paper. This will be your visual guide as you start making your video.

Here are 2 types of shots that we used in our promotional video that helped tell the story and carry the visuals.

TALKING HEAD (OR A- ROLL)

The main action involves someone just **talking** to the camera, either right into it or slightly to the side, interview style.



B - ROLL

Supplemental or alternative footage intercut with the main shot.





LET'S LOOK AT AN EXAMPLE

shorturl.at/qCJUY

PRODUCTION TIME TIPS!

(Lights, Camera, Action!)



Gather Your Equipment:

You may just use your phone / smartphone for the video!

That's how simple it is for practicing videography. If you have a reliable video tripod, even better!

HAVE GOOD LIGHTING:

Good lighting for your video is very important for the storytelling! You need to understand what kind of lighting works best for your shots

Lamps? Natural sunlight?

If you want a dramatic scene, you may want some shadows in the right places. Plenty of light can also give out a happy vibe 😊

Check out the different examples of lighting you can use!



NATURAL LIGHT



AVAILABLE ARTIFICIAL LIGHTS



VIDEO LIGHTS



Common Lighting Issues



Backlit



Harsh Shadows



Overblown



Underlit



Don't just film anywhere. Make an effort to use a simple background or improve it by removing as much clutter as you can.

**THESE ARE STILL FROM OUR SHSM
PROMO VIDEO**

Notice how we shot both “talking head” clips next to a big window source. This casted soft even lighting onto our subjects as-well as the whole scene, and it was free!



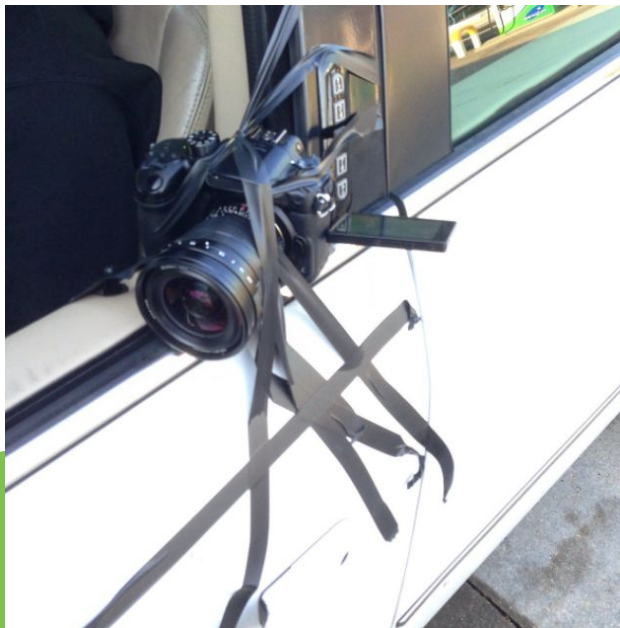
AVOID SHAKY SHOTS

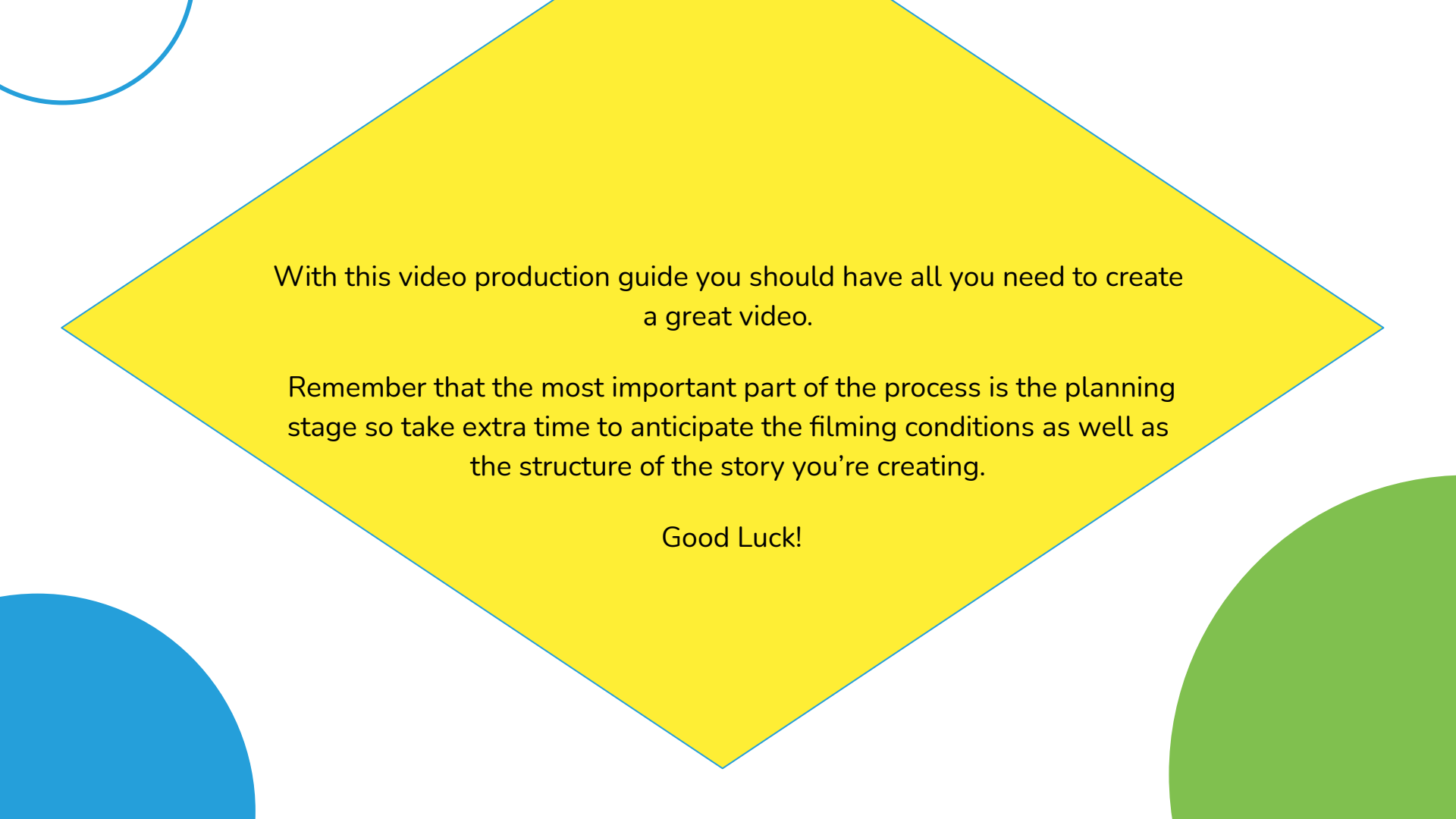
Keep your shots steady by placing your smartphone on a steady surface or by using a tripod. Avoid moving the camera too much and keep your speed consistent (don't make sudden stops).

This is another opportunity to get creative with what you have available.



CREATIVITY IN ACTION!





With this video production guide you should have all you need to create a great video.

Remember that the most important part of the process is the planning stage so take extra time to anticipate the filming conditions as well as the structure of the story you're creating.

Good Luck!

THANK YOU

Do you have any questions?

Contact us!

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RE:ACTION4INCLUSION END GRAPHIC

Click on this image to download and add the image to the end of your final videos!



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Resources

Here are some links and resources to help you on your video projects!

<https://www.umnagricast.com/video-editing-resources.html>

<https://www.pexels.com/videos/>

<https://www.canva.com/>

<https://www.youtube.com/channel/UCht8qITGkBvXKsR1Byln-wA>

<https://teachable.com/blog/how-to-diy-home-video-recording-studio-setup>

<https://www.thinkific.com/blog/home-video-studio/>

