

A group of diverse people, including men and women of various ethnicities, are gathered outdoors in a garden or park setting. They are engaged in a video workshop, with some individuals gesturing and talking. The background shows green foliage and a fence. The text is overlaid on the image.

# Video workshop 6<sup>th</sup> October 2020

Tot Foster [tot\\_foster@hotmail.com](mailto:tot_foster@hotmail.com)

Sorrel Parsons from Superhighways

Thanks to: Voluntary Sector Studies Network

[vssn.org.uk](http://vssn.org.uk)



# Helping ourselves to video:

- Follow some simple rules and procedures
- Work within our resources
- Take inspiration from watching others' videos
- Learn skills by starting small, taking little steps
- Use social media to get our videos to their audiences



# Video?

- **Visual, powerful, emotional, relatable, human, authentic, immediate, time-based, good at storytelling**

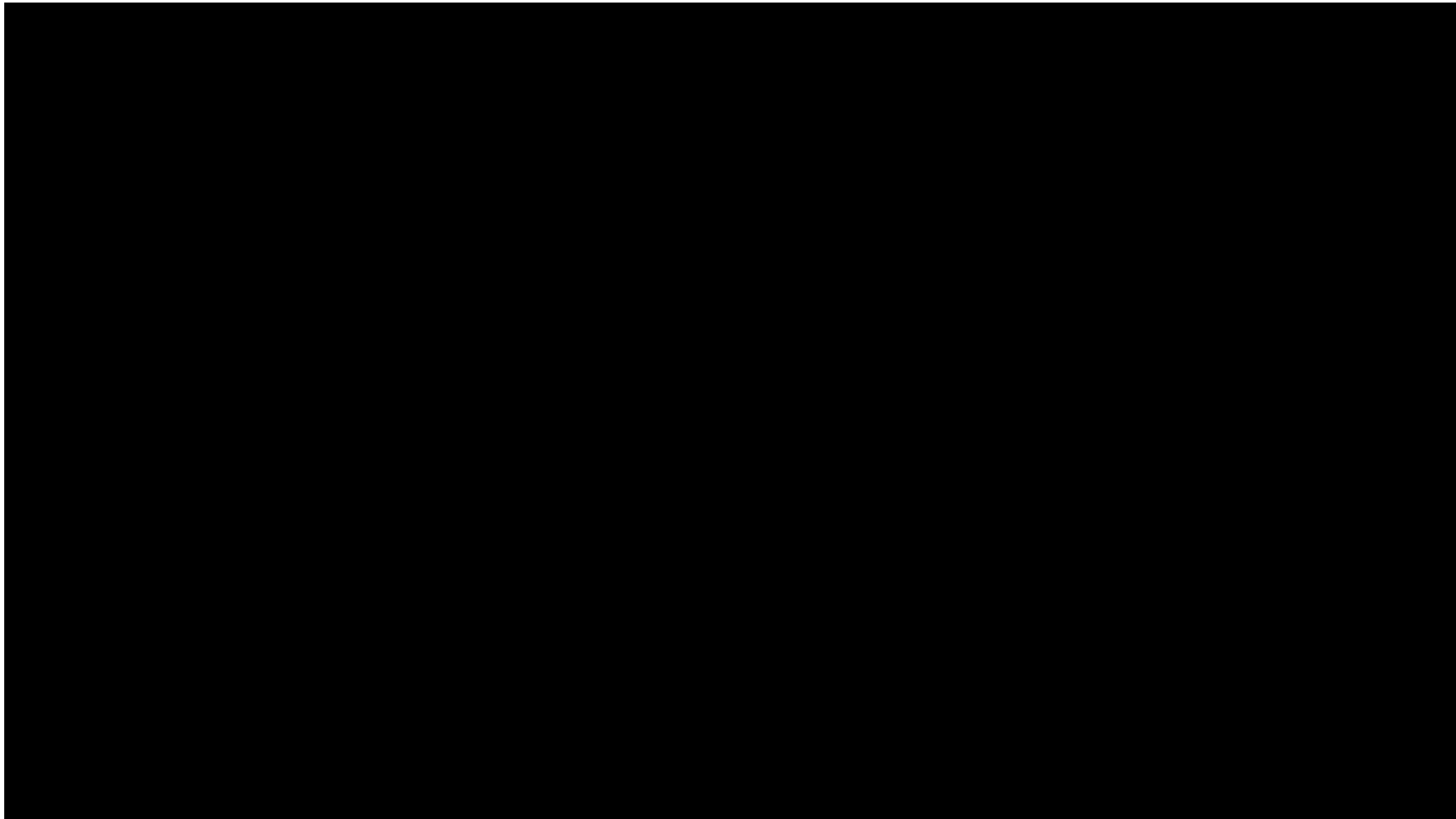


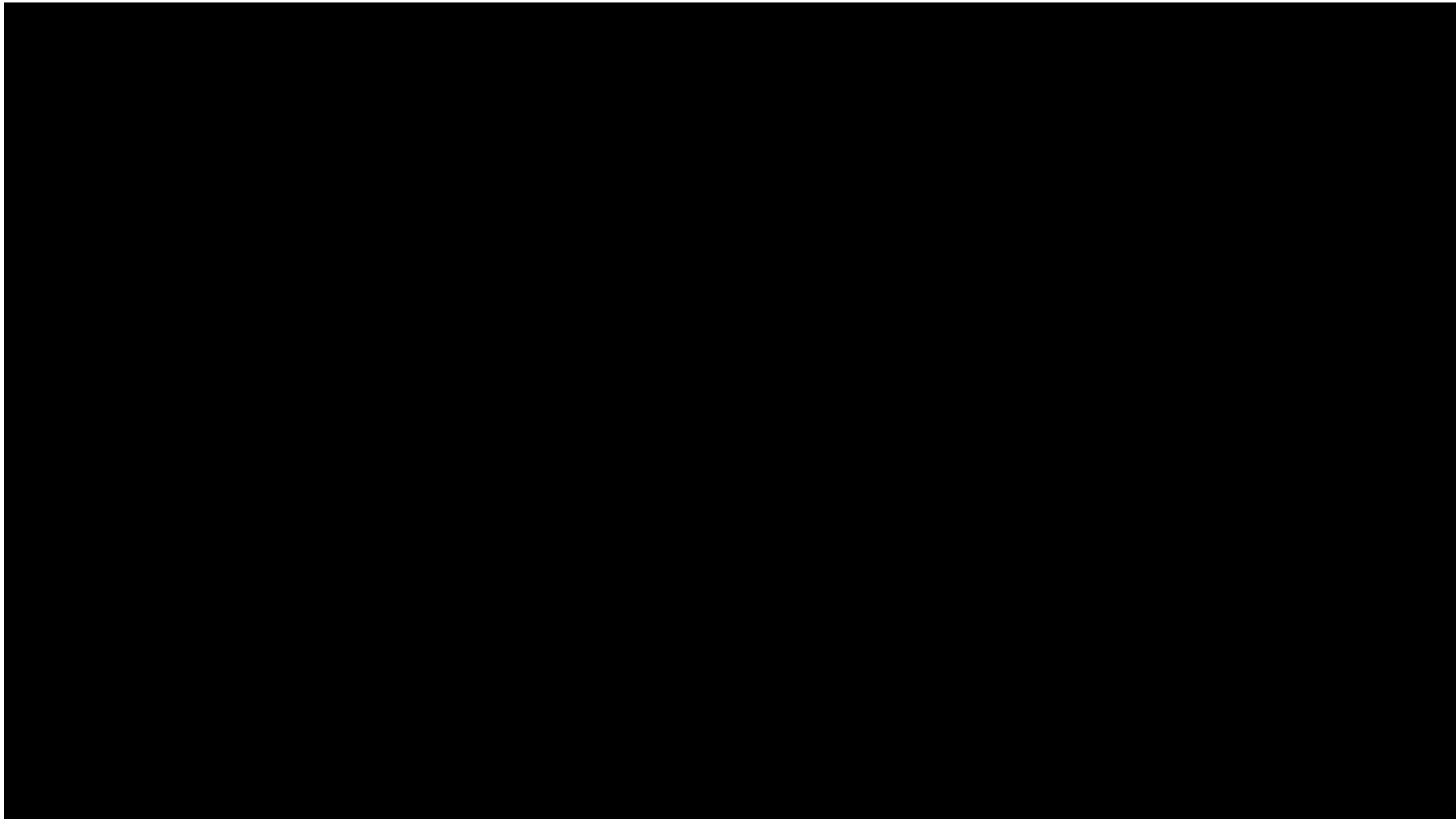




# Video?

- **Good at telling stories about impact**
- **Increasingly important online and for social media**
- **Now everyone can make content**
- **Offers voice to marginalised communities**
- **Reaches different audiences to other media**









# Creative and achievable:

- **Work as a team if at all possible**
- **Understand your resources**
- **Seek creative inspiration**
- **Start small**
- **Build capacity through reflection**

# Seek creative inspiration

- Watch videos on YouTube charity channels
- Ask others about videos that work for them
- Set aside time to brainstorm
- Be brave and try things out





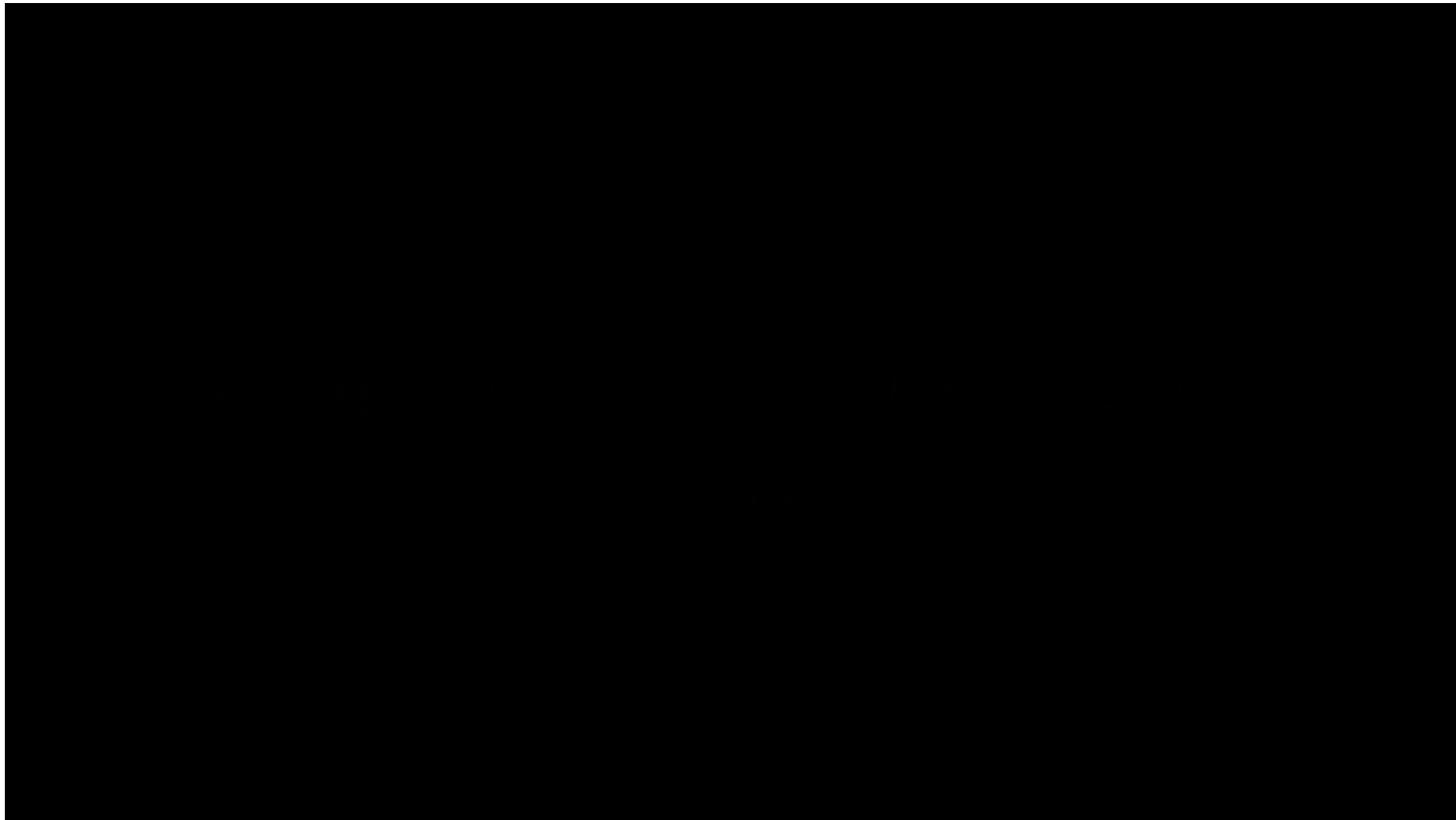
# Be realistic – start small

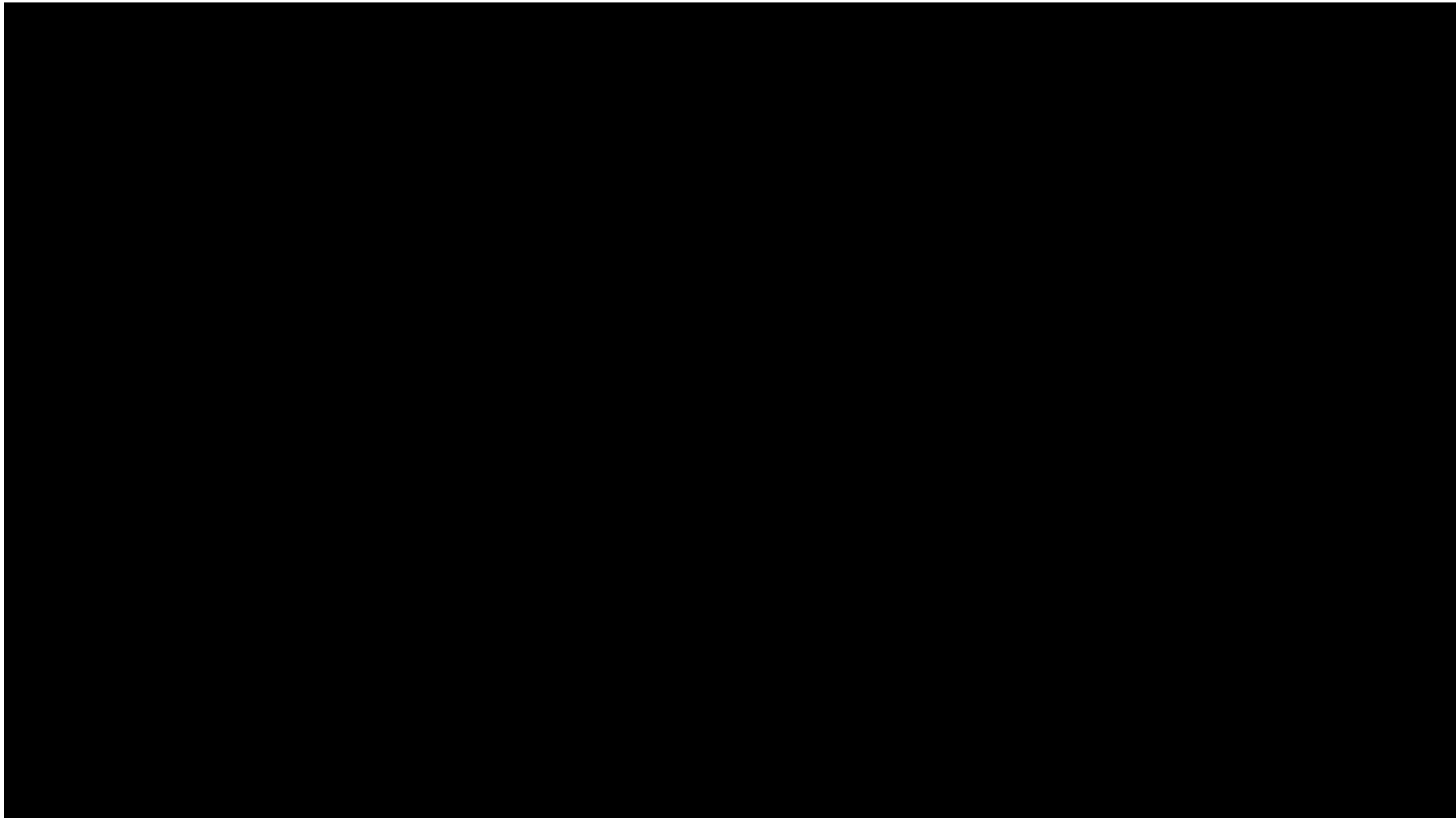
- Don't expect something slick
- Understand your limitations
- Keep it short
- Value authenticity



# Early discussion process:

- 1) **Set Parameters: Purpose, message and audience, resources and logistics, team skills and preferences**
- 2) **Seek creative inspiration**
- 3) **Brainstorm ideas for stories and styles, then make decisions**
- 4) **Check your decisions are delivering your p, m and a**
- 5) **Plan production**









# Lunchtime filming practice:

Either

- One shot of someone doing some action – making a cup of tea? Phoning someone? Film landscape, use 3 shot sizes, don't be afraid to ask people to do things again, capture each stage, follow the action, keep the camera running.

Or

- Film yourself talking to camera in the first person. Film landscape and handheld, try to add some movement, and show us anything around you that's relevant.

Use a phone or a tablet.

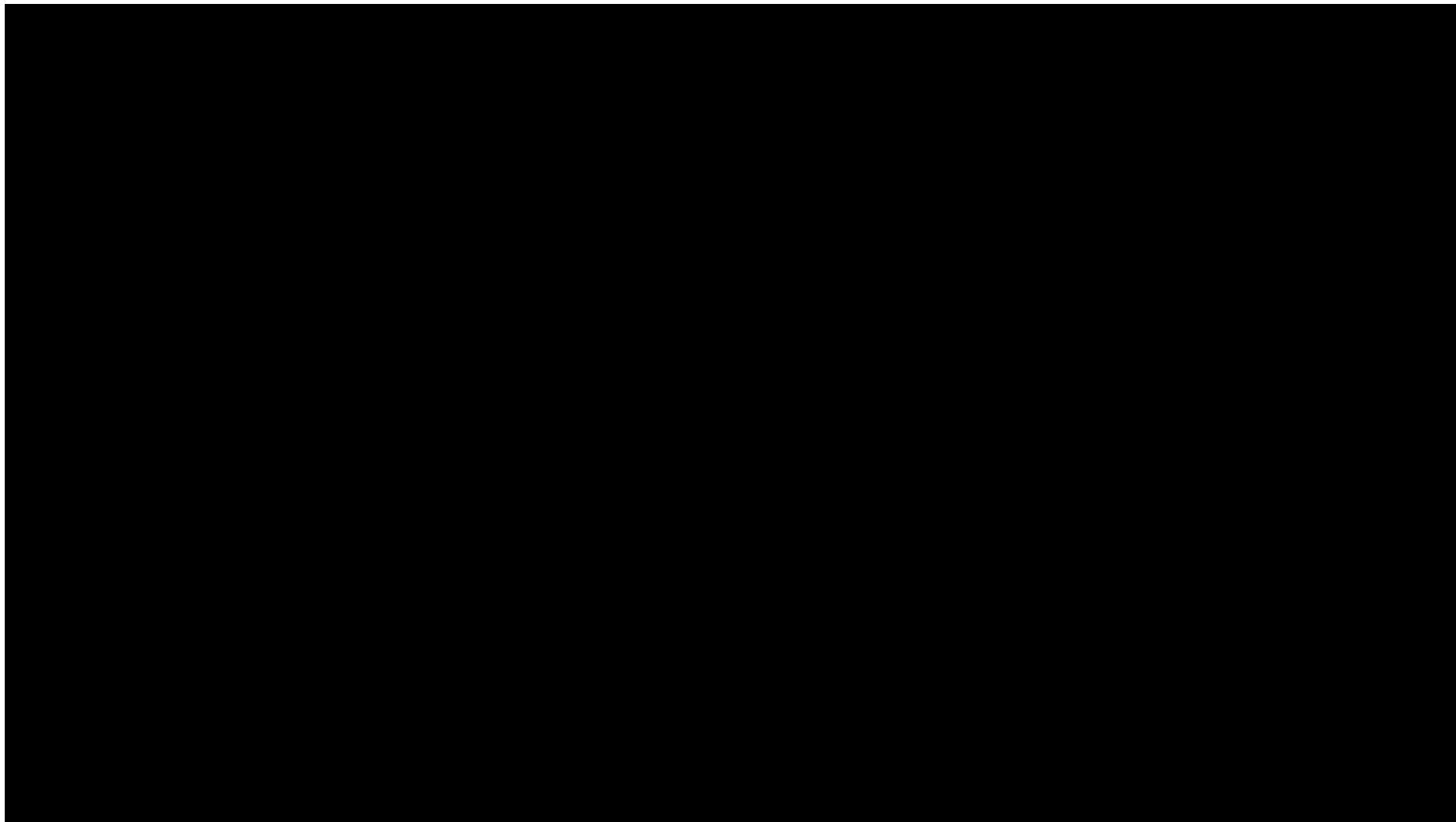
E-mail your shots to me at [tot\\_foster@hotmail.com](mailto:tot_foster@hotmail.com)

You can use [www.wetransfer.com](http://www.wetransfer.com) free version, please don't use WhatsApp

Don't worry if you can't send them right now as I will only be able to edit a small number over lunch.

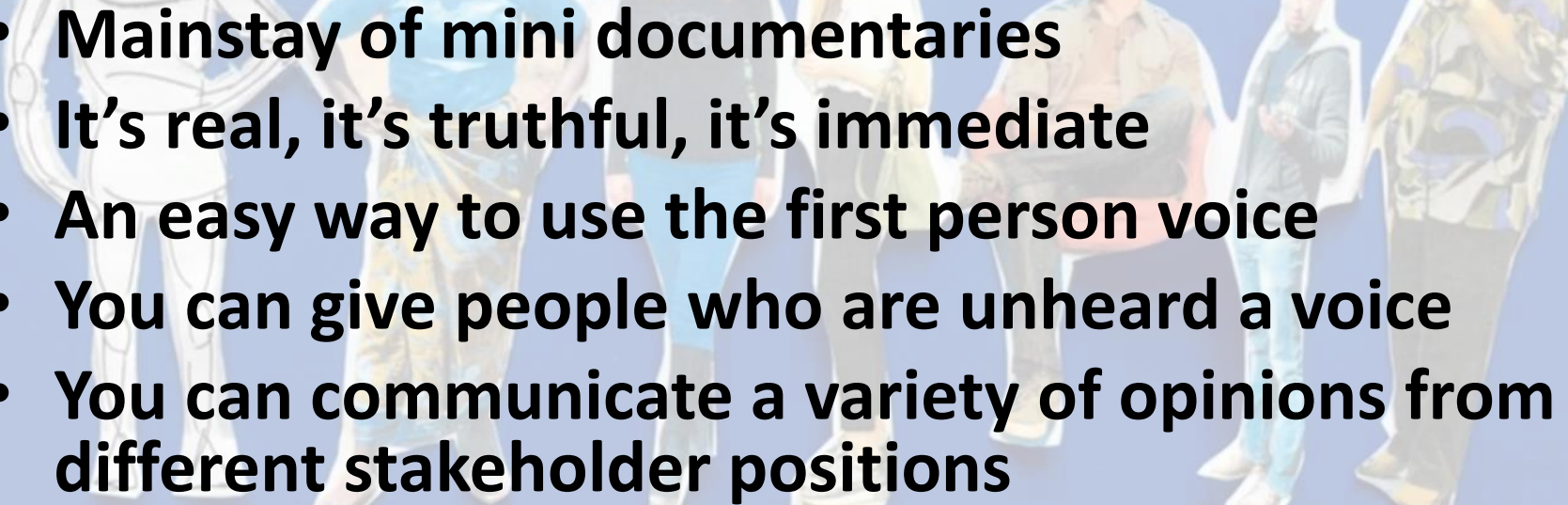
# Use cheap and available equipment:

- Use a smartphone and plug in mic
- Test the workflow
- Give attention to sound quality
- Get creative with cheap props





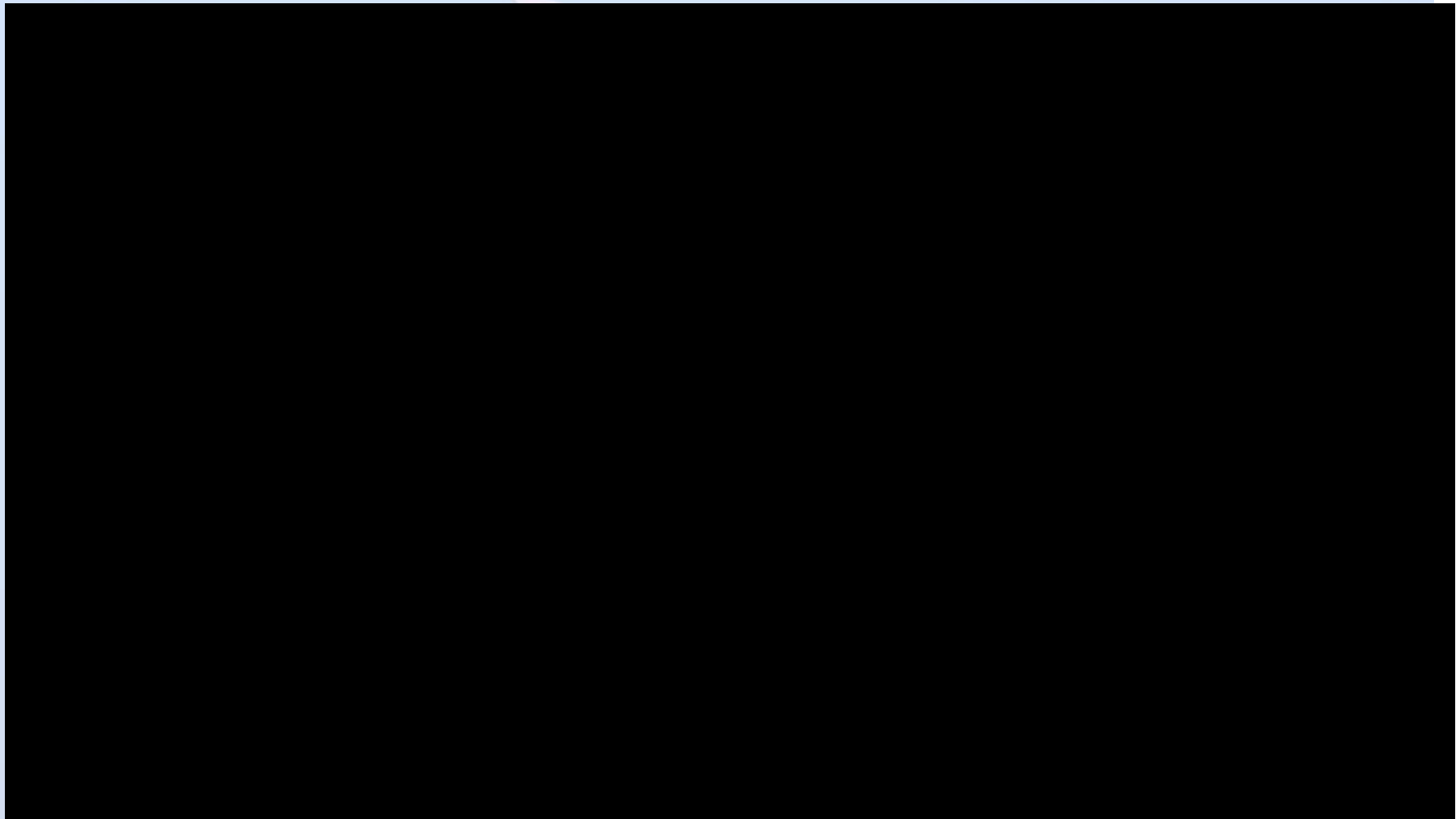
# Interviews:

- **Mainstay of mini documentaries**
  - **It's real, it's truthful, it's immediate**
  - **An easy way to use the first person voice**
  - **You can give people who are unheard a voice**
  - **You can communicate a variety of opinions from different stakeholder positions**
- 
- A group of diverse people standing in a line, overlaid with a white wireframe human figure on the left side. The people include a man in a blue shirt, a woman in a black top, a woman in a white top, a man in a brown shirt, a man in a grey hoodie, and a woman in a patterned top. The background is a solid light blue color.











Contact me at [tot\\_foster@hotmail.com](mailto:tot_foster@hotmail.com)