

Tiny films. Big impact



About Superhighways

Providing tech support to the sector for 20 years

- Support
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-
- E-news sign up



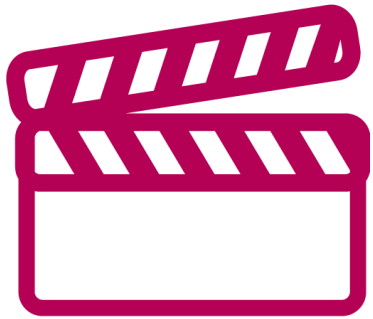
www.superhighways.org.uk/resources/enews



After the session you'll be able to...

- Recognise what makes a good story
- Choose applications & useful accessories
- Use basic storyboarding techniques
- Practice app-based film-making
- Start planning your own tiny film





What is a Tiny Film??



First things first...



Is this who you're aiming your film at?



Campaigning?

Awareness?

Goals

Volunteers?

Fundraising?



Styles and stories



Storytelling essentials



For sale: baby shoes, never worn.

– Ernest Hemingway



Turn your words into film

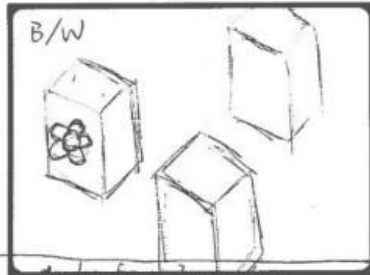


Storyboard your own

CCTP 506 Group 11/12/13

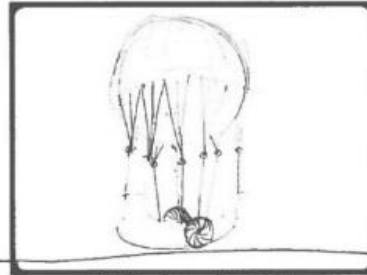
Name of Project: SkywatchDC

Group Members: _____



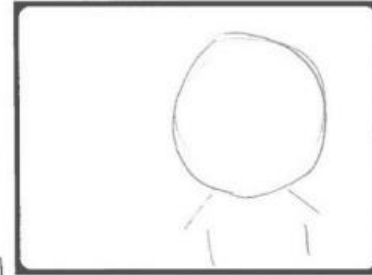
audio from interview

7 found footage about
fire lanterns / depending
on what the expert says



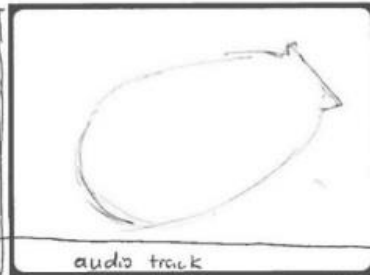
audio from interview

8 image/ footage about historical
use of aerostats or ~~is~~ from
National Air & Space Museum.



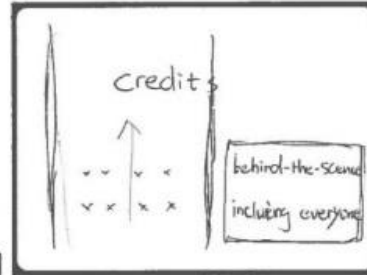
9 back to expert.
final comment on JLENS.

B
L
A
N
K



audio track

10 JLENS (more artistic)
image from Raytheon
audio can be US president's speech
e.g. Obama Nobel Peace Prize 2009



11 behind-scene shot can be
group members discussing.



12



Make life easier with a template



Tell What Happened

Share a family vacation, success to celebrate, or just something that happened to you.



A Hero's Journey

Tell how a regular person overcame a great challenge.



Show and Tell

Describe something important to you, and why it should matter to your audience.

Pick this one



An Invitation

Get your audience excited about an upcoming event.

Pick this one

Spark Video

Make compelling animated videos—in minutes

Get started now



Lights, camera, action – top tips for filmmaking



Lights...the environment



Camera...choose your equipment



Action...the first thing about multi-channel filming




Are you strong and stable???



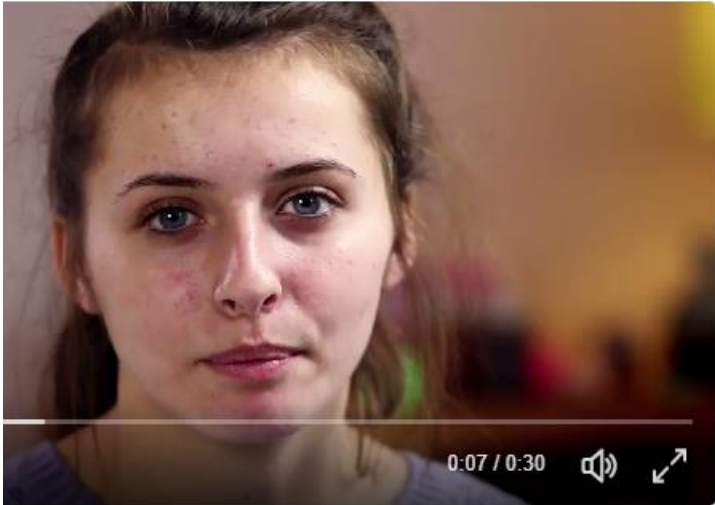
But create movement!



Even with a talking head...

 **Children's Society** 
@childrensociety Follow  

Donate this #GivingTuesday and we can help more girls like Becky from sexual exploitation: bit.ly/1WwSy9Y



4:35 AM - 1 Dec 2015



Or apply the 30 degrees rule

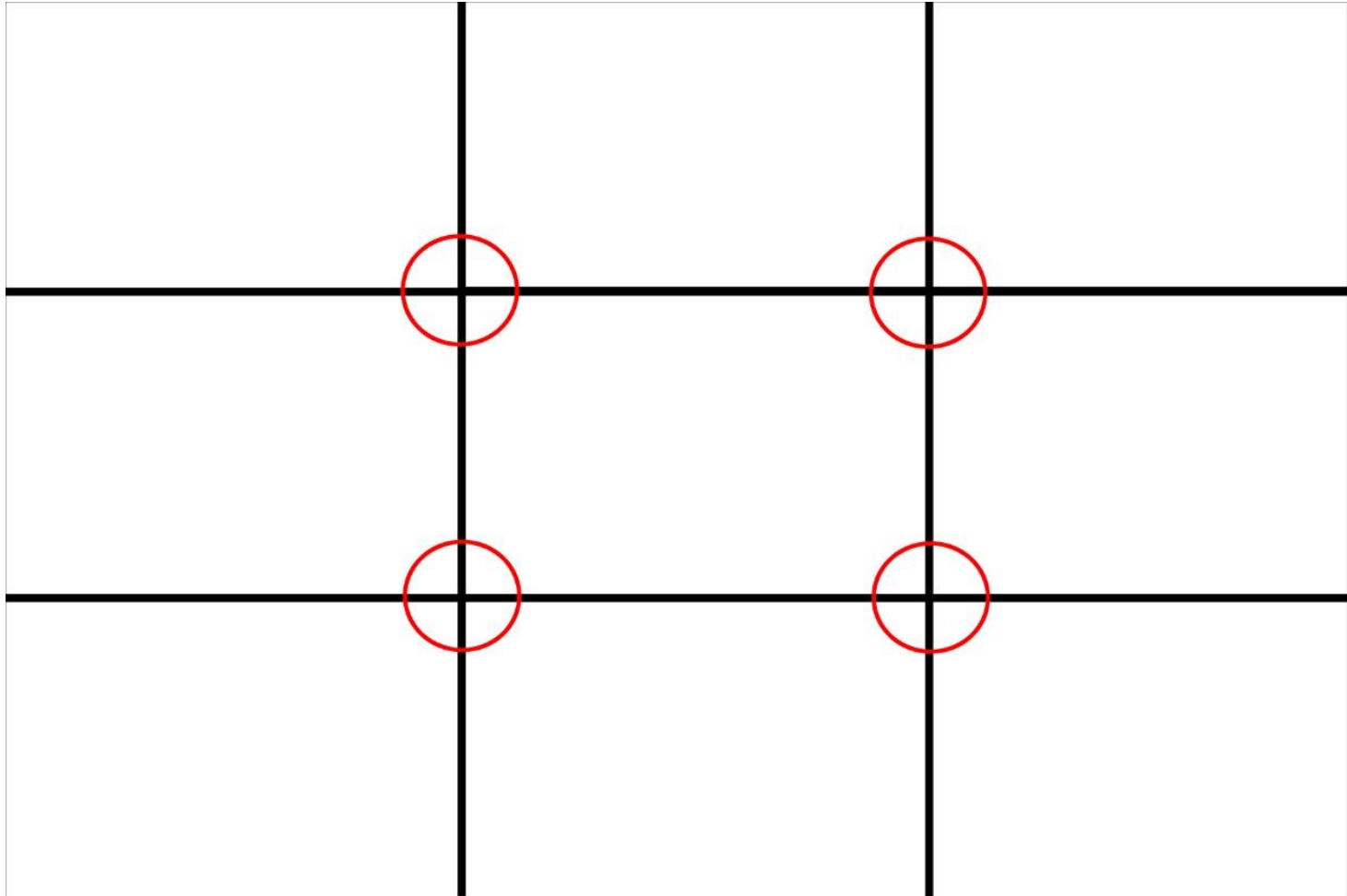


KCAH clients share their inspiring stories

Paul's Road To Recovery



Shot composition – stills & video



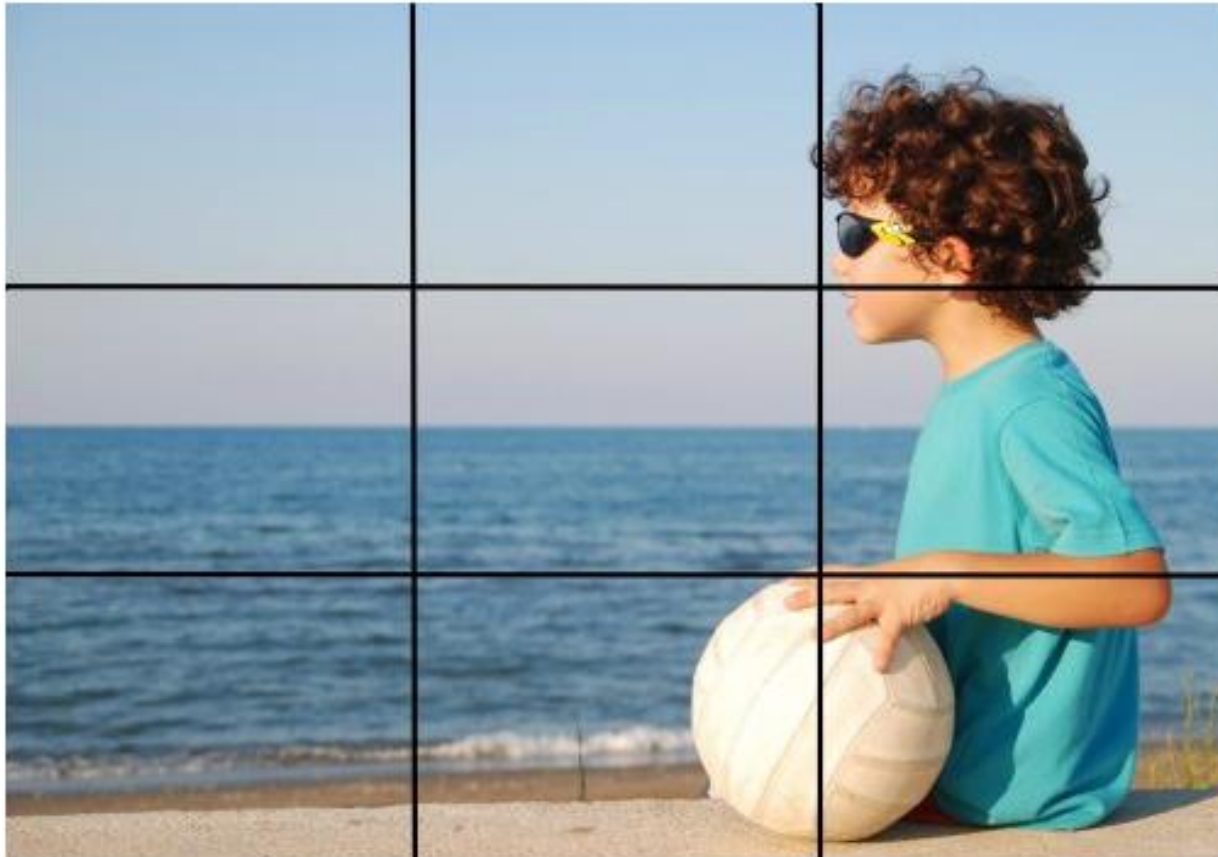
Shot composition – stills & video



<http://www.photographymad.com/pages/view/rule-of-thirds>



Shot composition – stills & video



<https://diyvideoeditor.com/shooting-better-home-videos-6/>



Shoot short shots with varied angles



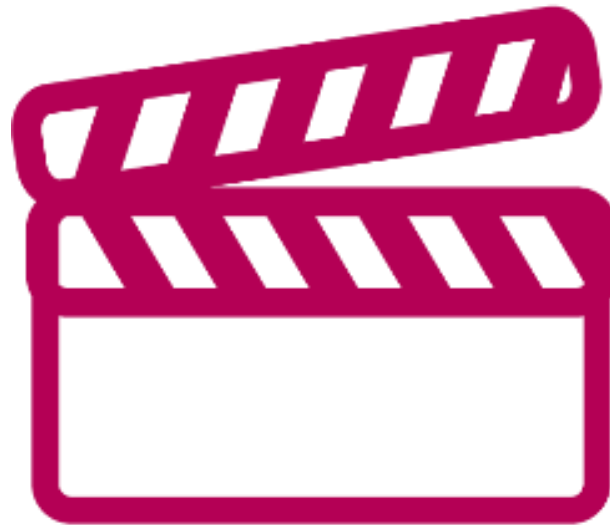
Or get lots of perspectives!



A quick example of using Splice



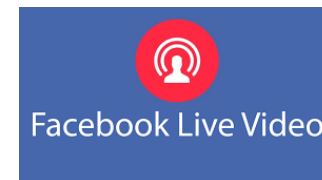
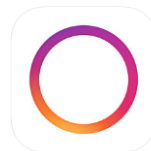
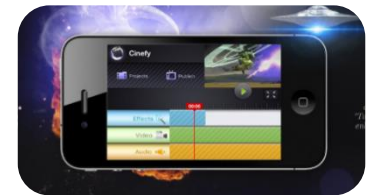
Over to you...



A few apps & creators for tiny films



Brings Awesomeness
to Your Presentations



It doesn't have to be perfect!



Need a bit more?

iMovie

<https://www.apple.com/uk/imovie/>

Adobe Premiere Elements (or the Pro version)

<https://www.ft-exchange.org/node/6037>

Lightworks

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

Filmora9 (plus Pro)

<https://filmora.wondershare.com/shop/buy/buy-video-editor.html>

There is currently no direct replacement for Windows Movie Maker. The Windows 10 Photos app now has the ability to create videos, using the Story Remix feature to automate some of the editing processes.



Video platforms

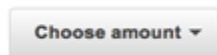
vimeo

<https://vimeo.com/user12188246/videos>



<https://www.youtube.com/nonprofits>

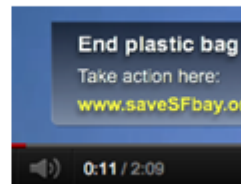
Benefits of joining



Donate button

Viewers can use your channel's Donate button to contribute to your cause online right from your YouTube videos. Available

only in the US and UK at this time.



Call-to-action overlays

Place a Call to Action on your videos, which viewers can click to visit your website, donate or learn more.



It's a wrap...or is it?



Final thought...





Plan your tiny films using a storytelling frame

What is <u>key message</u> ?	Who is the story intended for?	What is the purpose of the story?	What do I want viewers to do as a result of seeing it?	What media will I use to create it?	Where will I share it?	How will I measure the impact?	What next?





superhighways

harnessing **technology** for **community** benefit

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