

FUNDED BY TRUST FOR LONDON

SIMPLE VIDEO STORYTELLING

for beginners

Brought to you by Datawise London
and Superhighways



**What do you
want to say with
video?**

And to who?



Learn how to create short, shareable videos with pictures and captions using a free online creator.

And discover creators and apps to tell the stories of your small charity or community group





What we'll cover today



- ✓ Storytelling essentials
- ✓ Basic storyboarding
- ✓ Create a short online video using photos and captions
- ✓ Apps and equipment
- ✓ Resources for planning your video

We're not aiming for perfect,
polished videos!



Quick poll...have you ever??





Storytelling essentials

What else do we know?



Beginning – middle – end

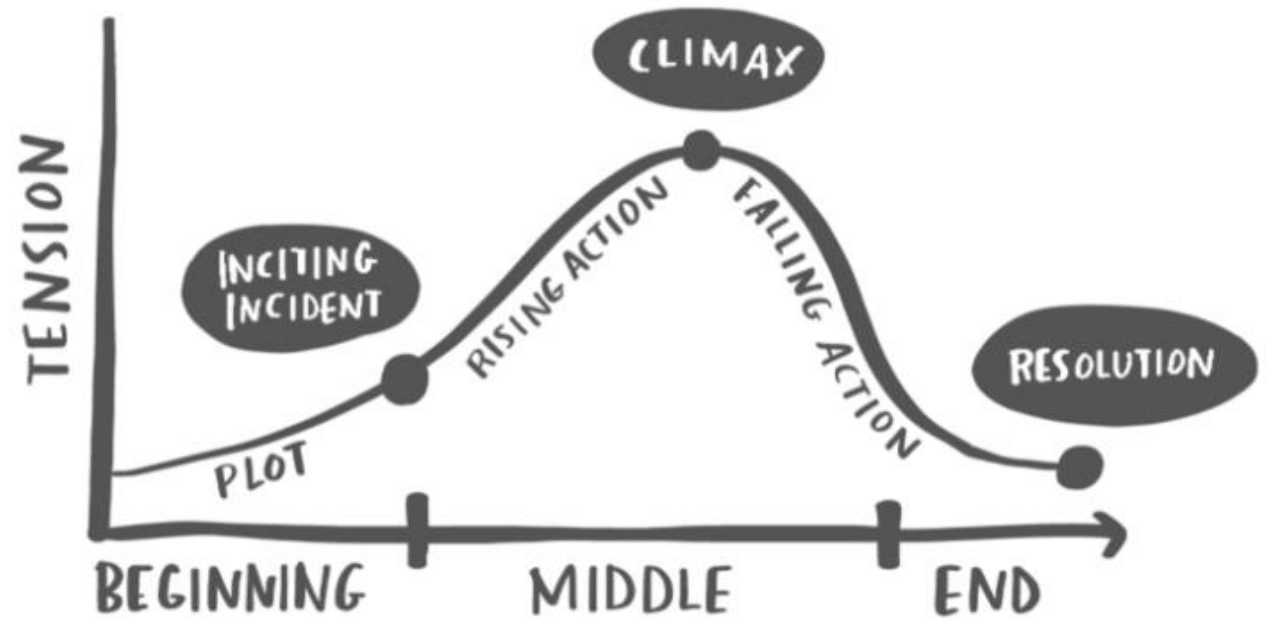
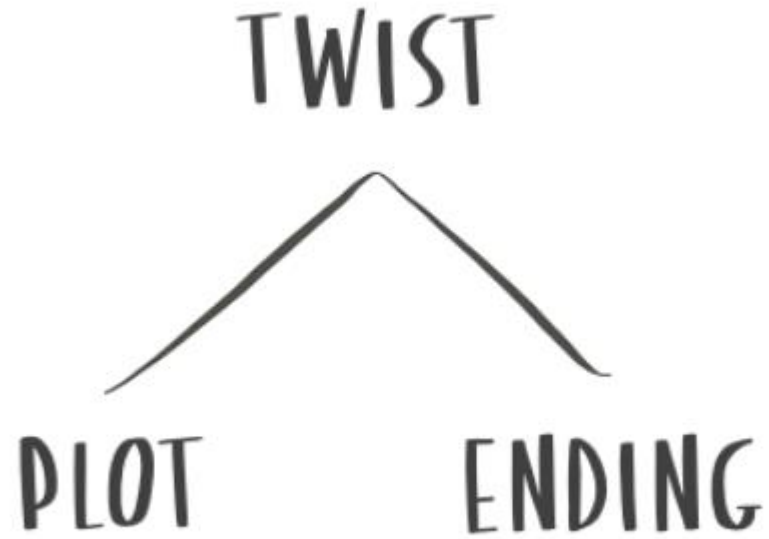
Set up – obstacle – resolution

Challenge – 5 steps – Finished product

Event – Why – When and where



Storytelling structures



[Storytelling with Data](#)



**Write a very short
story from your
work.**

Keep it simple.

**Don't worry about
precise wording**



In chat



For sale: baby shoes, never worn.

– Ernest Hemingway



Turn your words into film







Kind residents donate their computers to PC Plus

<https://youtu.be/j6xhySsHsd0>





Kind residents donate their computers to PC Plus



Storyboarding

Start with a script

1. Kind residents donate their computers to PC Plus.
 2. Our donated goods get tender loving care.
 3. Fundraising helps cover our costs.
 4. So that this complicated stuff...
 5. become this.
 6. And brings a smile to our friends in need.
 7. Donate your laptop today at www.superhighways.org.uk
-



Storyboarding

Start with a script

1. Kind residents donate their computers to PC Plus.
2. Our donated goods get tender loving care.
3. Fundraising helps cover our costs.
4. So that this complicated stuff...
5. become this.
6. And brings a smile to our friends in need.
7. Donate your laptop today at www.superhighways.org.uk



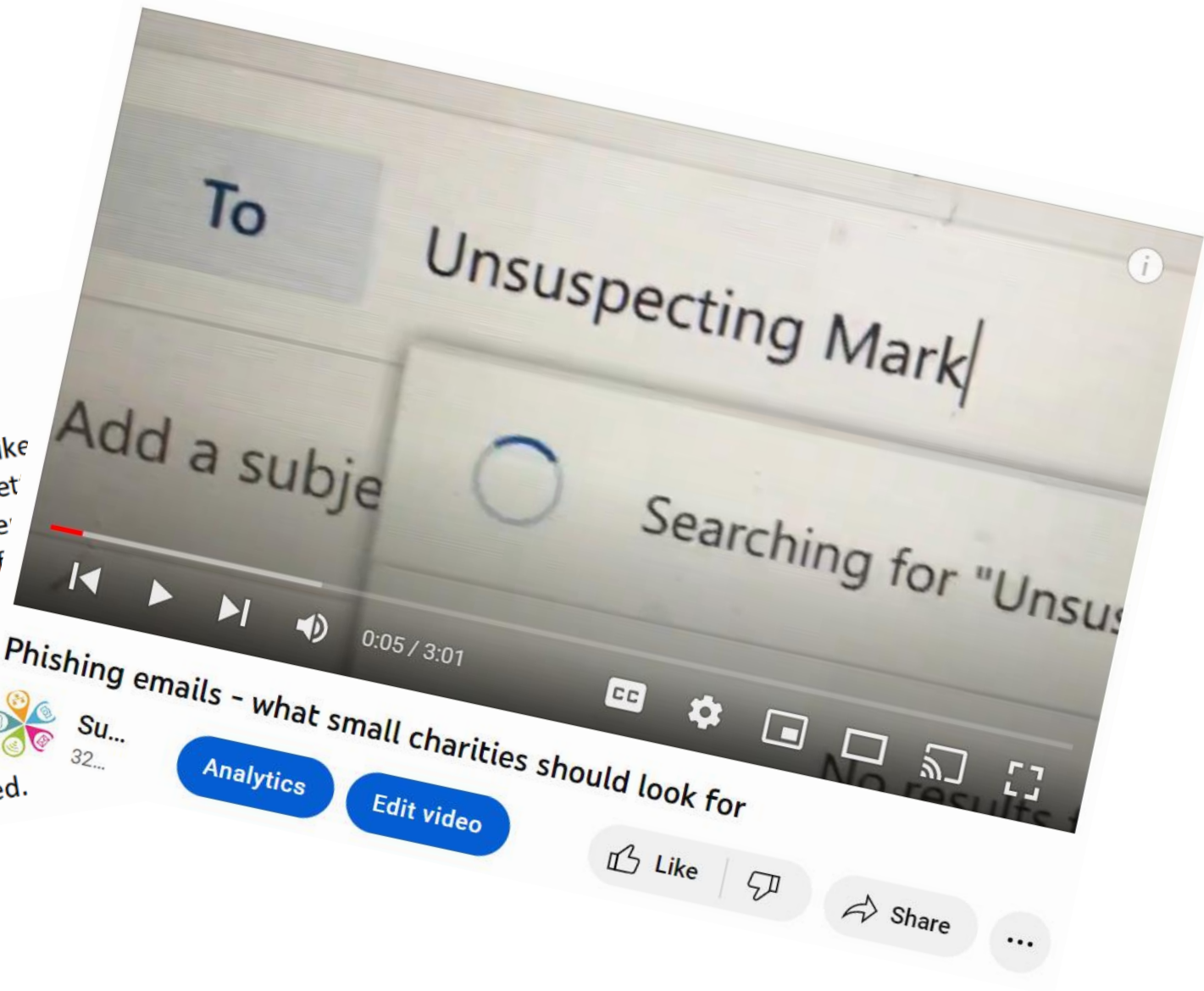
Storyboarding

Start with a script

Draft for phishing script

They're clever. You've probably had one – it's the e-mail that looks like bank or a respectable company, asking for information. It can be prett the e-mail address it comes from looks real, the use of language see stop there – it's designed to hook you - it's criminals and they are f that fishing – 'Phishing'. It's a scam to get you to hand over sensi

The thing is we get relaxed – it's all so easy now online. We are to automation. But click just one link sent to you by a scamme the information they need to access your funds, hold you to r on your system. And you may not even be aware it has happened.



[Watch our phishing video](#)



Original	Possible conversion to script	Initial visual ideas
Help the Homeless (HtH) is a local homeless support charity working across a south London borough.	Help the Homeless is a support charity working locally in S London	<p>Show sign HtH visually</p> <p>Map of S London – add a fictional borough in a bold colour – could add a pin or flag with HtH</p>
They are based in a building next to a church who support the charity and its operations.	They are based next to a church. The church offers all kinds of support - including with operations.	<p>Add tiny building to the map</p> <p>Cut to bigger version of that building and add church next door</p>



[Watch our cyber security video](#)



Storyboarding

Street Yarns is a fictitious community organisation bringing joy to the streets of London



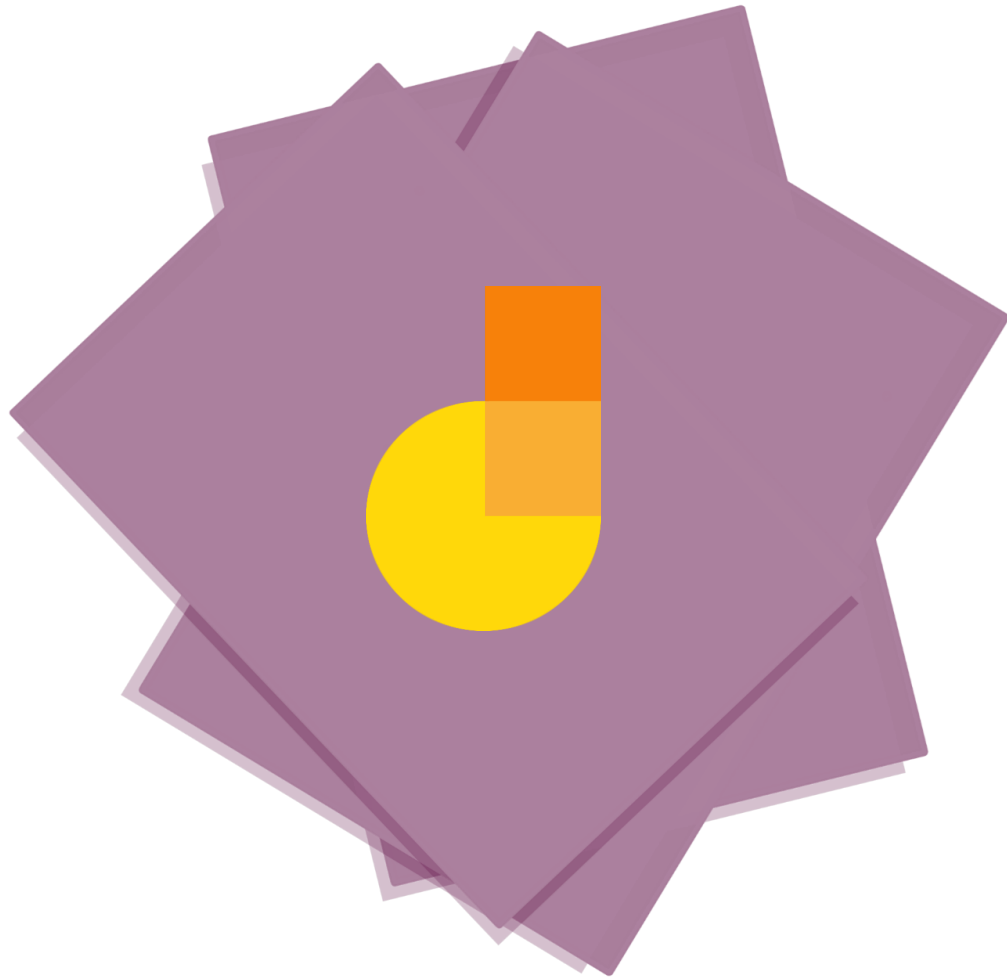


Photo storyboarding:

1. Choose the call to action for your video
2. Choose 5-7 photos
3. Caption your photos using post its or text
4. Keep your captions short
5. Next you'll be turning these ideas into a video



Let's get started...



On your named frame
Go to the [Jamboard](#)

Use post-its or text for
your captions.

Or use the [Word
document.](#)



Simple videos with Adobe Express



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

DEMO



Now try it for yourself:

1. Download the photos
2. Log into your Adobe Express account
3. Create a video
4. Upload the photos you need
5. Add your captions and change the layout
6. Add a tune
7. Look at your share options





Quick break



Your premiere




In breakout rooms

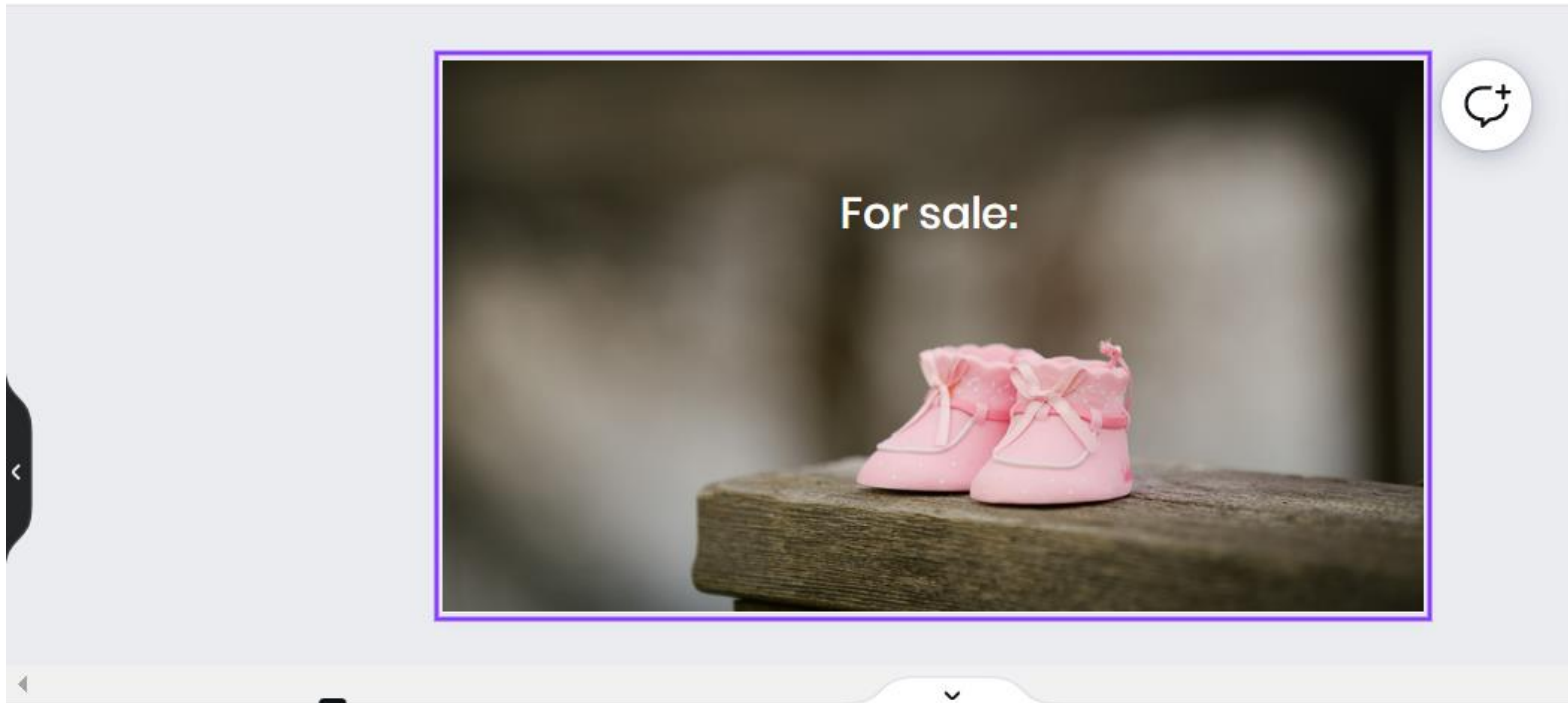
Share your video with someone else!

Don't worry if it's not finished yet.



Simple videos with Canva

 |  Animate |  2.0s



DEMO



[Watch Canva video](#)





Now try it for yourself:

1. Download the photos
2. Log into your Canva account
3. Create a video (choose your size)
4. Go to Elements and search for children playing
5. Add the text
6. Add a tune
7. Look at your share options



Add some stats and alternative music



Canva



ANIMOTO

dig^{cc}mixter



Lights, camera, action



Top tips for
filmmaking and
basic equipment
that can help



A study by Meta discovered that 'mobile and low-fi feel' video outperforms polished videos on Instagram



Market researcher Ypulse found that **87%** of young people prefer imperfect content.



Lights..the environment



Camera...choose your equipment



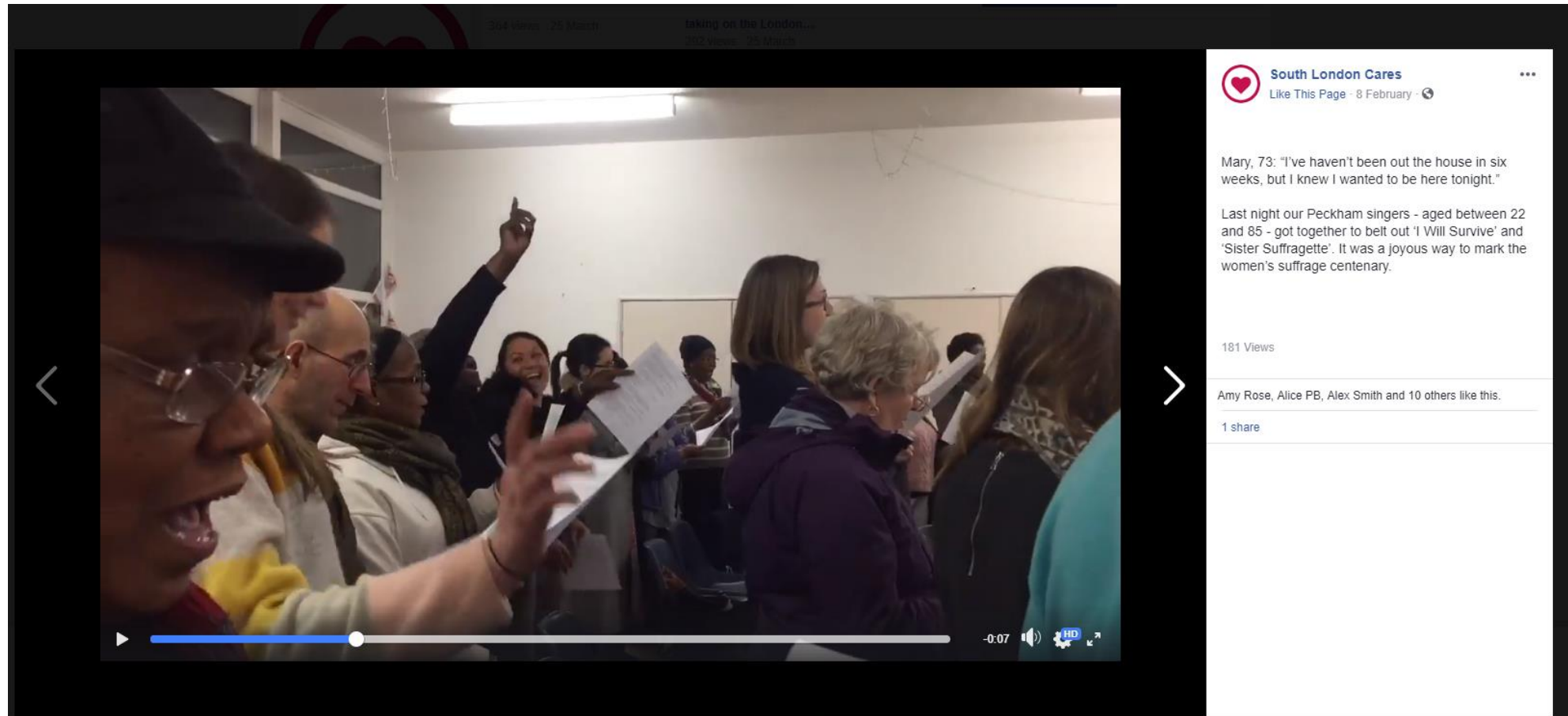
Action



Mind video <https://youtu.be/uMs1PkWKIYA>



Point, press and upload



South London Cares
Like This Page · 8 February

Mary, 73: "I've haven't been out the house in six weeks, but I knew I wanted to be here tonight."

Last night our Peckham singers - aged between 22 and 85 - got together to belt out 'I Will Survive' and 'Sister Suffragette'. It was a joyous way to mark the women's suffrage centenary.

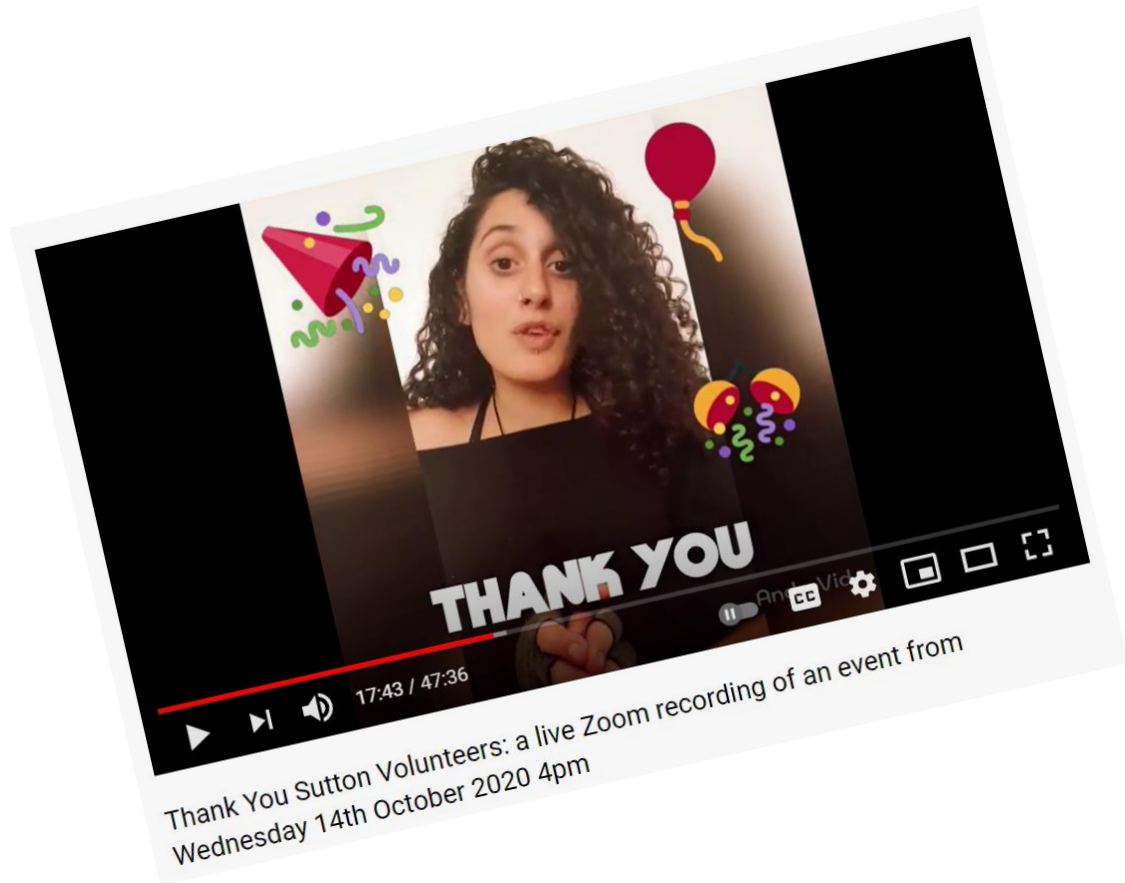
181 Views

Amy Rose, Alice PB, Alex Smith and 10 others like this.

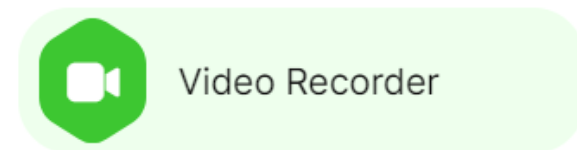
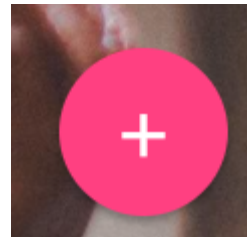
1 share



People sharing their own stuff



- ✓ Social media
- ✓ Whatsapp: need to convert the file to MP4
- ✓ [Padlet](#) for collection?



Free & low cost



Use **iMovie** for free to edit video or piece together a digital story from your images & audio. Available for desktop & mobile on iOS.



PowerDirector includes free video effects, slow motion, voice over & action movie effects. Android only.



Adobe Premiere Rush is a very simple and easy to use app that turns your photos and video clips into movies. Free starter plan available.

[Splice](#) is a good app for both Apple and Android devices

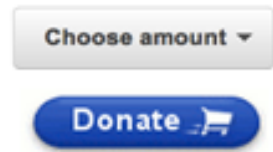
Need a bit more?

- ✓ [iMovie](#) free
- ✓ [Kapwing](#) free option
- ✓ [Adobe Premiere Elements](#) £22 via Charity Digital
- ✓ [Lightworks](#) free forever option
- ✓ Filmora 11 for [Windows](#) and [Macs](#) \$79.99 perpetual licence one off fee for individuals



Where's it going?

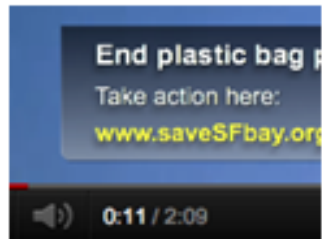
Benefits of joining



Donate button

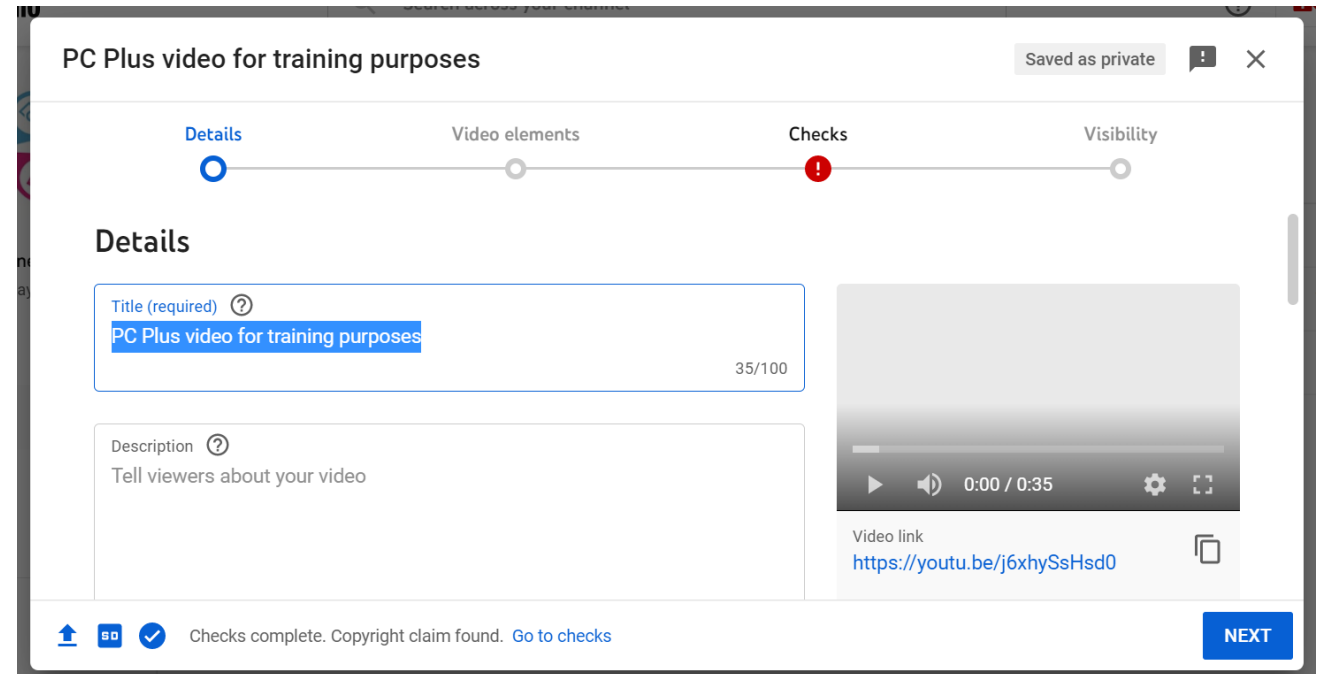
Viewers can use your channel's Donate button to contribute to your cause online right from your YouTube videos. Available

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.



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

Or sharing straight to social media?





What's your story?

Creating compelling stories – taking the lead from Adobe Spark video creator

A hero's journey					
Set up Tell us about your hero (es) and their world before the quest begins	Call to adventure What happens that causes your hero to undertake this quest	The challenge What trials or challenges are preventing your hero reaching their goal?	The Climax Show how your hero over comes obstacles and reaches their goal – with your help!	Resolution How is the world better now? How does your hero feel now?	Call to action Are you looking for more heroes? Or do you need funds for more quests?
Promote an idea					
Setting Describe the world today. What's the setting or context for your story? Or show who you are helping.	Problem What problem does the audience – or who you are helping – struggle with today?	What could be? Describe a better world where this problem doesn't exist.	Solution or idea Share your idea, product or service and show how it will solve the problem.	Reward How will your audience's or beneficiary's life improve after your solution becomes a reality?	How you can help What's the first thing the audience should do to make this positive change happen?

Use our Adobe Express [storytelling template](#) or make a few notes for yourself...





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?



Next steps

Ask us for help if you need it

Further training available – [book now!](#)

[Sign up for e-news](#)

Creating Presentations that Connect and Influence

Thursday 10 November 2022 from 10:00 - 12:00

Crafting and sharing presentations is an essential part of everyday working life for small charities and community organisations to share what they know is happening...

[Find out more](#)

Excel next steps 1 – managing your data

Tuesday 15 November 2022 from 10:00 - 12:00

It's easy to pick up and start using Excel for small data collection tasks, only to find they grow into large unwieldy spreadsheets full of...

[Find out more](#)

Excel next steps 2 – managing and analysing your data

Tuesday 22 November 2022 from 10:00 - 12:00

It's easy to pick up and start using Excel for small data collection tasks, only to find they grow into large unwieldy spreadsheets full of...

[Find out more](#)

Create your own interactive dashboard using Power BI

Monday 28 November 2022 from 13:30 - 16:30

As brilliant as it is, sometimes Microsoft Excel can't deliver everything you need when it comes to data analysis, visualisation and publication. This is where...

[Find out more](#)



Final thoughts and questions





Thank you for taking part

SORREL PARSONS

sorrelparsons@superhighways.org.uk

www.datawise.london

www.superhighways.org.uk



Trust for London

Tackling poverty and inequality

