

A GUIDE TO VIDEO STORYTELLING



Video storytelling is a powerful tool to inspire and engage our friends and school to help make our communities more sustainable.

However, to achieve this impact, our storytelling must be #onpoint. This guide will help you discover the best and most impactful, story to tell. AND how to film it.

STEP 1 - WHAT IS YOUR PERSONAL CLIMATE CHANGE STORY?

A great place to start with video storytelling is to show your personal climate change narrative. This is usually the story we use to explain to friends and family why we care about reducing pollution or global warming.

If you can explain why you care about something, and explain what steps you took to take action on it, it's really easy for other people to decide to do the same. And it's a lot easier and more interesting for you to do this by telling a story, rather than lecturing someone about facts and figures.



Here's an awesome example by Andrea Aspront Lopez, a 16 year old from Mexico. https://www.youtube.com/watch?v=gcTV_9iYLek&feature=youtu.be

The structure we use to tell personal narratives is called

TIP: Brainstorm your personal narrative on butchers paper using the heading Challenge, Choice and Change

CHALLENGE:

A problem that you faced in your own life e.g. you caring about climate change or rubbish at your school and your friends not caring, or hearing about a natural disaster- or seeing the impacts first hand- and not knowing what to do to help.

CHOICE:

The options that you had, which lead to you making a decision. E.g. You heard about this excursion and thought you might be able to learn things that would help you convince your friends to care, or you heard about a volunteering opportunity to support natural disaster affected communities, and you chose to get involved because of the link between natural disasters and climate change.

→ Things to think about are: Why did you make the choice you did? Where did you get the courage – or not? Where did you get the hope – or not? How did it feel?

CHANGE:

The result of a decision you made to start doing something about what you care about. E.g. You are now active in your environment group at school and are going to work with them to implement a sustainability campaign for the school.

→ And remember, that even though you might feel like you have made several different choices, with several different challenges, you can pick and choose which part of your story you want to tell- it's important to be clear in what you're talking about and not ramble on for too long!

STEP 2 - PLAN YOUR VIDEO

Once you've worked out what your personal climate change story is, you're ready to start planning your video.

STORY SCRIPT:

Craft your message into a script using your personal narrative brainstorm notes. Try to follow the structure of Challenge → Choice → Change. But don't get too caught up in this structure, sometimes just speaking from the heart is the best way to share your message. For example, did you watch Andrea Aspront Lopez's video above? It's moving because it's her personal story and it feels #legit and unscripted. Here's how her script reads on paper.

"The climate is changing, rapidly and unexpectedly since 1980, mostly because of irresponsible human activities. I'm not a scientist, I don't have PhD, I'm sixteen. But it doesn't take a PhD to know what's going on around you and to know that it's wrong. I grew up watching this Lagoon. This is how it was when I grew up, this is how it started. It was clear, beautiful and full of life. And this is how it is now. It's still beautiful and has a lot of potential but it's filled with pollution and so is the rest of the world. We have pollution everywhere, on the water, in the air, ground and we have to make it stop. We rattled the balance of this planet, now we need to fix the damage."

Notice how her video is less than 1 minute? Videos on social media are usually pretty short because we all have short attention spans online. Which is GREAT because short videos are easier for you to create

HELPFUL: Some video-makers might like to use this Story Canvas, which is a simple to use tool to plan your story ideas. If you think of your story as an incredible cake that you're about to bake, the Story Canvas is list of ingredients, helping you pull all the right elements together to whip up something amazing!

STEP 3 - FILM YOUR VIDEO

OKAY, so you've got a script. Now it's time for THE FUN PART.

Camera:

If you have a camera phone, then that's all you need for filming. Even Steven Spielberg creates stuff on his phone. It's your story that counts not how profesch' it looks.

If you don't have a camera phone, your local library or school might have a video camera you can loan. If not, ask around...AYCC volunteers will be able to help.

Background:

Think about your background and location. If your story is about beach erosion, film it at the beach. Andrea Aspront Lopez's film was about her lagoon getting polluted, so she filmed it at the lagoon. If you want to film it inside, then find a background that's not too distracting. Unless you want to go full journo and film some breaking news event, then totes' get that in the background.

Sound quality:

Connecting a microphone or lapel mic to your camera can be really useful for removing wind noise or background sounds. But it's not the end of the world if you don't have a microphone, Andrea Aspront Lopez's film had a bit of wind noise and it still sounded okay. Some people like to add background music to their videos, but again, not the end of the world if you don't want to spend time adding music with editing software.

Personal Assistant:

Find a friend with steady hands to film you. They'll also be able to give feedback on how everything is looking and sounding. Gotta make sure that hair is looking goood! But if you want to DIY, then set your camera on a tripod or shelf.

Tips for filming:

- Shoot horizontally/landscape NOT vertical/portrait. (Unless you're doing a Snapchat Story.)
- Frame up the shot, shoot at eye-level (usually put yourself in the centre of the frame, head to shoulders.)
- Don't use the zoom on your camera phone, it will reduce the image quality.
- Make use of natural light. Try to avoid harsh shadows on your face.
- If you plan to edit your video, then you might want to learn about cutaways and B-roll.

Editing:

If you want to get all fancy pants and add titles and music, cut frames, add transitions, caption audio etc. Then here's some free software options to get you started. AND the internet is full of tutorials of how to edit a video.

- Adobe Spark
- For mac users try imovie
- For Windows try Windows Movie Maker

STEP 4 - POSTING YOUR VIDEO

You know the social media drill...post your video to Facebook, Instagram, your Schools website (all of the places), add a caption to go with it, then BRING ON THE LIKES

Congratulations on sharing your climate change story to inspire others! That takes courage!

STEP 5 - MAKE MORE VIDEOS

Okay so this isn't really a step but once you've made one video, why not follow up and make more. Get creative and start experimenting. Make Leo proud!

