

# Using Video to communicate about an issue



## Introduction

One of the most powerful mediums of communication, videos are used often by a variety of professions. The videos can range from project documentations to advertisements, interviews, documentaries and short films. Phones and cameras can capture small video clips of an issue and these can easily be made into a film. Like in the case of taking photographs, a video would require preparation. A storyline with a clarity on the message that the video would convey is critical to developing a good video. It is also important to define the approach, the length and format of the video. The message mostly defines the treatment of the video to be developed. It would also be important to decide the sound, voice over and other aspects once the story is decided.



## Objectives:

Students will be able to

- identify an issue that can be presented through a video.
- develop story line, plan the approach and format of the video.
- facilitate the editing/ do it themselves (in case they have the skill).
- present their story through the video.

**YRE steps:** Investigate, Research Solution, Report, Disseminate

**Curriculum Linkage:** Science/ Environmental Studies/Social Science/ Global Citizenship



## Time required/ Duration:

- **Classroom session 1:** 45 minutes for introduction of the topic and classroom activity through sharing different types of videos and classroom discussion. Use YRE Handbook Video case study 1 and 2, to share as case examples (<https://static1.squarespace.com/static/552e4b07e4b0d43bb9fe3f42/t/56c5ea42d210b8884d3f0c3d/1455811156660/YRE+handbook+part+2-2.pdf>).
- **Home assignment:** Ten to fifteen hours over a month to identify an issue, develop a story line, script, shoot a video.
- **Classroom session 2:** 45 minutes mid way resolving queries of the students.
- **Classroom session 3:** 45 minutes - Presentation of the videos by students, review and discussion on the stories. Putting up the videos online on Youtube.

## Resources Required:

- Video samples for presentation
- Projector
- Cameras/ phone cameras
- Internet
- Writing material
- Resource 6 (What makes a good video?)



# Activity

## Classroom session 1

- Show a set of videos in the class. Use YRE Handbook Video Case Study 1 and 2 (<https://static1.squarespace.com/static/552e4b07e4b0d43bb9fe3f42/t/56c5ea42d210b8884d3foc3d/1455811156660/YRE+handbook+++part+2-2.pdf>).
- Get students to discuss these videos from the perspective of the key fundamentals of video production discussed earlier. They have to visualize themselves as video journalists and comment on the videos.
- Ask the students to divide themselves into teams for the exercise on making their own videos.
- Ask the students to identify a topic on which they propose to do videos. Some of the issues which students may choose include
  - Waste disposal practices'
  - Waste segregation and collection
  - Littering behavior (in public places such as parks, streets etc.)
  - Collection of waste, cleaning etc.
- The students could work in teams or individually.

## Home Assignment 1

- Guide the students to identify and observe one issue related to waste management near their homes.
- Tell them that they must look for interesting story possibilities.
- They could also interview people for the video.
- Once their storyline and approach and treatment plan are ready, ask them to meet you.

## Classroom session 2

- Get the students to share their storylines, approach and treatment plans with you. It may not be a classroom presentation but they could share them individually with you. Give feedback and help solve queries if any.

## Classroom session 3

- Have the students make presentations of their films and discuss them in the class, get peer feedback.
- Ask the students to vote for the best videos.
- Discuss the aspects that have led a video to be the best video.

**Evaluation:**

- Identify if the main theme is getting reflected and amplified through the video.
- Check for the following in the student videos
  - Visual appeal
  - Factual correctness
  - Flow of the story/ information
  - Clarity and ease of understanding

## Resource 6

### What makes a good video – Fundamental pointers:

1. Think about your story – You could ask yourself the following –
  - a. What's the problem?
  - b. What's the solution?
  - c. Visualizing the shots you will need: You will need footage for every single second of the story you want to tell.
  - d. Who you can talk to? – Most good stories are about interesting and engaging people
  - e. Remember the basic rules of journalism!
2. Write a script – this is the basis for planning the film and helps to organize your thoughts and decide how to tell your story.
3. Plan your production: Create a storyboard and list shots and the plan for taking these shots including the equipment you would require etc. In the plan, include production times, storyboard or visual concept, interviewee list, references, resources, shot list.

See Storyboarding Tips in the YRE Handbook

(<https://static1.squarespace.com/static/552e4b07e4bod43bb9fe3f42/t/56c5ea42d210b8884d3f0c3d/1455811156660/YRE+handbook+-+part+2-2.pdf>)

4. Have your team in place: You may need a team to handle the camera, lights, sound, for doing a good interview or to watch out for traffic, if you are shooting outdoors. Enlist your friends to help and assign them clear, well-defined roles.
5. Decide your equipment:
  - a. Carefully choose your equipment based on the number of people in your team, what is possible to carry with ease, where will you be filming (indoors or outdoors), what is the space available and time on hand to set up your equipment to shoot. You can use a SLR, DSLR or even your smartphone cameras or try the GoPro camera.
  - b. Plan the lighting conditions and see that there is continuity.
  - c. Check the camera's internal microphone, else use a lapel mic for the interviews to cut other sound. If not available, use the Voice Memo function on your smartphone.
  - d. Use a tripod to ensure that your videos are not shaky.
6. Good to begin with your interviews:
  - a. It will be helpful to talk to the interviewees before you actually get down to doing it on film. Discuss with them your questions and keep it relaxed. Ask questions to get them to articulate their feelings as facts can be researched. The human interest angle in a story will make it easier for viewers to relate to.
  - b. The interviewees should never look straight into the camera. Stand just beside the lens, and ask your guest to look at you.
  - c. Use different angles for some variety.
  - d. Do it in a quiet place.
  - e. Try to capture your guest doing something – say walking, looking out of the window.
7. Get your pictures: Take the shots you need to tell your story. You need to ensure that you get at least 5-10 seconds per shot.

8. Write your final script: Assess what you have shot and revisit the script. Finalise it to include the narration and interviews in a continuous flow. Keep it short, to the point, use short sentences and action verbs.
9. Editing: Use the script to pull all the visuals together.
10. Music: In case you feel that a music piece would enhance the story or set a mood to the video, you could choose an appropriate one and add it. Don't overdo it. Check out free music on the internet and sound FX (Foley) on YouTube Audio Library. When adjusting sound levels, bring music levels down when people are speaking. Be cautious of legal matters as available on <http://www.yre.global>.

The activity is suggested to enable students to create videos as citizen journalists.

## References

Young Reporters for the Environment, Handbook for Students and Educators. Available on <http://www.yre.global/handbook/>

<http://www.bbc.co.uk/academy/journalism>

Introduction to Media Literacy, Montana office of public instruction.

<https://www.youthconnectionscoalition.org/content/wp-content/uploads/2014/07/Intro-to-Media-Literacy.pdf>

<http://www.bbc.co.uk/schools/gcsebitesize/english/creativewriting/commissionsrev2.shtml>

<http://www.yre.global>

Link to download the winning photographs

<http://www.yre.global/our-winners-photo/>

Link to access the Judging Criteria

<http://www.yre.global/judging-criteria/>

Link to download the winning videos of YRE

<http://www.yre.global/videos/>

**Legal Matter** has a lot of significance in the field of media today. It is your responsibility to be aware about the rules and regulations related to media creation when you work on your piece. Any submissions that FEE finds legal doubt about will be ineligible to win the international competition. If you have any doubts on this matter, please contact the national operator in your country or the YRE International Head Office.

**Use of music for video entries:** It is illegal to copy or otherwise infringe upon the rights of copyright-protected music, without the express written permission of the copyright/rights holder. Obtaining music licences to permit the use of copyright-protected material, even for a not-for-profit video, can be problematic. As such, it is strongly recommended that you do not use copyright-protected music in your video.

Please note that many platforms currently scan uploaded videos for coincidences with copyright-protected work. Work found to be using copyright-protected material is usually detected by copyright bots, and suspended from the platform. In some countries, infringement of copyright law is enforced, and punishable by hefty fines and a criminal record. Please be aware of your national copyright laws.

As an alternative, you can resort to the YouTube Audio Library, which offers royalty-free tracks made available for any not-for-profit creative purpose, and do not require written permission from the copyrights holder.

Music may also be published under an open content licensing scheme, such as the Creative Commons licence. There are still terms, conditions and restrictions applicable for music taken from the above sources, so please ensure these are fully observed and there is no copyright infringement in your video entry.