



## 10 STEPS TO MAKING A VIDEO

1. \* Answer: What is the purpose of my video?
2. \* Answer: Who is my audience?
3. \* Answer: What benefits can I offer my audience?
4. \* Answer: What message do I want to communicate?
5. \* Answer: What is my call to action, i.e. what do I want my audience to do after watching my video?
6. \* Answer: What content points do I want to include?
7. Research and write a script or script outline.
8. Prepare for the shoot.
9. Videotape, i.e. capture the scenes called out in the shot list.
10. Edit the footage and combine the elements to create a video story.

\* 6 Essential Questions



**Step 1. Answer: What is the purpose of my video?**

WORKSHEET

1. What is my video about?
2. What will my video do? Inform? Teach? Motivate? Sell? Create a strong positive attitude about something?
3. What will my video show? What will the people who watch my video see?
4. After watching my video, what will the viewer know? Think? Feel? Do?
5. How long will it be?



**Step 2. Answer: Who is my audience?**

WORKSHEET

1. How old is my audience? Are they adults? My peers? Younger than me?

2. Is there anything about the audience that I need to take into consideration when making the video? (Do they speak a foreign language? Are they deaf or hard-of-hearing? Etc.)

3. What about my audience is relevant to the video I'm making?



**Step 3. Answer: What benefits can I offer my audience?**

WORKSHEET

Will this video:

- ◆ Help the viewer do something better?
- ◆ Inform viewers about something that they didn't know before?
- ◆ Help prevent something bad from happening?
- ◆ Help the viewer make a decision?
- ◆ Help improve the viewer's life?
- ◆ Anything else?



**Step 4. Answer: What message do I want to communicate?**

WORKSHEET

Write down what you want the viewer to remember about your story. Think of the message as the “take away” – that one idea, inspiration, or suggestion that you want the audience to leave with after watching your story. Try to reduce the message down to a single, simple idea. If you can’t do this, you might be trying to communicate too much.

**Example of Purpose & Message Statements**

Purpose: To get young people thinking about the way they handle confrontations.

Message: If you have an issue with someone “Talk to them about it.”

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Purpose: Create a video essay on a person that played an important role in shaping the civil rights movement.

Message: The words spoken by Martin Luther King Jr. are as meaningful and relevant today as they were during his lifetime.

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Purpose: Document a science experiment and show the steps of the scientific method.

Message: It’s important to follow a planned methodology when conducting scientific experiments.

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Purpose: Document a two-day collaborative abstract art project between Arts @ Large and Ralph Waldo Emerson School.

Message: The arts can play an essential role in creating an inclusive atmosphere for learning.

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Purpose: To showcase the types of jobs in the union construction trades.

Message: There are tremendous career opportunities in the union construction trades.

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Purpose: To design and produce a 4 to 5 minute video that can be used as awareness and information tool. The video will present factual, unbiased information and dispel the myths associated with charter schools.

Message: When choosing a school, consider a charter school.

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Purpose: To show the 3 ways that students learn – orally, visually, and kinesthetically.

Message: Knowing your dominant learning style can help you learn.



**Step 5. Answer: What is my call to action, i.e. what do I want my audience to do after watching my video?**

## WORKSHEET

Write down what you want your audience to do after watching your video, such as:

- ◆ Call an 800 number for more information.
- ◆ Check out a website.
- ◆ Stay tuned for more information.
- ◆ Donate money, time, or information.
- ◆ Talk to their children about a topic.
- ◆ Visit your child's school.
- ◆ Attend a parent teacher conference.

**Step 6. Answer: What content points do I want to include?**

## WORKSHEET

What are the main things I need to communicate to the audience to help meet the purpose of the video and get my message across?
1. What do I need to show the audience?
2. What facts do I need to include?
3. What stories do I need to tell?
4. What people do I need to include?
5. Anything else?



**Step 7. Research and write a script or script outline.**

**TIPS**

- ◆ Review my answers to the 6 essential questions.
- ◆ Try to imagine that I am a member of the audience. Brainstorm what I think my audience would like to see and hear.
- ◆ If the audience doesn't have to know it, "leave it out."
- ◆ Think visually. If I have a choice of "telling" how something can be done or "showing" it, show it. Remember, I am telling a video story, not producing a radio story.
- ◆ Structure. Structure. Structure.

**WORKSHEET**

What information exists that has anything to do with the content I need to include in the video? (Write down all your sources below.)			
<b>PRINT?</b>	<b>VISUALS?</b>	<b>PEOPLE?</b>	<b>PLACES?</b>



**Step 8. Prepare for the shoot.**

ANSWER THESE QUESTIONS

- ◆ What equipment do I need?
- ◆ Who will be on the video crew and what will be their roles?
- ◆ What talent and props if any do I need?
- ◆ What shots do I need to get?
- ◆ What is the production schedule for the shoot?



**Step 9. Videotape, i.e. capture the scenes called out in my shot list.**

REMEMBER TO

- ◆ Make sure my shots are long enough (or not too long).
- ◆ Check that the record light is on when I'm shooting a scene.
- ◆ Use a tripod or "I am the tripod."
- ◆ Capture scenes from different angles, heights, and distances.
- ◆ Pay attention to the background of what I am shooting. Make sure the background is interesting and relevant.



**Step 10. Edit my story: remove unwanted footage, arrange desired footage, and combine elements to create my video story.**

#### ELEMENTS TO CREATE A VIDEO STORY

- ◆ Video clips with and without audio
- ◆ Interviews
- ◆ Voice over narration
- ◆ Music
- ◆ Sound effects
- ◆ Pictures
- ◆ Drawing and graphics
- ◆ Titles and CGs
- ◆ Animations

#### REMEMBER TO

- ◆ Review the 6 essential questions to remind myself what my end story must achieve.
- ◆ Organize my footage.
- ◆ Only include scenes that are relevant to the story I am trying to tell.
- ◆ Use effects only if they help tell my story.
- ◆ Choose appropriate music.

#### EDITING PROGRAMS

- ◆ Mac: iMovie or Final Cut Express
- ◆ Microsoft: Windows Movie Maker
- ◆ Mac or Microsoft: Flip Video

#### WAYS TO SHARE AND RECOGNIZE STUDENT MADE VIDEOS

- ◆ Showing them at your school's Open House or Parent's Night
- ◆ Posting them on your school's web site
- ◆ Making a DVD for the student to keep and bring home
- ◆ Hosting a premiere
- ◆ Posting them on YouTube

## **Additional Resources**

[www.edutopia.org](http://www.edutopia.org)

A deep archive of continually updated best practices, classroom tips, recommendations, and success stories. Be sure to check out their videos and The Digital Generation Project which showcases video portraits of the lives of young students from around the country who are using digital media to learn, communicate, and socialize in new and exciting ways.

[www.flipvideospotlight.com](http://www.flipvideospotlight.com)

Click on the Resources tab and check out all four menu selections:

- Storytelling
- Shooting
- Production
- Distribution

[www.kidsvid.4teachers.org](http://www.kidsvid.4teachers.org)

Kids' Vid is an instructional web site that gives teachers and students the tools necessary to implement video production in the classroom.

<http://www.apple.com/education/it-professionals/resources>

Check out the section titled: Teachers and Professors Curriculum Resources

[www.edutopia.org/CUT-interviewing](http://www.edutopia.org/CUT-interviewing)

Article on how to help students develop interviewing skills.

Do you have a story to tell?

Do you want to chat about media production?

Would you like to explore how we can collaborate on a youth media project?

Call or drop me an email.

I look forward to hearing from you.

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