WEEK 3

# Planning and Developing Your Video Project

# Session Contents

Explore different types of video content and how they are used, look at some samples.

What is an 'explainer' video.

Look at a method for planning and devising your own video content.

Practice structuring and scripting your content.

# What is Development

Taking a basic idea or intention and turning it into a structured video project. Similar process for any type of video - whether it's a TV series or a promo video.

(i) Gather all the information,

(ii) Pare it back to the most simple statement of the idea.

(iii) Develop it into a more complex structure.

# Video Elements

- Videos are made up of sound (audio) and video (visual) elements.

- Video- what are we seeing - what do you want to show?

- Audio- what are we hearing – what do you want to say?

# Video Elements

- Observational Filming/Actuality – people doing things in the real world.

- Interview, vox-pops and testimonials.

- Piece-to-camera (PTC).

- Demonstration.

- GV's - general views.

- Drama.

- Archive - photographs, film, other material

- Still images.

- Text, graphics.

# Audio Elements

- Narration/Voice-over (VO)
- Interview
- Testimonials (vox-pops)
- Sound effects
- Music

Video

# Explainer Video

- A video which goes on the front page of a website to explain the product or service offered.

- Contains all the important information the customer needs to understand the service/product.

- Style of the video should reflects the nature of the goods/service offered.

Video

# Initial Research

- Before each project we workout with the client what they want from the project, the main aims, desired outcomes, content they want to include, audience, channel etc.

- Work sheet.

Breakout Room

# Logline

- A single line that captures the essence of your video idea.

- Part explanation and part sales pitch - it should be both informative and intriguing.

- Think of it as the line you read in the TV listings.

Remember: You can always change it later as the idea evolves.

# Synopsis

- A paragraph that outlines the content of your video.

Your synopsis should contain:

- All the main points you want to make

- Some indication of the video and audio elements you will use to put them across.

Breakout Room

# Constructing your Story

3 parts or 3 acts

- Beginning - introduce, tease or lay out the idea.

- Middle - contains most of the information, move through the story in a logical sequence.

- End - conclusion, re-cap, tie it all up, call to action.

# When You're Stuck

- Answer the follow question

- Start - What's the first thing I will see?

- End - what do I want to show at the end - how do I want them to feel at the end?

# Script Layout

| No. | Visual | Audio |
|-----|--------|-------|
| | A list of the visual elements of your story including:<br><br>Interviews<br>PTC's<br>GV's - video footage of locations, processes or any other element of the subject.<br>Actuality<br>Still images<br>Archive<br>Text, graphics | A list of the audio that accompanies your visual material<br><br>- a general outline of the content of interviews, voice-over narration or Vox pops.<br><br>Other audio elements like music and sound effects |
| | Laid out in the order they will appear in the video. | |
| | Divided into sections, by topic/subject area. | |
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Video

| No. | Visual | Audio |
|---|---|---|
| 1 | **Pre-Title Tease**<br><br>Montage of contributor interviews on screen<br><br>Archive footage of science blocks under construction in the 60's<br><br>Drone footage of modern day campus | Emotive, uplifting music<br><br>Contributor IV's : Impressions of Belfield in the early days -<br>'I remember walking into this vast space..",<br>"Tramping through the muddy fields.."<br>"The beauty of the new buildings…it was another world." |
| | **Title: Shaping Belfield** | |
| 2 | **General Intro and Social Context**<br><br>*PTC Dr. Ellen Rowley*<br>GV's Ellen walking around campus<br><br>1960's RTE news archive of newly built campus.<br><br>B&W stills details of prizewinning buildings with captions. *RIAI Gold Medal for Design Excellence 1961*<br><br>*IV Prof. Hugh Campbell*<br><br>B&W 60's and 70's images of campus.<br><br>Drone footage of 1960's buildings. | Ellen PTC: General intro<br>- Belfield campus was a landmark project in the 1960's - award-winning designs<br>- Radical shift away from traditional university design.<br><br><br><br>Hugh IV: Wider social context in which Belfield was designed:<br>- modern Ireland in the 1960's,<br>- international ambitions. |
| | | |

# Visualising Your Script

What visual elements can you come up with to illustrate the points you want to make.

- Shots/scenes you can film from real life - think of the most interesting, energetic, beautiful way you could film each subject.

- Locations/settings you can use - where can you vary these.

- Scenes you could set up.

- A creative treatment of an abstract or difficult to film concept.

You are starting to create shot list from this process.

# Push your Creativity

- Can you come up with a more striking opening or closing?

- Could you play around with the structure - start in a different place?

- Is there a poetic, dramatic, comedic element you could add?

- Try brainstorming some creative ideas - don't censor yourself - start with the wild ideas and work back from there.

# Revise Logline and Synopsis

- The process of developing your idea often gives you greater clarity around what you want to put across.

- It's worth revisiting your longline and synopsis at the end of scripting to see if you need to update them.

- Helps to focus your ideas before you film.

# Process

- Use your worksheet to capture your intent, audience, channel, potential contributors - all the elements of your project.

- From this write up a preliminary logline and synopsis which clarify your video idea.

- Break your story into beginning, middle and end and briefly outline the contents of each one of them.

# Process

- Script your video using the Visual/Audio column structure.

- Visualise all of the elements as fully as you can - writing up a list of shots, scenes and images.

- Stretch your creativity by coming up with some surprising/different elements.

- Revisit your longline and synopsis.

# Session Contents

- We looked at the types of video content and how they could be used.

- Introduced the 'explainer' video.

- Went through a method for planning and devising your own video content.

- Practiced structuring and scripting our video piece.

Q&A

THANK YOU!

# See you on the next session…