

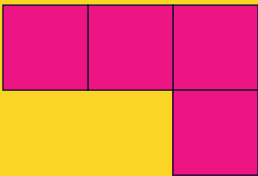
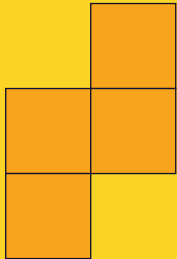
**HELLO
SHIFTERS!**



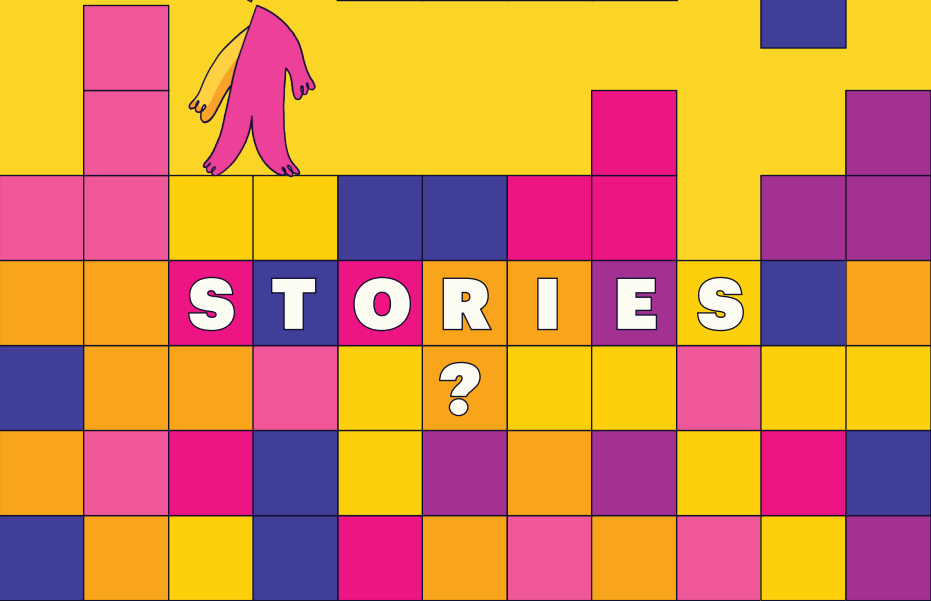
**We hope this guide
will help you come up
with stories in a new
and fresh way!**

The Shift Team

WHY DO WE



TELL



STORYTELLING
IS AN INTEGRAL PART OF EVERY





**Storytelling
creates social
narratives and
redefines the
status quo.**



SHARING THE IDEAS OF:

WHAT THE **ISSUES** ARE
AND HOW THEY DON'T
HAVE TO BE THAT WAY



WHAT AN IDEAL
WORLD OR **FUTURE**
COULD LOOK LIKE

HOW TO **TACKLE**
EXISTING PROBLEMS
CREATIVELY



HOW **YOUNG PEOPLE**
ARE SHAPING THE
WORLD



**Storytelling helps
amplify the youth's
mission – who they
are, why they do,
how they intend to
do it and what they
need to achieve it.**





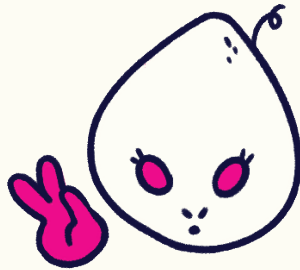
TO **INSPIRE OTHER
CHANGE-MAKERS**

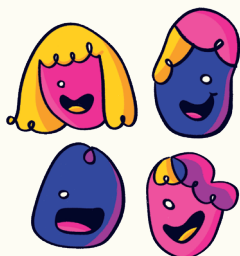
TO **GREAT A PUBLIC
CONVERSATION ABOUT
A PUBLIC ISSUE**

**TO **CALL FOR
ACTION** FROM
GOVERNMENTS & RELEVANT
DECISION-MAKERS
OR STAKEHOLDERS**



**Storytelling
creates empathy
and connects
people.**





**Storytelling
influences
people.**





1

PLAN

2

ORGANIZE

SHOOT

3

UPLOAD

4

EDIT

5



What is your story really about, and why are you telling it? Who are you talking to, and what do you want them to do?

Like any other



FILM PLAN

The People

Who is the video for?
Who needs to know your story?



The Message

What is the main message you
want the people to remember?



The Desired Response

What do you want people to think, feel
or do after they watch the video?

IMPACT FILM PLAN
IMPACT FILM PLAN
IMPACT FILM PLAN

Introduce Yourself



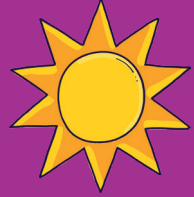
Who are you? Why is this topic important to you?

The Issue



How are things are before the campaign?

Our Brighter Future



How things are after the campaign?

Inspiration



Why we took action? What is your driving force?

Big Idea



Your campaign idea and key messages.

Campaign Implementation



Details of your campaign. How did you create change?

Campaign Outcome



How did the community respond?

Reflections



What are the challenges, solutions, learning and fun interaction you experienced?

Way Forward



Your next steps. How do you plan to expand your campaign?

You have a story – but how are you going to tell it?

SAMPLE STRUCTURES

BASIC

Introduce myself
The Issue
Our Brighter Future
Inspiration
Big Idea
Campaign Implementation
Campaign Outcome
Reflections
Way forward

THE MONSTER

The Issue
Introduce myself
Inspiration
Big Idea
Campaign implementation
Campaign outcome
Reflections

BEFORE AND AFTER

The Issue
The Big Idea
Introduce myself
Inspiration
Our Brighter Future
Campaign implementation
Reflections
Way forward



**NOW, IT IS TIME TO
WRITE YOUR SCRIPT
WITH THE HELP OF YOUR
PLAN AND STRUCTURE!**

**THERE ARE DIFFERENT
WAYS TO WRITE A SCRIPT
BUT IT'S BEST TO START
FROM WHAT YOU KNOW.**

**WRITE HOW YOU WRITE
NOW. IT CAN BE MESSY.
MAKE MANY VERSIONS
YOU WANT. TRY NOT TO
PERFECT IT THE FIRST
TRY OR THE SECOND TRY.
KEEP THE IDEAS
FLOWING!**



**ONCE YOU HAVE
WRITTEN SOMETHING
YOU FEEL IS HONEST,
INTERESTING AND
HEARTFELT, YOU CAN
START FINE TUNING IT.**



LET'S MAKE A SHOT LIST

You know what to say, but what's going to help you say it?

A-ROLL	Main shots that drive the narrative video/audio with meaningful dialogue	
PEOPLE	<ul style="list-style-type: none">* Personal stories of yourself and your team* Reflections of journey	<ul style="list-style-type: none">* Selfie recordings* Interviews
ACTION	<ul style="list-style-type: none">* Description of activity* Reflections	<ul style="list-style-type: none">* Selfie recordings* Vlog of activity
CONTEXT	<ul style="list-style-type: none">* Explanation of your issue/solution	<ul style="list-style-type: none">* Selfie recordings* Graphs, charts, texts, videos, news reels, etc.



This scene drives the story

If you want to see samples of A-roll videos, check out shiftshack.org/storytelling

How could visuals and sound help to tell your story with the least amount of words said?

B-ROLL	supporting shots or videos to visually illustrate story	
PEOPLE	<ul style="list-style-type: none"> * Portraits of yourself and your team 	<ul style="list-style-type: none"> * Selfie recordings * Portrait photos
PLACE	<ul style="list-style-type: none"> * Your time during Shift workshop * The community you're working in 	<ul style="list-style-type: none"> * Videos/photos * Selfie recordings
CREATIONS	<ul style="list-style-type: none"> * Stuff you did at Shift workshop * Your campaign implementation and its impact on your community 	<ul style="list-style-type: none"> * Shift Plan * Sketches, notes, videos, etc * Videos/photos of your team in action * Videos/photos of your project/campaign outputs



This scene support the story he is talking about

If you want to see samples of B-roll videos, check out shiftshack.org/storytelling





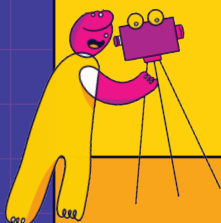
You now know what you want to create.
How are you going to make it happen?

MAKE A SCHEDULE

When will we finish the script?



When can we shoot?



When can the editor start editing?



When is the realistic target final edit?



Don't worry! It's okay to change your scripts while you are shooting or editing as long as you still follow your original plan and goal of the video.

Meet the

TEAM

DIRECTOR



Oversees the creative style, cameraworks, etc. and leads the whole production to align with the film's concept/plan.

WRITER



Develops the script with the director – figure out interesting scenes/quotes from existing or potential scenes.

VIDEOGRAPHER



Shoots the videos, ensuring visual (and audio) quality, with guidance from director.

NOTE-TAKER



Extra eyes – Works closely with director/writer to keep track of specific interesting story components or events that can be used.

PRODUCER



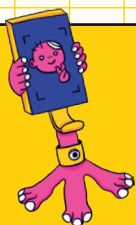
Manages the logistics (coordinate schedules, transportation, equipment, etc.) – makes things happen and keeps them running smoothly.

EDITOR



Cuts together the final video, based off ideas from director, writer and note-taker.

EQUIPMENT



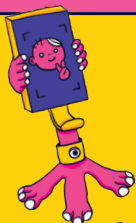
VIDEO RECORDING DEVICE

camera, phone, etc.



AUDIO RECORDING DEVICE

internal or external microphone



SOMETHING TO HOLD, PLACE OR MOVE YOUR CAMERA

eg. tripod, rig



FILE STORAGE

memory cards, hard drives



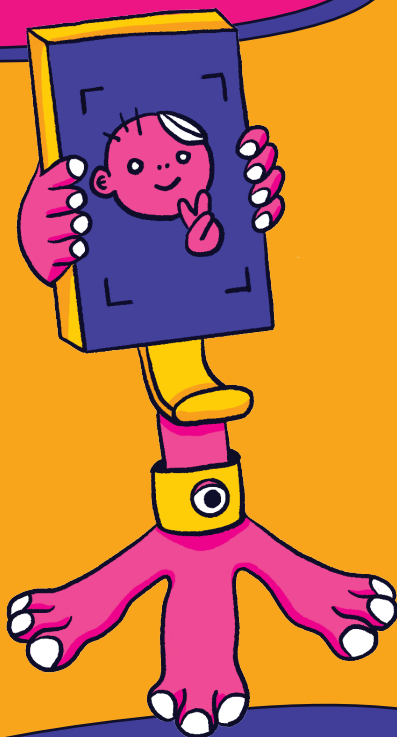
VIDEO EDITING SOFTWARE

desktop programme,
phone app



You know what you need to do. Now time to do it! You know your story – go out there and capture it.

**YOU DON'T NEED
FANCY EQUIPMENT
TO START CREATING**



**YOUR PHONE CAN
CREATE MAGIC!**

HOW TO INTERVIEW



- ✦ Think about your goal for each interview: What information are you trying to find out? What would a successful outcome be?
- ✦ Start with easy questions. Gradually focus on more specific topics.
- ✦ Don't rush. Ask one question at a time.
- ✦ Ask open questions – starting with “what”, “who”, “how” or “why”.
- ✦ Ask “why” even if you think you know the answer.
- ✦ Keep your questions neutral. Don't offer your own opinions. Don't hint that you are looking for a particular answer.
- ✦ Silence during the interview is OK. It gives people time to think and encourages them to talk.
- ✦ Think of another way to ask the same question. It can help you dig deeper into a topic.



With all the footage you've captured, what's the best way to hand it over to the editor?

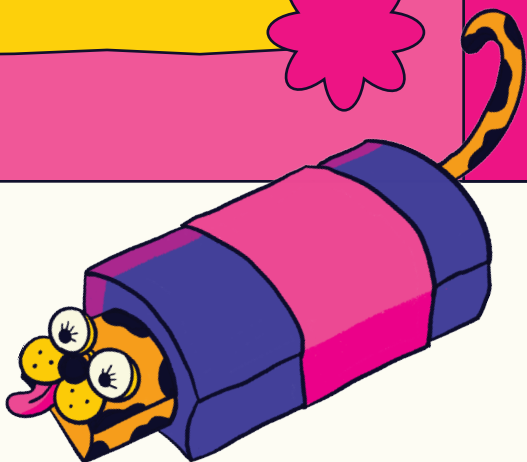


Organizing & Storing Your Files!




1 Take a video or photo

Take videos and photos of every memorable moment that can be used to tell your story. At this stage, your files will be all over the place!







2 Upload to drive



Setup a main Google Drive where everyone has access from their phone or laptop. Upload all once a week.




3 Name the files



And this is the most important part, make folders and label them properly. Make it as detailed as possible.

For example:
Fun run - June 12, 2023 - from Karen

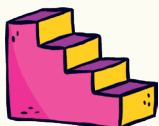




With all the footage you've captured, what's the best way to hand it over to the editor?



WORKING WITH AN EDITOR



With all your footage now at hand, you can go back to your Plan, Structure and Script and lay them over to create your visual story!

When editing, keep in mind:

Your ideas can change

Now that you see and hear the real footage, your story angle might completely change and that is okay.

But remember the why

Remind yourself why you're telling this story and who you're telling it to – this will help keep you aligned with your direction and purpose.

Show, don't tell

How could visuals and sound help to tell your story with the least amount of words said?

Have fun!

The video you produce will reflect your journey to create it!



POLISHING YOUR FILM

When you've completed a rough cut of your film, to see whether it's 'good yet' it may be useful to ask these questions:



Do I want to stop watching after the first minute?



Do I understand where the story is heading by the first minute? Or am I still confused?



By the end, did I understand what the story was trying to tell me?



By the end, how does it make me feel?
Did I learn something new?



Does it urge me to do anything?



Would I share this film with my friends?



GO GULAY IMPACT FILM



HOW WE MADE GO GULAY



HOW DO YOU MAKE SURE **YOUR FILM** GOES ACCORDING TO PLAN?



TELL A CLEAR STORY

Start with a clear plan. Write down what happens in your movie from beginning to end. This plan is like a roadmap for your film.



TALK ABOUT YOUR PLAN

Meet with your video editor before you start. Talk about your plan together. Make sure everyone understands what to do.



KEEP TALKING THROUGHOUT

Stay in touch with your team while working. Use apps like WhatsApp or Zoom to chat and share ideas. Share pictures or drawings to help explain things.



EDIT TOGETHER

If possible, work on editing with your team. This way, everyone can add their ideas to make the movie even better.



GIVE HELPFUL FEEDBACK

Watch what you've made and talk about what you like and don't like. Be specific. Say things like "I love how this part looks" or "Can we make this part faster?"





