

SDG12 MM7 Media Communication 1

Introduction to Pre- and Post-Video Production



Media Communication 1: Introduction to Pre and Post Video Production

Implementation

Lesson 3: Developing A Project Plan

**Subjects: Climate Action and
Sustainable Development,
Design, English, Enterprise,
Science**

Lesson Title and Summary: Developing a Project Plan

In this lesson, learners will be introduced to the five stages of film production and begin to explore ideas for their film / video project, which will help them prepare for making their videos. They will begin the development stage of planning their video / film project in advance of moving their ideas from concept into reality.

Vocabulary: Development, Distribution, Mood / Vision Board, Production, Pre- and Post-Production, StoryMap

In this lesson, the learner will

- collaborate and share ideas, both written and orally
- develop an understanding of the different stages of film-making
- begin to develop their film / video project ideas
- give and take constructive peer feedback

Materials

- Access to Class One Drive and Team Folder
- Worksheet: Project Planning 1
- Worksheet: Creating Vision / Mood Board
- Access to Canva Education account for creating digital Vision / Mood board
- Paper, Pens, pencils or markers

4 QUALITY
EDUCATION



13 CLIMATE
ACTION



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



Media Communication 1: Video

Lesson 3 Developing a Project Plan



ACTIVITY INSTRUCTIONS

Activity 1 Planning your Project (30 mins)

1. Learners should work in small teams whether developing a film idea from scratch or linking into a project they have developed through the Future of Ocean Health Programme, as film making is a collaborative process.
2. Have learners set up a shared folder in One Drive where they can keep all their project work in one place. If not working digitally, learners can upload images of their work.
3. Using the Project Plan worksheet part 1, learners will begin to work through their ideas for a short 3-5 minute video. In this lesson, learners will begin this process by developing their ideas and a mood board. The full project plan will be developed over a number of lessons to cover the Development and Pre-Production stages which include:
 - Initial ideas - Inspiration and mood boards - Lesson 3
 - Storyboards - Lesson 4
 - The script
 - Shot lists Lesson 5
 - Pre Production - Lesson 6
 - Time and location of the shoot
 - Casting / Costumes / Props list
 - Equipment checklist
 - Call Sheet
 - Production - Lesson 7 / 8
 - Editing - Lesson 9

Activity 2 Sharing Initial Project Summary (20 mins)

1. Depending on number of teams, ask one representative from each group to share a summary of their project's key concept / idea including any ideas about style and message for 2 mins and be prepared to answer one question about their project.

REFLECTIVE EXERCISE: 3-2-1

- Three things they feel they have learnt from the exercise
- Two things they found most interesting and would like to explore more
- One – their opinion they have about the site / exercises

Media Communication 1: Video

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EXTENSION / REDUCTION ACTIVITIES:

Reduction: For a shorter class, complete activity 1 only and Learners can prepare to present their project summary in a 2nd session.

Extension: For a longer class, learners could begin a mood board for a presentation to the group about their film showing their project ideas, ideas about location, costumes, etc. This could be presented in an additional lesson or within another lesson if team teaching / the project is cross curricular.

Flipped Classroom: Learners create a vision board and then present this in an additional lesson or within another lesson, e.g. English or Geography, depending on their film.

Option B: Ask each team to photograph their original worksheets to upload to the drive. Then swap with another team and allow them to feedback / provide written responses to their ideas. This will encourage them to develop constructive feedback and support each other as well as highlight areas to consider or that might not be clear to others outside of the team.

MEDIA BOX: (materials, online video links, extra resources, case studies etc)

How to make a film Mood Board <https://www.studiobinder.com/blog/how-to-make-a-film-mood-board/>

Students can use the Mood Board / Vision Board worksheets in the resources to support the development of a Vision Board either on paper or use a digital platform to create a digital board e.g.

- Miro - <https://miro.com> A visual platform for teamwork
- Pinterest - <https://www.pinterest.com/> Can use it to create your own Pinterest board as well as accessing lots of examples for inspiration.
- Canva - www.canva.com Graphic Design Tool - Sources, Templates, Layout and examples all in one place
- Milanote - <https://milanote.com/>
- Mural - <https://mural.co/> Digital whiteboard team work

Local Trip / Expertise / Additional Work and Assessments

Linked Learning: Use Media Modules as assignment options for Civic, Social & Political Education – Sustainability, Visual Art, Media & Communication or consolidating GAISCE community project

- Media Communication 2: Poster Creation
- Media Communication 3: Creating a Pecha Kucha presentation
- Media Communication 4: Podcasts



THE 5 STAGES OF FILM PRODUCTION:

This worksheet will introduce you to the 5 stages of film production, which you will return to throughout the lessons. In your own words, write a definition for the different stages of film production. You can use google, but make sure you get the definition relevant to film! If you use AI / Chat GPT, we want to see your definition and Chat GPTs version, also.

1. DEVELOPMENT:



2. PRE- PRODUCTION



3. PRODUCTION



4. POST-PRODUCTION



5. DISTRIBUTION



MM7: LESSON 3WS PROJECT PLANNING 1



In this lesson you will focus on the Development stage and begin to develop ideas for your own film. You will return to the worksheet in other lessons when you reach the other stages.

1. DEVELOPMENT:

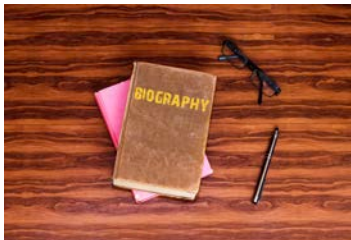
- Your ideas
- Inspiration and mood boards

1. Using a piece of paper or digital board, draw, or place an image in the centre that begins to describe or represent your film's main idea. This is just the starting point, so it can be very broad and just a rough idea.

2. Add a note, write 1 - 2 sentences that describes the film just to get you started.

With your team, start adding any ideas that relate to your initial idea - [the Project Concept](#). Think about any characters and their relationships, the locations you could use, visual styles, and keep adding ideas until you fill the board!

EXAMPLE OF VISUAL IDEATION



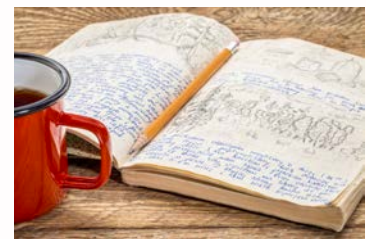
Early life / Biography



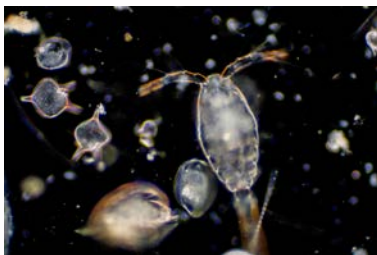
Marine Biologist /
Oceanographer
Explorer



Short documentary on
Dr Sylvia Earle



Expeditions - China,
Galapagos, Bahamas



Research and
Academic life



Scuba and
untethered diving record



Hope spots / Marine
Conservation



Hope spots
near me



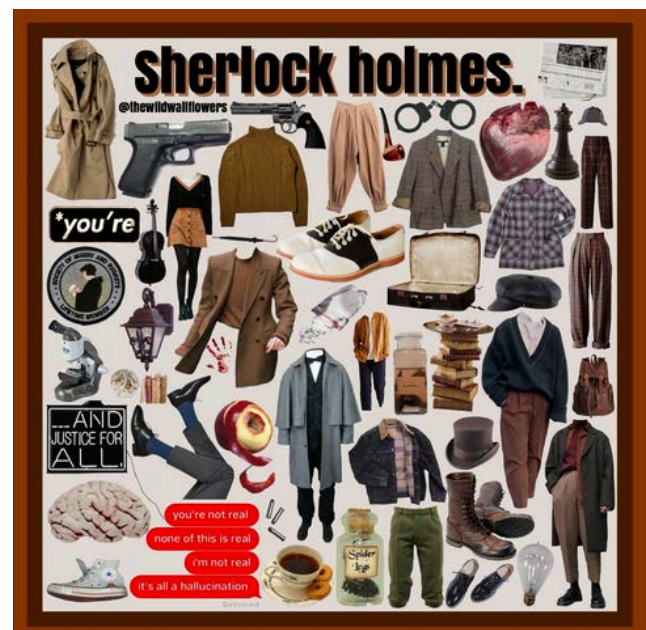
You can continue to build out your board with images for your characters, locations, costumes, or whatever you want so you can creatively explore your ideas.

You can build different mood boards for different aspect, e.g. characters or the look and feel of your film using colours.

CHARACTER MOODBOARD



Pinterest Mood boards for Sherlock Holmes



Creating character mood boards helps to develop unique and memorable characters and is a big part of your storytelling. You can highlight any specifics you want them to have. The acronym STEAL helps you remember the different aspects of developing a character.

S.T.E.A.L.

- **S**peech: What a character says and how they say it; vernacular, accent, etc.
- **T**houghts: What a character thinks and believes.
- **E**ffects on Others: How a character interacts with and influences others.
- **A**ctions: Everything a character does.
- **L**ooks: How a character looks and appears; clothing, hair, etc.

Use this to help you. develop your own character mood boards and unique characters.

2. PRE- PRODUCTION

The Script

There are very specific formats for writing a script and after the outline and treatment (the full summary of your film) many people use scriptwriting software. For your purposes you are going to use a story map to



create an outline and a summary, and use that to develop your storyboard. You will also create simple dialogue, if needed.

our
STORY BEGINS
here

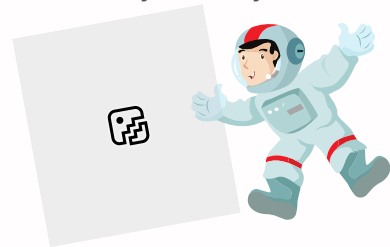
This is the opening of the story - Who, What Where and When?



This is the problem or purpose of the film and defines your main plot line.

DON'T FORGET

Who are the characters and settings, what they will say, and where and how they will say it.



The middle of the film

DON'T FORGET

There maybe one or two events with different characters that make up the film.



The resolution of the problem or realisation of the purpose - the closing scenes



Tells us about your film. What is it called and why are you interested in making it?

Tells us the main theme / idea in your film. What's the story? Describe the type of film it is, e.g. animation, documentary.

Who are your characters in the film or if its a documentary? Tell us about the main person.

How does your film increase awareness of SDG14 or the Ocean's Health?

What makes your film different?
What is its unique selling point?



Develop the central message. This is an image that will represent your film idea.

Keep it colourful and visual. Our brains love images.



STEP 1: THE 'WHAT' OF YOUR FILM

Find an image and place it at the centre of your board that represents your main film's theme. Use pictures, texts or quotes that help you tell what your film is about.



STEP 2: THE 'WHY' OF YOUR FILM

Develop an image that will show why your film is important - its main story idea. Use pictures, texts and quotes that help you show Ocean Health/ SDG 14.

Use can use Pinterest,

Google images, cut out images, and texts from magazines and drawings

Vision board examples on Pinterest.

<https://www.pinterest.ie/scrap-pinmichele/vision-board-samples/?lp=true>

STEP 3: THE 'WHO' OF YOUR FILM

Develop an image of the people who will see your film. Use pictures, texts, quotes, and/or statistics that help to you define your audience.



STEP 4: THE 'HOW' OF YOUR FILM DISTRIBUTION

How will you reach your audience? Use pictures, texts, or quotes that help you think about your audience.

M M 7 M C 1 : L 3 W S C R E A T E A V I S I O N / M O O D B O A R D



STEP 1: MATERIALS

You can choose to do your vision board online, but if you make it you will need to gather cardboard, card / paper, glue, scissors, images.



STEP 4: GATHERING IMAGES

Begin to gather images that tell the story of your project - you can use drawings, cut outs, images printed from Google or Pinterest, or if digital, you can scan your images online.



STEP 2: DECIDE ON WHO WILL DO WHAT

Each person in the group should be responsible for developing the vision board - you can take different sections.



Will it be 1 large poster, an accordion book or 4 sections - one for each section of your project's idea

STEP 3: PLANNING YOUR BOARD

As a group, you can start to plan the size, shape, and format of your vision board - see examples, but don't be limited. It should reflect your project.



STEP 5: ORGANISE YOUR INFO

You can organise the sections in different ways - think about your audience - who are you trying to reach? Look at examples of posters, communication for that audience.



REMEMBER MESSAGE AND AUDIENCE

1. Will they read left to right?
2. Will you direct them how to read using arrows or numbers?
3. Will your central idea be the biggest image?



CREATING A DIGITAL VISION BOARD USING CANVA

Step 1: Gather and share your digital images

When you have decided who is working on what section – gather your digital images and save them all together in a folder. You can create and use a shared drive folder to work in a group.

Step 2: Open an account in Canva

<https://www.canva.com/>

Step 3: Open a new design in Canva

Once you're signed in, you'll want to click "Create a Design," and choose the template you like, perhaps poster or photo collage.

If you plan on printing your vision board, you can choose **USE CUSTOM DIMENSIONS**. You can see this in the top right of the screen.

Step 4: Import your images into Canva



[HTTPS://WWW.PINTEREST.IE/SUNFLOWERWAYS/CREATING-A-VISION-BOARD/](https://www.pinterest.ie/sunflowerways/creating-a-vision-board/)