

SDG12 MM7 Media Communication 1

Introduction to Pre- and Post-Video Production



Media Communication 1

Introduction to Pre- and Post-Video Production

Implementation

Lesson 2: From Idea to Story 1

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

Lesson Title and Summary: From Idea to Story 1

In this lesson, learners will begin to consider the aspects of film making and pre production. They will gain an awareness of basic video production planning and learning core elements of idea / story development. This will help them with Lesson 2 and storyboarding their final project if a video assignment is part of the completion of their project work.

Vocabulary: Audience, Concept, Development, Message, Pre-production, Story-telling, Style

In this lesson, the learner will:

- analyse two videos to develop skills to create their own video
- begin to develop an awareness of storytelling, messaging and consider audience engagement
- develop their video idea based on how to tell a story and engage an audience
- prepare for lesson 2 and storyboarding their film project idea

Materials

- Internet access
- Worksheet: Video Analysis
- Worksheet: Idea Development
- Paper, Pens, pencils or markers



Media Communication 1: Video

Lesson 2 From Idea to Story 1



ACTIVITY INSTRUCTIONS

Activity 1: Active Listening task (20 mins)

1. Using the Video Analysis worksheet in pairs, learners are asked to consider the following videos:

- [FAIRCHAIN - introduction to the project \[2:58 min\]](https://www.youtube.com/watch?v=la3pMx32Ual)
<https://www.youtube.com/watch?v=la3pMx32Ual>
- [SDG12: Responsible Consumption and Production \[2:33 min\]](https://www.youtube.com/watch?v=cKIPNGZBrtI)
<https://www.youtube.com/watch?v=cKIPNGZBrtI>

2. Find a new pair of learners to work with and analyse your answers. Be prepared to share your opinions to the class on the videos.

Activity 2 Idea Development Worksheet (30 mins)

1. Complete the Idea Development Worksheet using your team's project idea.
2. As a group, discuss some of the ideas that have come up around your video project.
3. Share ideas as a whole class:

One representative from each group can share their project and video ideas. The prompt questions below can be used to facilitate / elicit suggestions from other groups to feed into each other's ideas.

- What is your video about?
- Who else have you talked to about your video?
- What research have you done?
- Where have you found it?
- What have you come up with so far?
- What is your main message?

Discussion: Do you have ideas for its style yet, e.g. documentary, interview, collage of images with audio, etc.?

REFLECTIVE EXERCISE: 3-2-1 (10 mins)

- 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 and use the rest of the class time to discuss their opinions as a group and prepare for the next class by discussing the film project and expectations.

Extension: For a longer class, complete both activities and use the rest of the class time to watch the How To Plan A YouTube Video [10:27min] https://www.youtube.com/watch?v=zErUe_UVOGY

Discuss the elements that they will need to consider for Lesson 4 and Storyboarding, you can also bring in elements from one of the articles on Styles and Genres and remind them of Lesson 1 activities.

- Flipped classroom: ask learners to watch the two storyboarding videos in the media box before the next lesson 3 when they will begin to create a storyboard of their video.

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

How To Plan A YouTube Video [10:27min] https://www.youtube.com/watch?v=zErUe_UVOGY

Article: Nine Styles of Video and when to use them <https://99designs.com/blog/video-animation/styles-of-video/>

Article: Film styles and Genres and how to use them <https://www.indeed.com/career-advice/career-development/types-of-film-styles>

Storyboarding

- Basic Storyboarding in 5 Minutes [5:14min] <https://www.youtube.com/watch?v=NcCAzs2kCFw>
- How to Draw Storyboards Even If You Don't Draw Additional software / platforms [13:35min] <https://www.youtube.com/watch?v=NPrkxj2MyZI>

Teacher-focused video production in the curriculum

http://kidsvid.4teachers.org/nav_pages/teaching.shtml

Local Trip / Expertise / Additional Work and Assessments

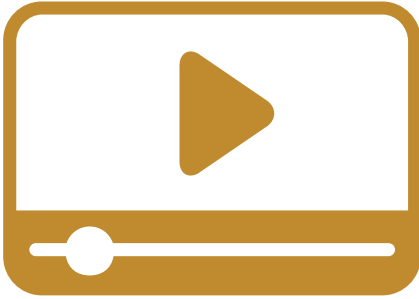
Linked Learning: Use Media Modules as assignment options for Civic, Social & Political Education – Sustainability, Visual Art, Media & Communication or consolidating GAISCE community project

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

MM7 L1 WORKSHEET

VIDEO ANALYSIS

SDG14 and the Ocean Health programme takes full account of current and future economic, social and environmental impacts by considering the relationship between our species, the ocean and our communities, especially as a small island nation.



Student Name / Team: _____

Date: _____

1

Watch the following two videos. Each have been made in very different ways and both look at our relationship to the ocean in different ways.

- Video 1 Thank you Sea, Surfers against Sewage [4:21 min]
<https://www.youtube.com/watch?v=cOmSPOeaOwQ>
- Video 2 When my body is in trouble, I swim 10 Magical Fingers [4:20 min]
<https://www.youtube.com/watch?v=QCe670ahJgw>

2

What are the main points of / or message of each video? Write down the focus e.g. are they sharing information, presenting a tourism offering or a location or promoting an activity?

Video 1.

Video 2.

3

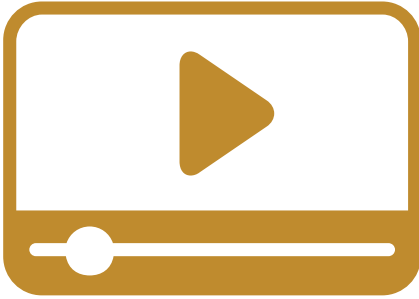
Who's involved, e.g. are there characters telling a story? Did they also make the video? Do you think there is a target audience? Does it have more than one target audience, if yes who are they?

MM7 L1 WORKSHEET

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12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Student Name / Team: _____

Date: _____

4

Did you like or find anything interesting about the videos? If you didn't, you can also say what you didn't like or didn't find interesting. Think about the style of the video and the content.

- Video 1

- Video 2

5

Did you find them inspiring in any way? Why / why not?

Video 1.

Video 2.

6

Think about your answers above - use them to start thinking about your video. Make notes here about each of the videos - their styles, the way they were made, their story, or message.

Was there anything or ideas that might inspire how you will make your film?

After discussion as a class, Worksheet 2 will help you to think through some of your ideas before starting your storyboard.