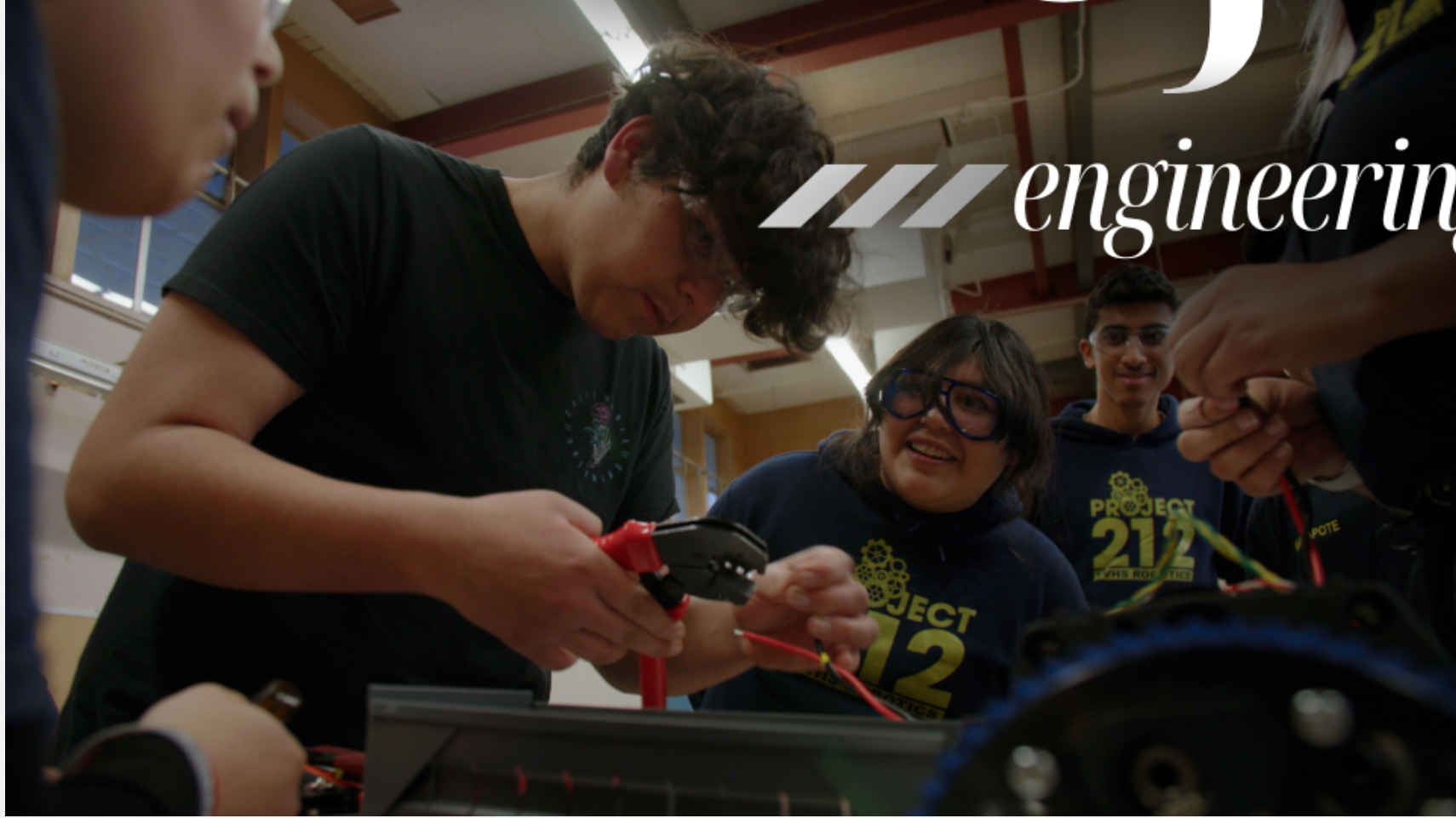


PROJECT 212



/// engineering the future



STORYTELLING TECHNIQUES



STORY ARC

- What is your "hero's journey"?
- Why should the viewer care?



CHARACTER(S)

- Who are we rooting for?
- Are your characters compelling?



AUDIENCE

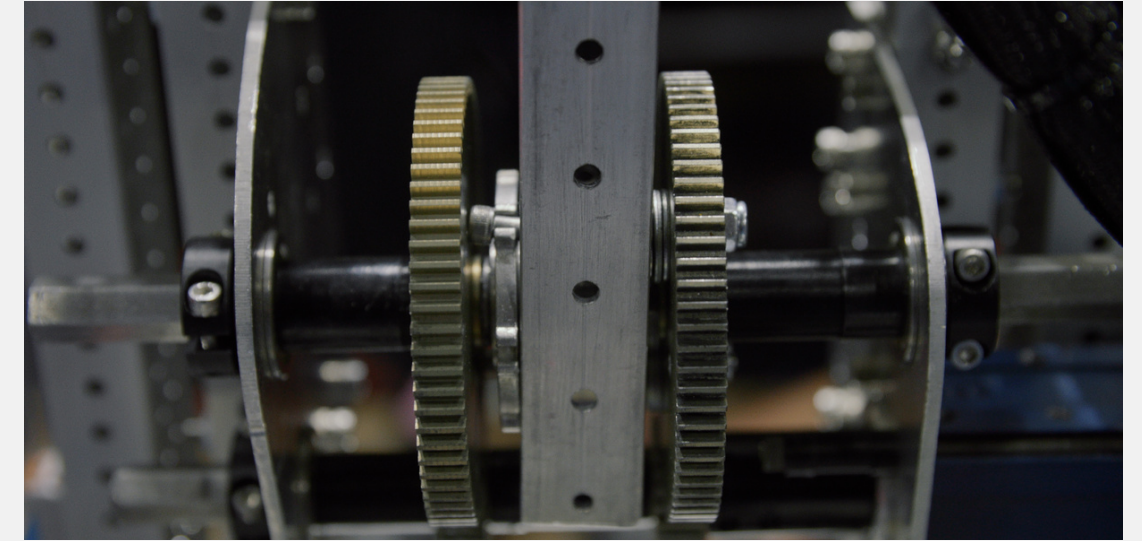
- Who are you trying to reach?
- What action are you inspiring them to take after watching?



VISUALS

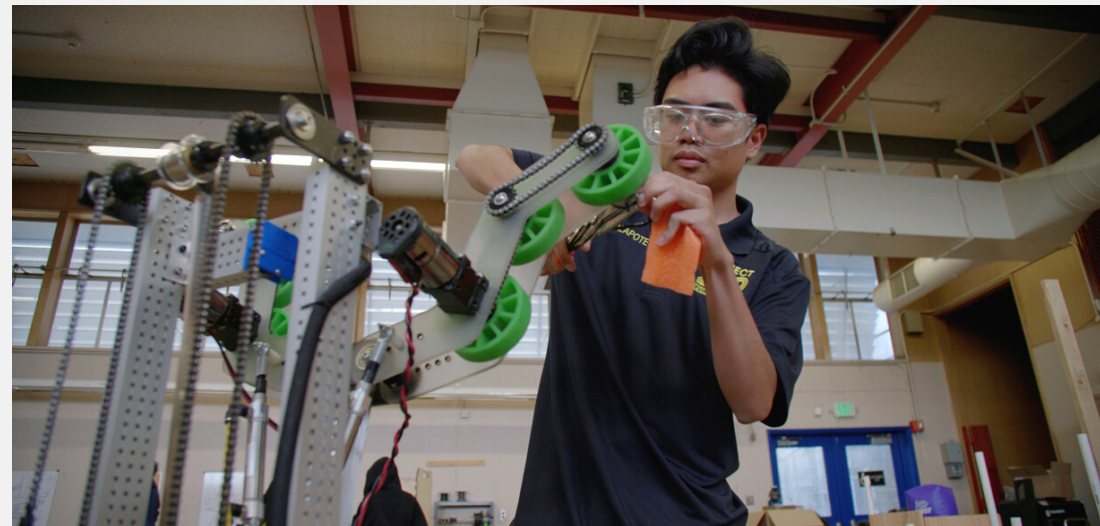
- What about your story is visually interesting?
- What will be happening and how can you creatively capture it?

FILMING STRATEGIES: B-ROLL



WIDE

Wide shots can be used to establish where the story/event is taking place.



MEDIUM

Typically the most common type of framing. Medium shots portray action well while also providing location context.



TIGHT

Close-up shots help emphasize specific details of the story and can focus the viewer's attention on an object or emotion.



VIDEO TIP:

Keep to well-lit areas and record for longer than you think is necessary (10 seconds/clip is good). Consider filming stationary shots where you aren't panning the camera. Try out interesting angles (worms-eye and birds-eye view)



WHAT TO CAPTURE:

Record moments that help bring your story to life and illustrate what it's like to be in your shoes (the more variety of locations, environmental details and perspectives the better).

FILMING STRATEGIES: INTERVIEWS

Conducting an interview provides the opportunity to share information and emotion in a conversational way. They describe the "who, what, where, when and why" of the story. Prompt your subject with open ended questions and be *curious!*

Helpful question prompts:

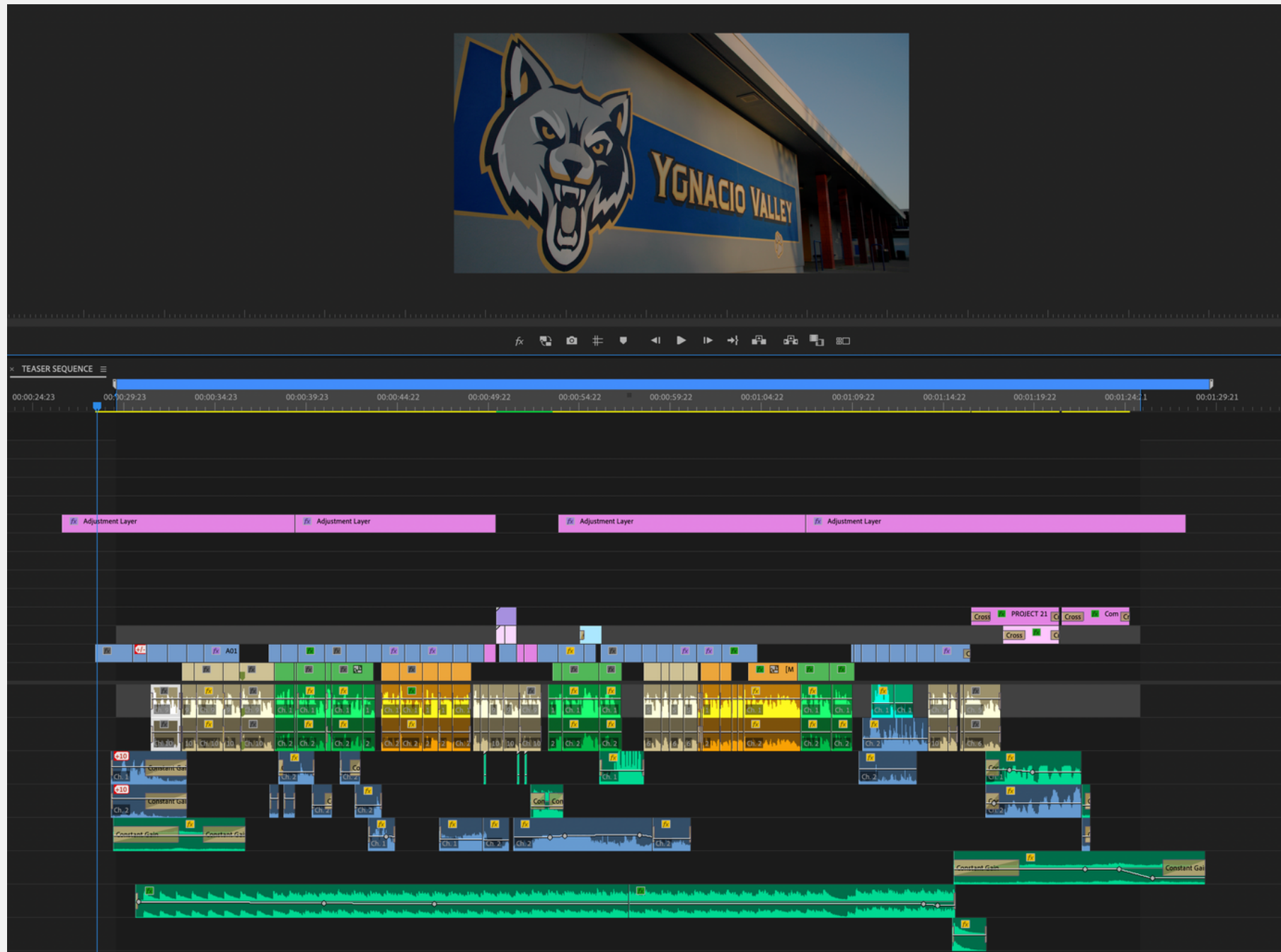
- Take us back to where it all began...Why did you want to do robotics? What are you uniquely skilled at?
- Describe your role and how it contributes to the overall team.
- What are some highlights from the season so far? What have been the biggest challenges you've had to overcome?
- How has being part of this team impacted your life? What have you learned about yourself along the way? Anything surprising or challenging?
- What is your advice to other students who are unsure about joining their robotics team?



AUDIO TIP:

Be aware of the loud noises around you during the interview (power tools, HVAC, etc.). Remember that the closer your camera or microphone is to the person speaking, the clearer their sound will be.

THE EDIT



1

THE "RADIO EDIT"

Don't worry about the pretty visuals yet. Start by assembling your story using just interview sound.

2

ADD B-ROLL/MUSIC

Once your interview narrative is set, begin adding footage that will help illustrate what is being said. If possible, show don't tell.

3

CONSIDER MULTIPLE VERSIONS

Extended story, 60-second trailer, 15-second reel.



EDITING TIP:

Stay organized. Taking the time to organize your assets at the start will eliminate the headache later on when you're searching for a specific clip or making revisions to your edit.

LIGHTING AND SOUND



LAV AND SHOTGUN MICS

Good quality audio is more important than you may realize, especially with dialogue. Consider using a shotgun mic attached to your camera/phone or a LAV mic connected to your main character.



NATURAL VS. ARTIFICIAL LIGHTING

Work with your environment. If you have large windows nearby, use them as your main source. LED lights are helpful, but not always necessary.

