



MR. FRANK SAYS...

# S.C.A.L.E.

## FIVE KEYS TO BETTER STORYTELLING

Use S.C.A.L.E. to plan, create, and review amazing videos from start to finish!



### S STORY

Start with a strong story that matters!



- What's your message?
- Who is it for?
- What's the beginning, middle, and end?

A GREAT STORY IS THE HEART OF EVERY VIDEO.



### C CAMERA

Show your audience what matters most!



- Choose the right shots
- Frame your subject
- Keep it steady
- Be intentional

THE CAMERA IS YOUR WINDOW TO THE STORY.



### A AUDIO

If your audience can't hear it, they can't feel it!



- Record clear dialogue
- Avoid background noise
- Use music and effects that support your story

GREAT AUDIO MAKES YOUR STORY COME ALIVE.



### L LIGHT

Light with purpose to help your story shine!



- Make sure your subject is visible
- Use light intentionally
- Match the mood

LIGHT SETS THE MOOD AND REVEALS THE STORY.



### E EDITING

Edit out the extra. Keep what matters!



- Cut with purpose
- Keep your story moving
- Make it smooth and engaging

EDITING SHAPES YOUR STORY INTO SOMETHING GREAT.



You've got this!

★ PLAN IT. SHOOT IT. REVIEW IT. S.C.A.L.E.-UP! ★

Every great video starts with a plan and gets better with feedback. Keep learning. Keep creating!

