

- SOUND**
- AVOID NOISY PLACES
  - USE EXTERNAL MICROPHONE IF POSSIBLE.
  - MOVE CLOSER TO SUBJECT IF USING DEVICE MICROPHONE.
  - RECORD NARRATIONS IN QUIET SPACE
  - USE MUSIC THAT FITS YOUR STORY.

- CAMERA**
- CLEAN LENS, HOLD STEADY, WHITE BALANCE.
  - CHECK BACKGROUND FOR DISTRACTIONS.
  - USE BASIC SHOTS.
  - SHOOT EXTRA VIDEO OF SURROUNDINGS.
  - IF USING MOBILE DEVICE, HOLD IN LANDSCAPE FORMAT.



**KNOW YOUR BASIC SHOTS**

**PRODUCTION - SHOOTING**

**GENRE - TYPES OF STORIES**

**NARRATIVE** - A vivid personal story, usually from one person's viewpoint or lived experience.

**DOCUMENTARY** - A non-fictional story intended to document, educate and advocate.

**PUBLIC SERVICE ANNOUNCEMENT (PSA)** - A story to raise awareness or change public attitudes or behavior towards a social issue.

**JOURNALISM** - Stories with information people need to make the best possible decisions about their lives, their communities, their societies, and their governments.

**BEGINNING** • Act 1: Introduce characters, setting and challenge.

**MIDDLE** • Act 2: Obstacles and problems are encountered and overcome.

**END** • Act 3: Resolution with characters changed by the experience.

WHAT DO I WANT TO SAY WITH MY STORY?  
 WHAT IS THE BIG IDEA I WANT TO SHARE?  
 WHAT IS THE BIG QUESTION OR CHALLENGE?

**PRE-PRODUCTION - STORY**

**INTERVIEW TIPS**

- DO YOUR RESEARCH.
- WRITE DOWN YOUR QUESTIONS.
- GET ANSWERS IN COMPLETE SENTENCES.
- RESPECT YOUR SUBJECT'S TIME.
- MAKE IT MORE OF A CONVERSATION.



USE RULE OF 3RDS TO KEEP SUBJECT'S EYES IN THE UPPER 3RD OF THE FRAME.

**ROYALTY-FREE RESOURCES**

- IMAGES & VIDEO
- MUSIC & AUDIO
- LINKS TO OTHER ARTS, RESEARCH & MEDIA EDUCATION RESOURCES



FOLD HERE

**LIGHTS, CAMERA, LEARN!**  
 presents



**MR. FRANK'S**

**VIDEO STORYTELLING  
 POCKET FIELD GUIDE**