

VIDEO CAMPAIGN WITH MOBILE PHONE

How to?





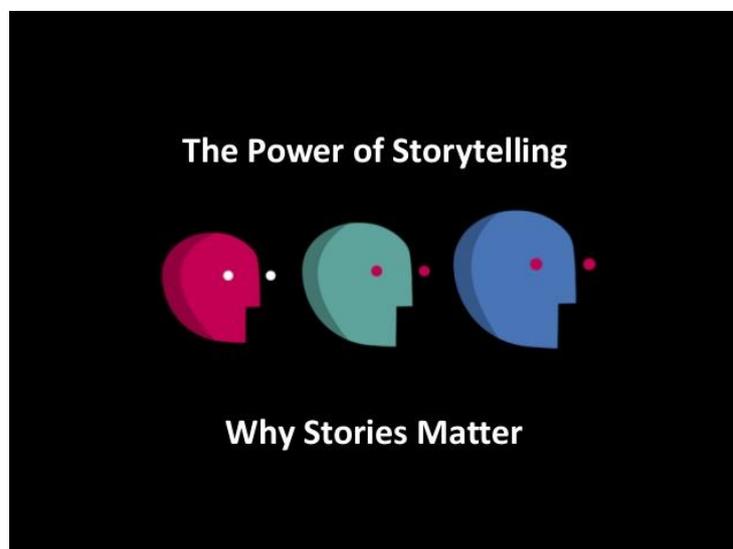
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Video Storytelling



Stories have the ability to capture attention and arouse emotions. This is why we are increasingly talking about **Storytelling** and the importance of telling a story. Because it is in this story that lies the factor that sets them apart and makes them unique.

And as Paul Auster said “The truth of the story lies in the details.”

Video is an essential tool for telling a story.

You've probably seen a video of a brand on social networks that thrilled you. And this is where, among all the messages you have received throughout the day, the likelihood of the person memorizing and remembering your video increases.

The narrative is thus a very important phase of making your video: what story do you want to tell? What emotions would you like to arouse? Who is your story for?

These must be the questions you should ask yourself before you start shooting. The clearer the story you want to tell, the more likely it is to be well told.

You can draw. You can write. Use the methods that stimulate you the most, but materializing your idea before moving to video is a way to make it easier to collect images later, because as you anticipate what you want, you are already shaping your video.

If your video could have a colour, what would it be? If you could smell it? If it could arouse an emotion?

Here are some ideas on how you can start making your video. Then, give wings to your imagination and let it flow.

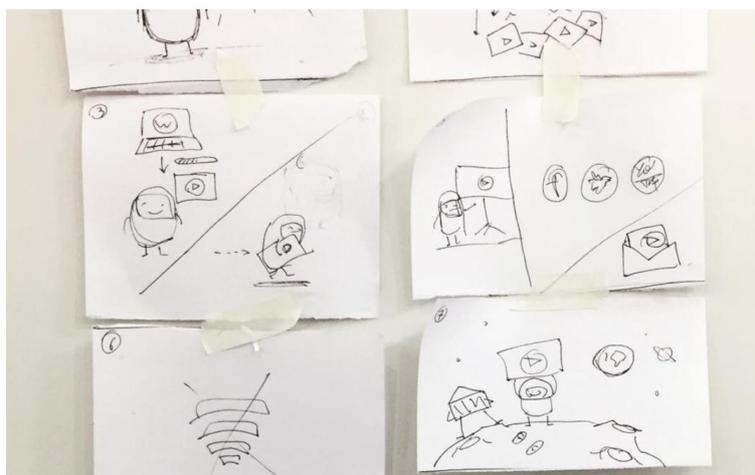
Dream big.

Imagine your dream.

At this stage you can do everything.

This is the best starting point for the next step: Draw the Storyboard.

Draw a Storyboard



You already know the story you want to tell and you already materialized it in your dream. Now let's take the last step before we start shooting: **how to draw a Storyboard**.

Storyboard is a guide where you will find the various parts that are part of your story:

- **Characters:** The choice of the persons that will participate in the video is very important. You should privilege people who are directly connected to what you want to present, who are thrilled with the story they have to tell, because these are the ideal people to arouse emotions. The discomfort of being in front of the camera should not be a reason to exclude a person from telling this story. The ease to be in front of the camera can be worked out. The ability to make people feel the energy of those who vibrate with the idea is unique, so if that's the right person, the rest can be worked out.

- **Narrative:** How will this character tell your story? Write each moment that will compose the whole story. You should contemplate in this narrative the images you will collect, as well as the images you will place throughout the movie (they may be images or sentences), so that when you shoot you leave space in the frame to contemplate the inclusion of these additional elements.
- **Location:** Where will your story be filmed? The location you choose must be aligned with the story you want to tell and must complement the story, as these images will speak for themselves and they will be very important in the setting.

How to shoot with Mobile Phone



Once you've built the Storyboard, it's time to get down to business and make your movie.

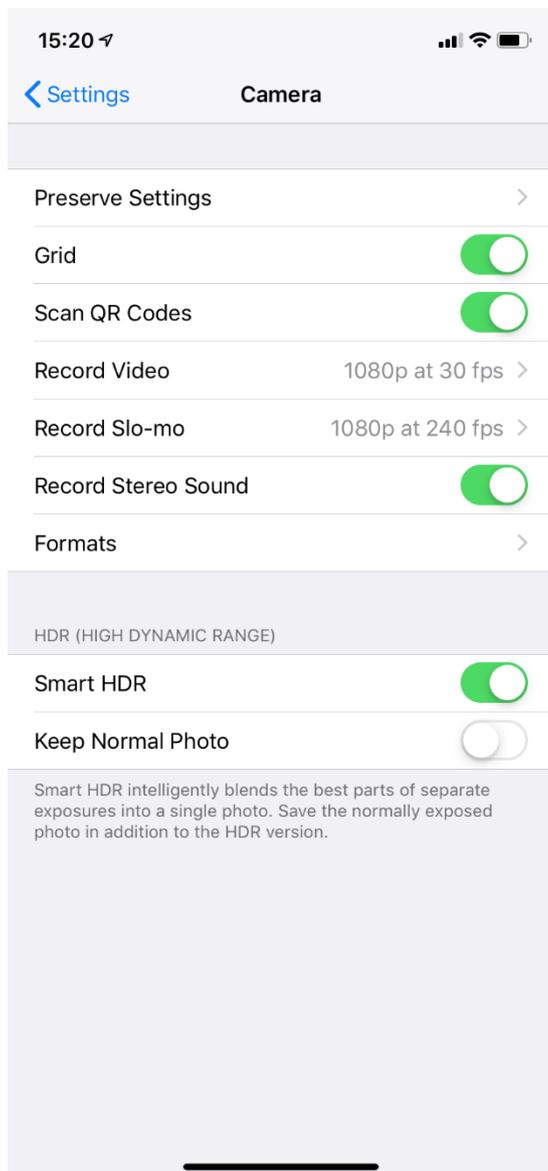
Here are the steps you must take to make a video with your phone

- 1-** Write down the main points you want to talk about / highlight in your video to make sure that when you shoot you don't forget any of the images you saw on your Storyboard;

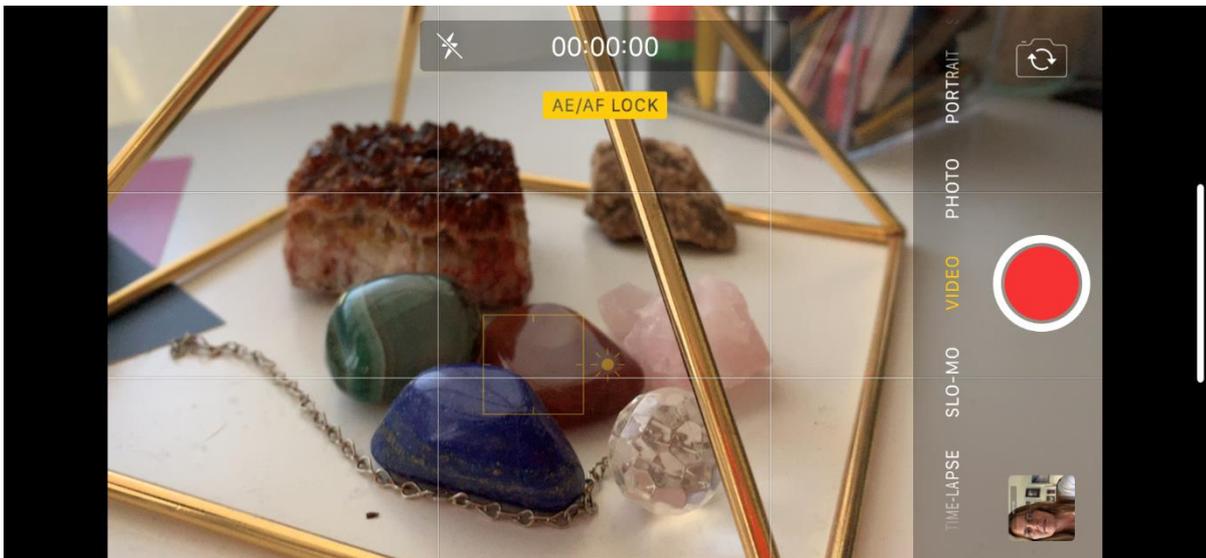
2- Choose the location for your shoot and avoid:

- noisy places;
- strong lights or the sun towards the camera;
- dimly lit places;
- frames with too much action (or elements) that may distract the audience.

3- Prepare the mobile phone: check in the mobile phone settings that you have enough memory to make the video;



4- Set the position in which you will shoot with the mobile phone (horizontal or vertical), which will depend on the purpose of the film. The rule is that you must shoot with your mobile phone horizontally, unless you want to make videos for Instagram Stories or IGTV, as in these cases you must shoot with your mobile phone vertically;



5- Put the phone on a tripod (or stable surface);



6- Install your microphone (if you want to use).

7 - Activate flight mode: It is important to make sure that your footage is not interrupted by a call or message that can arrive at that time when everything was really going well. With your phone in flight mode, you'll have your full attention on your video and won't be distracted by other requests, increasing your ability to get to the video you want faster.

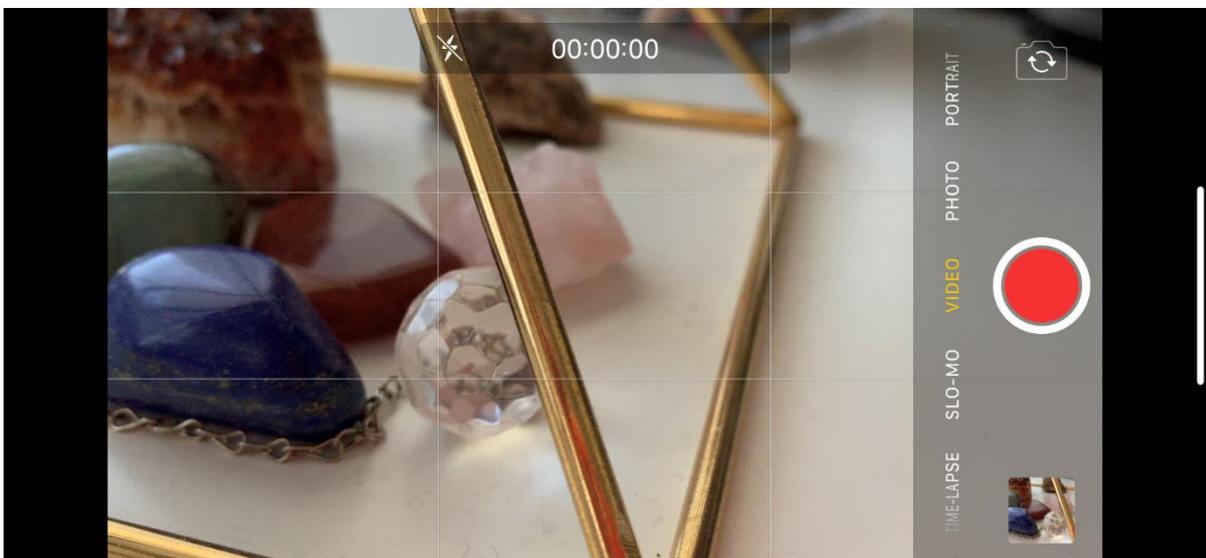


Airplane Mode



8- Clean the camera phone: Our phones have many functions and they are always in use and in contact with our hands and face. Mobile phone cameras (front and rear) become dirty and cannot be used like this. So, whenever you make a movie (or photo) with your mobile phone, you should first clean the camera lens with a non-aggressive tissue.

9- Open the camera of the mobile phone and select the option "Video". If you shoot with the front camera you must turn the screen to activate the selfie mode.



10- To make a normal plan, place the phone at eye level and, if you are talking to the camera, place yourself at one of the grid line intersection points (explained in the video). Usually the rear camera of mobile phones has better quality than the front camera so, whenever possible, you should shoot with that camera. However, if you want to film yourself, and have no one to help to ensure that the previous steps are completed, it is easier to use the front camera.



11- Once the location and frame are set, you should block the light so that it favours the whole picture and there are no changes in brightness throughout the video.

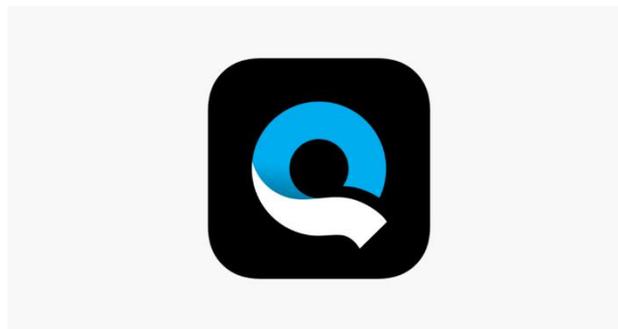
12 - Shoot a video test: Speak to test the sound of the microphone and see how the light and frame you choose results and how your body attitude is towards the camera. After all, we want to show all the energy.

13- Check the video you just made. If you were shooting with a microphone, you have to turn it off to hear the sound of your video, but it is very important that you check that the sound is recording in quality. If necessary, readjust the microphone position.

14- If you talk to the video, you should look at the centre of the phone lens (that black dot on the front or back of the phone).

15- When you start shooting the video, don't start talking right away. Let it record for a few seconds and then you start talking. The same at the end of the movie: when you finish conveying your message, don't turn off the camera right away, as this may compromise the end of the movie. We want it to end in beauty, and without the feeling that we were looking forward to turn off the camera.

Video editing



There is a variety of software's available for mobile (and desktop) video editing. Of the applications we know, the one that, being free, is the most complete is **Quik**.

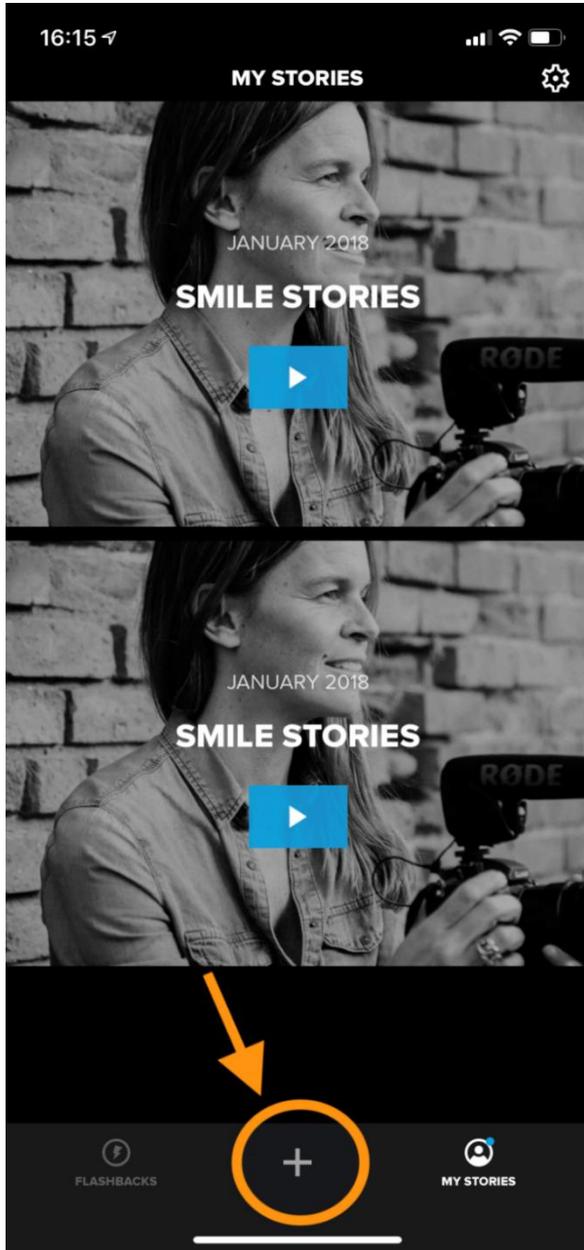
This application is available for Android and IOS:

Android: <https://play.google.com/store/apps/details?id=com.stupeflix.replay&hl=en>

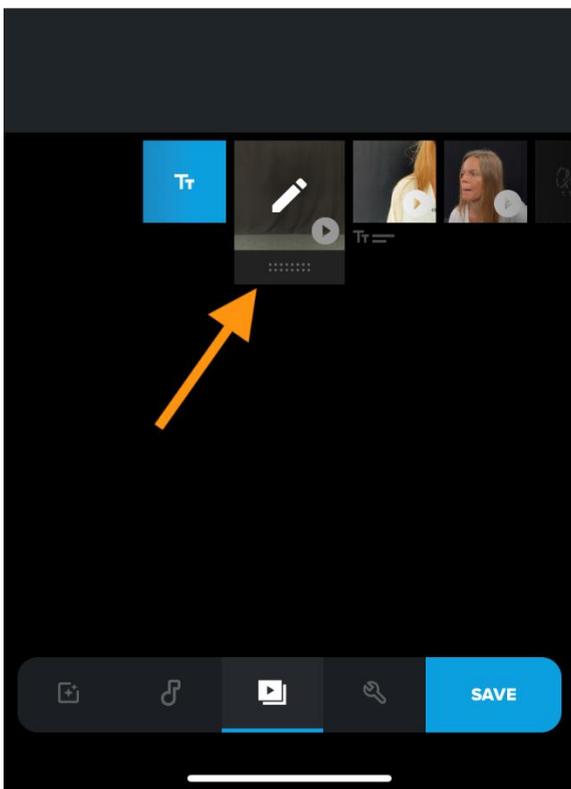
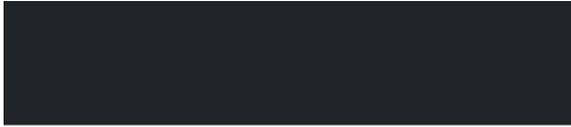
IOS: <https://apps.apple.com/us/app/quik-gopro-video-editor/id694164275>

Using Quick is very easy friendly and intuitive and allows you to:

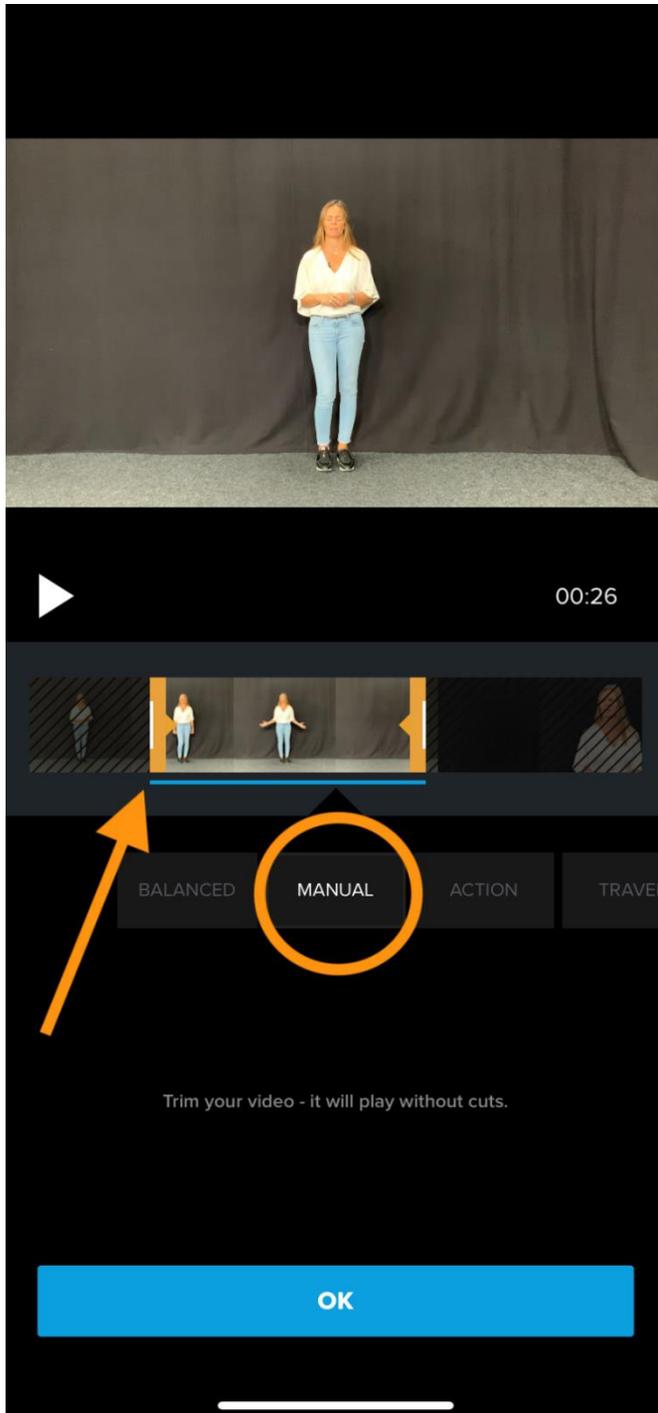
- Add multiple plans;



- Change the order of each plan (see video tutorial where we explain how you can easily do it);

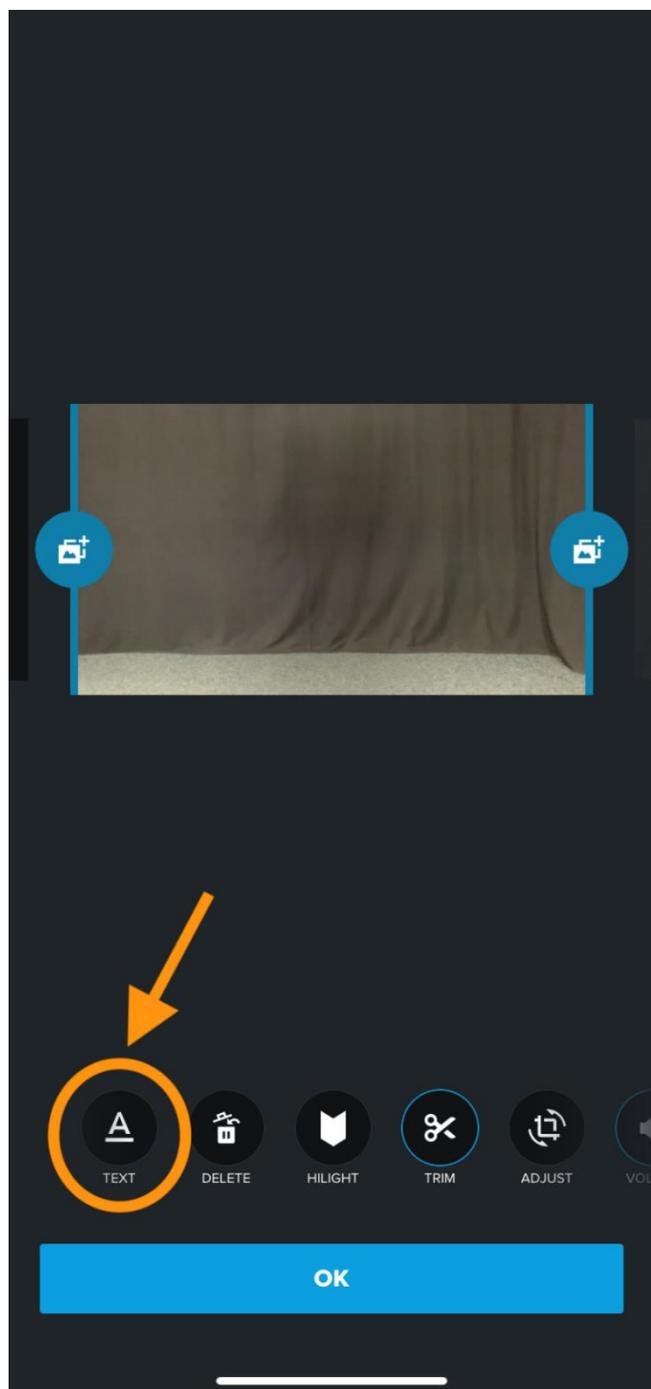


- Define which part of each plan you want in your final video (see video tutorial where we explain how);



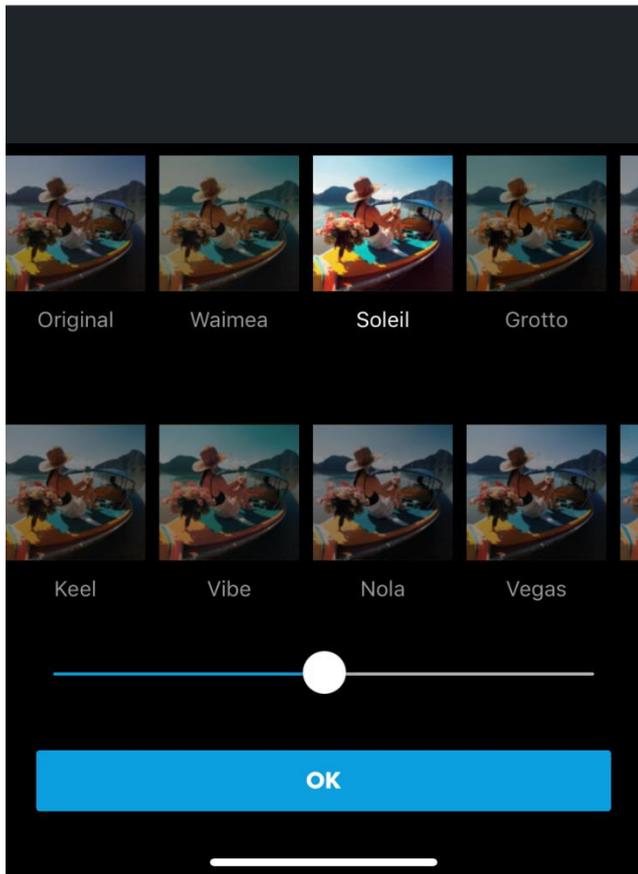
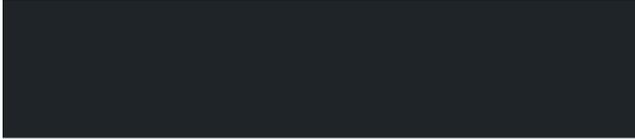


- Put text (and even emoji's) at the beginning, and anywhere in the video, with multiple letter tripods and multiple colours available;

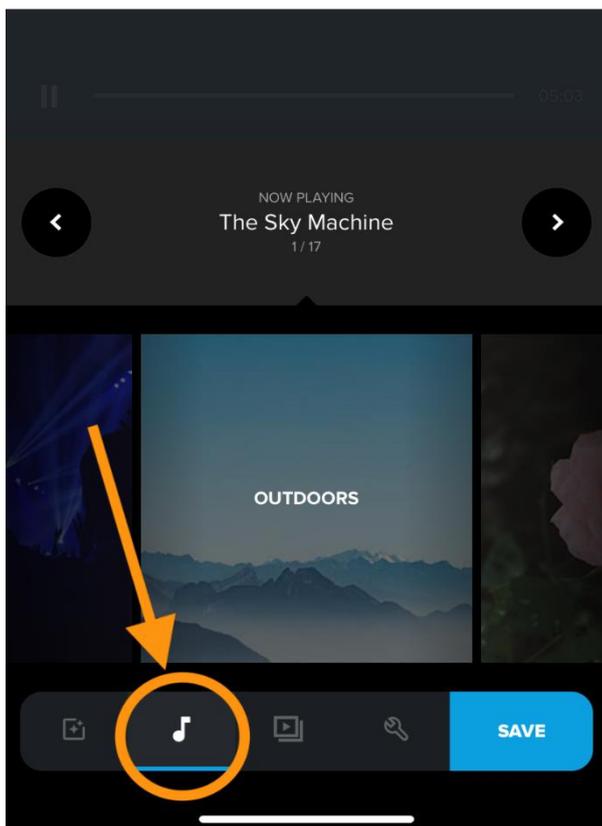
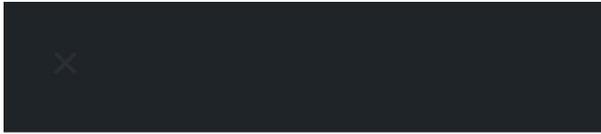




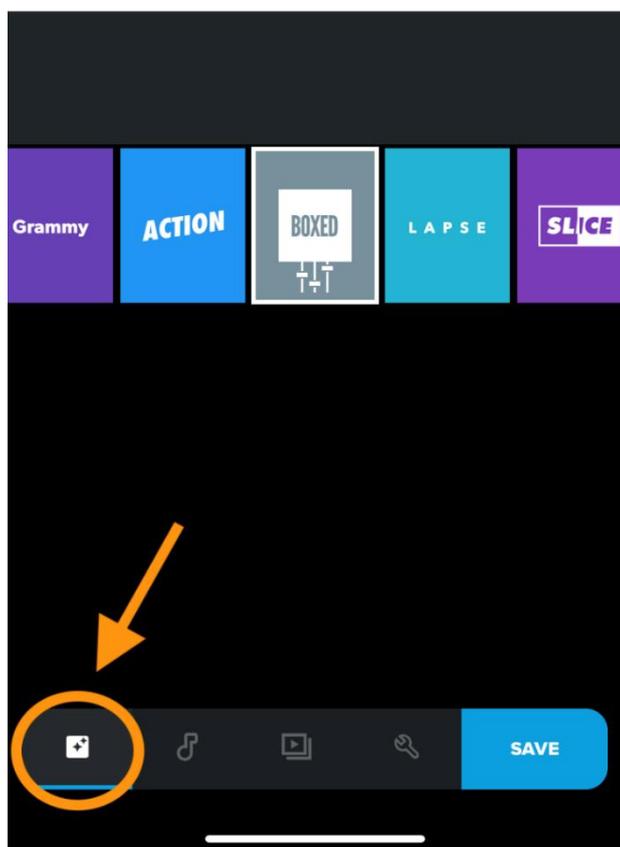
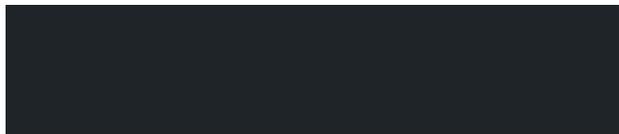
- Introduce transitions and effects to images;



- Add background music (there's a large royalty's free music library), in conjunction with the sound of the videos you have filmed (We explain in the video tutorial how you can do it);

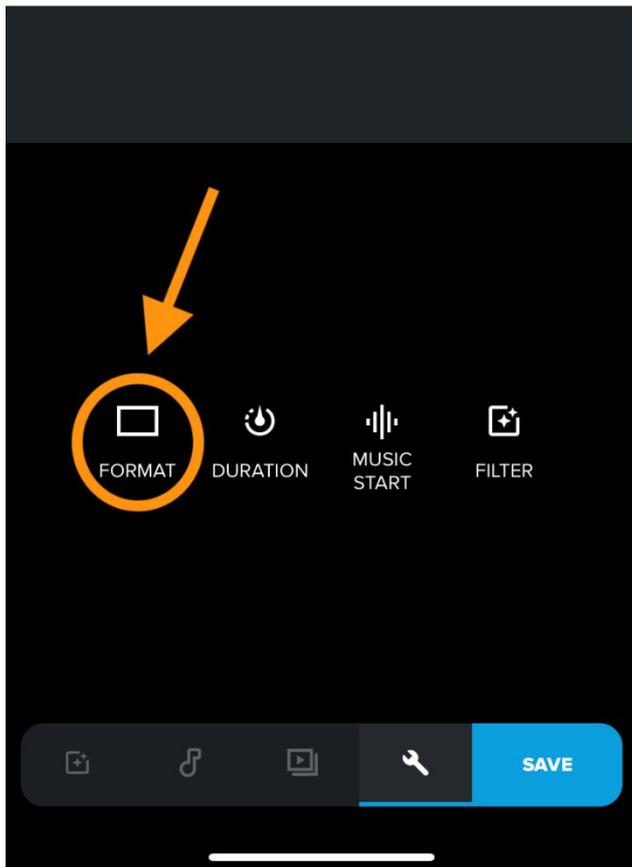
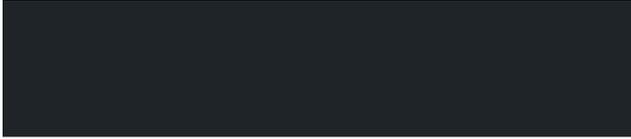


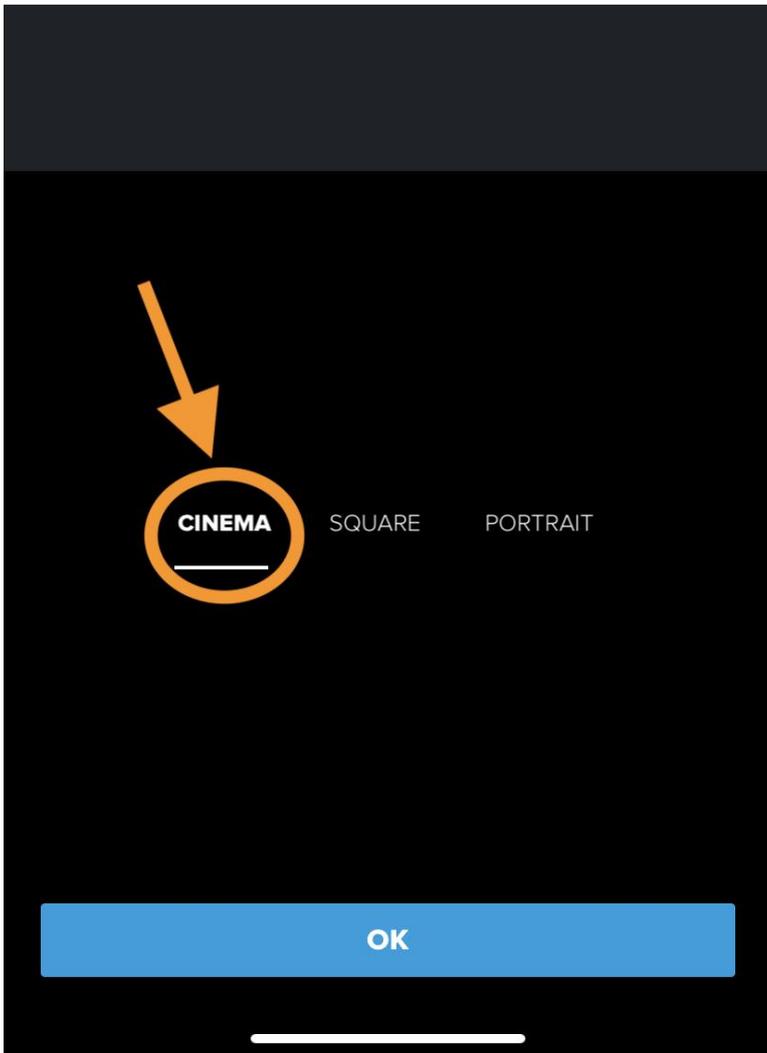
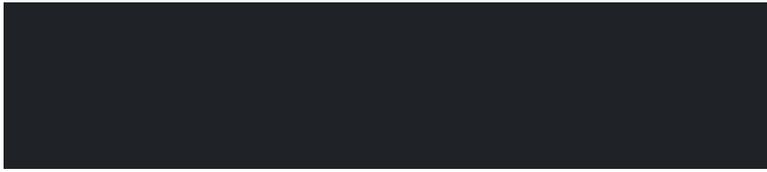
- Choose a video style, where the app automatically adjusts the videos you put in the project to the spirit of the style you have chosen;



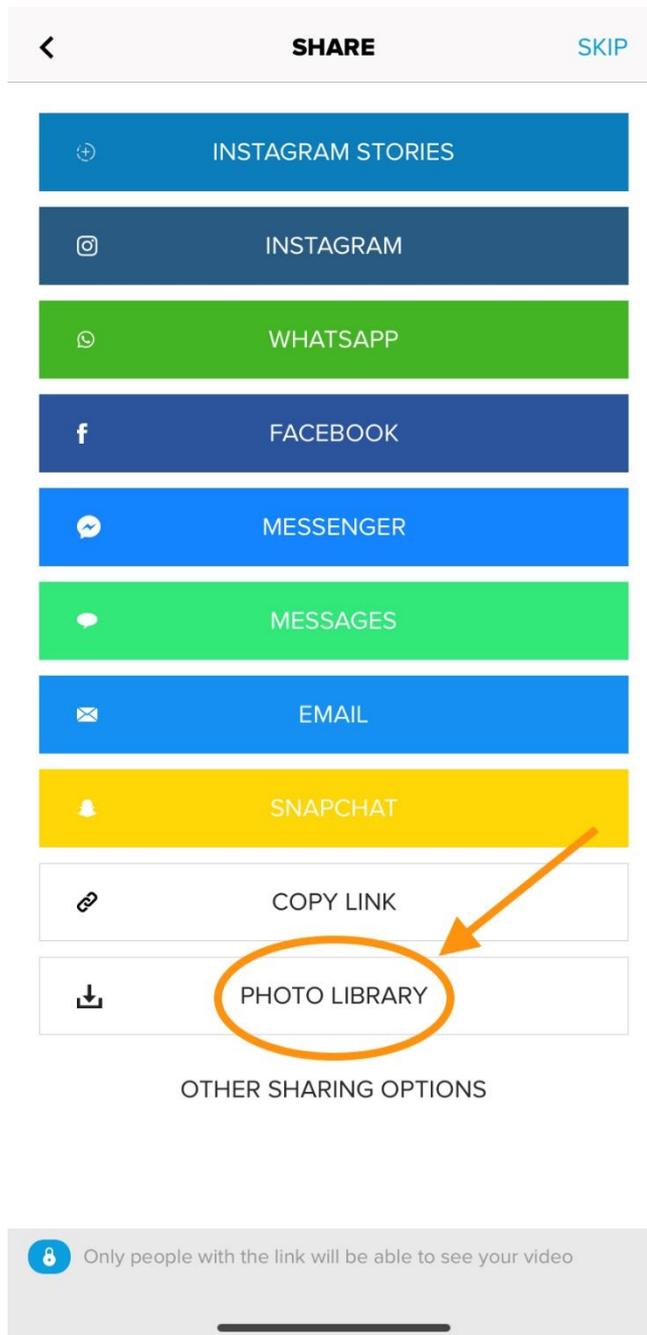


- Set the format in which you want your video: cinema, square or portrait. For this bullying project we recommend you to use the cinema mode;





- Export your video in different formats, to different platforms and social networks (for this bullying project we recommend exporting to your mobile phone - last option);



Here is a video of the features available in the application:



Regardless of the software or application you choose to edit your videos on, there are a few things to watch out for that I share with you:

- **Video cropping**: In order to merge multiple videos into a single movie, we must do it very carefully so that the movie has a good rhythm, meaning we can't have 'no relevant information' moments. We recommend that you cut the moments such as ah, hum, well, and so on. These are expressions that we use in everyday language, but in video, they take too much time that is crucial to the final length of the video, which, as we said at the beginning, is a critical point to retain the attention of our audience. Note that the first 5 seconds of the video are crucial to retain your audience.
- **What emotions you would like to arouse**: Thinking about what you want people to feel when watching your video is a good way to help and guide you through the editing process. With this in mind, it is easier to use the tools at your disposal for this purpose.



- **Organization:** It is crucial to have your material well organized (preferably divided into folders) to make it easier to search and include it in the movie to be edited. We suggest that you organize by theme (eg Interviews; General Plans; Photographs), by dates, or by sections of the film (eg Introduction; Speech; Cutting Plans; Conclusion). As you organize your videos, take a moment to review the material you have, as this will allow you to remember what you want to put in the movie and thus make editing easier.
- **Music:** This is a very important element in any video and determines the rhythm of editing. We recommend that once you have chosen the plans you want to use in your movie, you put the music in, and the plans are interspersed with the rhythm of the music to make the music the basis of your story. The sync between the music and the different planes increase the narrative harmony and thus the fluidity of your movie.
- **Cut-Out Plans:** When editing videos of people speaking to the camera, it's interesting to merge the image of the person speaking with other images, while still hearing the speaker's voice - these are the cut-out plans. This technique makes it possible to optimize the final length of the movie because we are complementing the message being conveyed with other images as well as making the movie more dynamic and attractive. We'll give you an example: Imagine that someone is talking to the camera about the advantages of a product. What happens is that this person appears at the beginning of the movie, saying that he will talk about the product, and then his voice continues to be heard, but images of that product will appear.
- **Text in videos:** If you want to put text in your movie, be aware of the font you use, which I recommend is simple and easy to read, as well as the colour that should be highlighted throughout the movie. Be creative in the way you place text, but make sure it fits in with the graphic design of the entire image and if it is easy to read in the video.

Most important is knowing that during the editing phase you are a storyteller. How you tell your story will determine the excitement you generate in your audience and how your bullying message reaches your audience.

You have an important mission.

And this project allows you to get your message across to the world.

Next, you'll find examples of anti-bullying campaigns that will certainly inspire you.

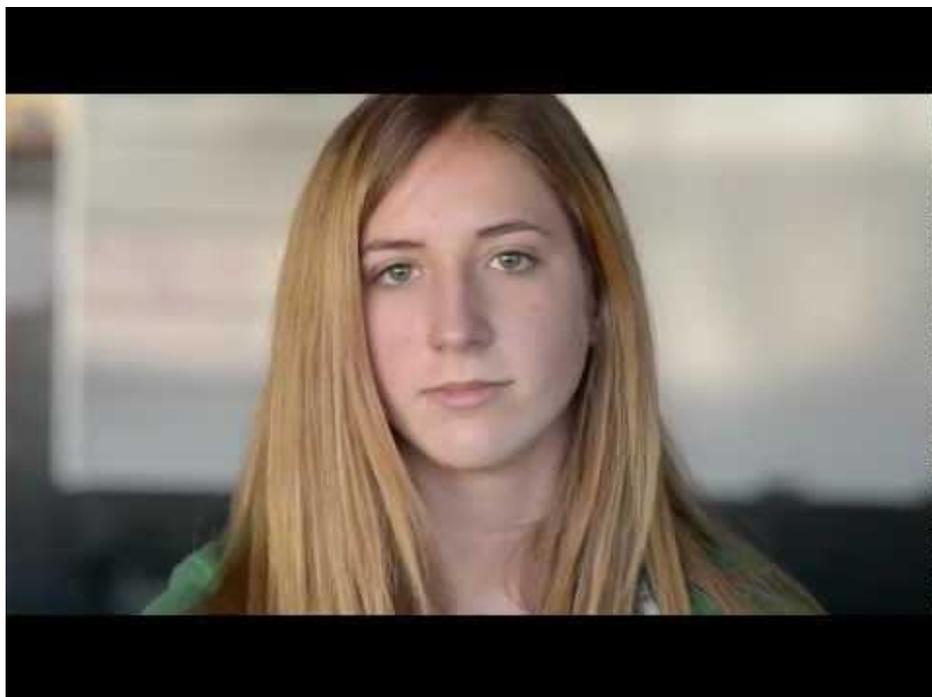
Because of You | Bullying Prevention | Ad Council (2018)



Be The Change NZ campaign video 'Be The Hero - help STOP bullying' (2016)



Take A Stand - Anti Bullying Video (2013)



Stand Up, Stand Strong: The Consequence of Words (Student Produced) (2012)



Let Me Be | Anti-Bullying Campaign (2013)



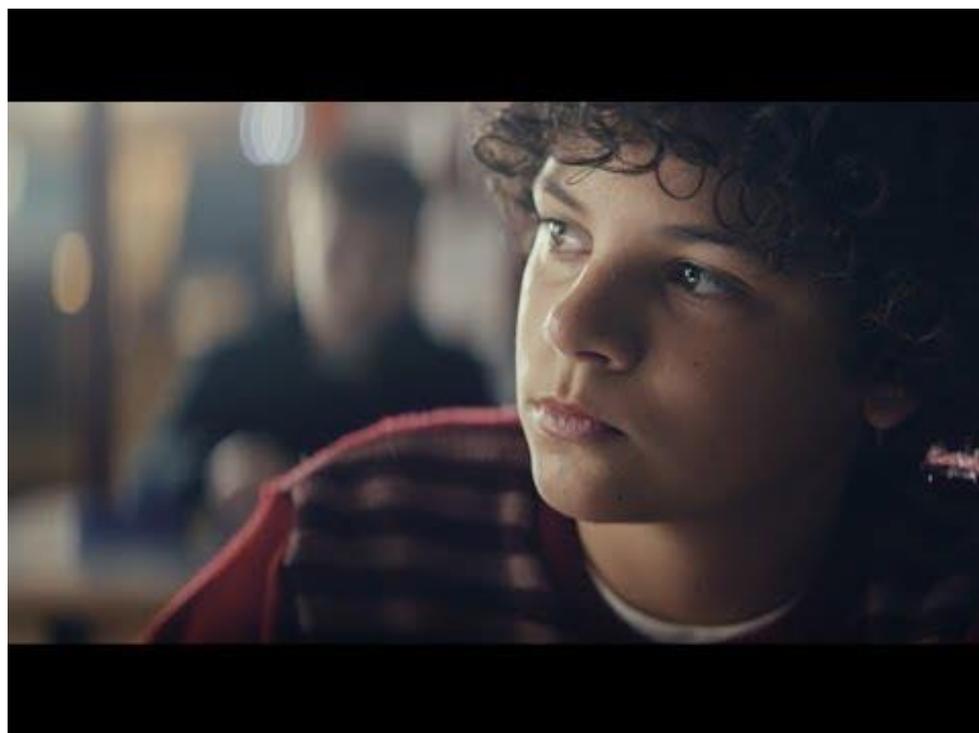
Anti-Bullying Short Film "The Birthday Bully" (2018)



ITALY - Mai più un banco vuoto (2018)



PORTUGAL – Natal Vodafone (2017)



Good luck and don't forget:

“Each of us deserves the freedom to pursue our own version of happiness. No one deserves to be bullied”

- Barack Obama