



## Topic Overview

- What is your topic? Provide a definition if appropriate.
  - Using video to tell the story of CCP
  - Focussed on storytelling, not just on videography techniques
- Why is it important or useful for CCP?
  - A way to tell the story of the CCP
- Who is this knowledge most useful for?
  - CCP coordinators
  - Community leaders
- When could someone use this knowledge?
  - When creating the CCP

## Key Learnings

- What are the main points participants should walk away with?
  - Establish relationships and lines of communication with the community
  - Know that every project will be different
  - Determine the 'style' of video/ film based on community's choice
  - Go over the story with community in a preproduction phase to save time and money
  - This includes type of story, storyboards, film length, locations, cast etc.
  - Always have all the necessary equipment and backup gear ready
  - This entails extra batteries, cameras, audio cables, lighting, stands, microphones etc.
  - Helpful to preplan and be aware of circumstances of when filming action- often only have one opportunity to get the desired effect/ shot!
  - Always store backup footage in more than one spot- 3 is preferred: 2 HD's+ 1 cloud
  - Excellent prerequisite to be familiar with entry video production software to keep up with project
  - Good idea to shoot a 'B-roll' in tandem with main camera ideas to potentially use as alternate footage in project
  - Although a high-quality video with superior audio is ideal, if faced with bad audio clips or bad video footage, a low quality video with better audio is always preferred over a better video with bad audio



Digital Storytelling  
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## Comprehensive Community Planning Workshop 2019

- Remember to always include time in any budget to edit (one of the most important phases of video production)
- What should someone who couldn't make it to your session know about the topic?
  - Focus on *YOUR* story, not the videography
    - Storytelling doesn't just happen through video -through infographics & graphic recording (like at the workshop) as well
    - Can be used through the CCP journey to tell the story (both the good and the challenges)
  - Benefits of digital storytelling:
    - gives voice & visibility
    - transparency
    - inclusion
    - capture history (archiving)
    - promotes healthy discussion
    - instills prides
    - fun

### Amazing Quotes from the Session

### Further Resources and Links

- Imagination FX handout on digital storytelling tips and tools
- Example of a great video that successfully tells a story:  
<https://www.youtube.com/watch?v=hKjtT0CYZmU>