# Storytelling and Moviemaking Tips

Jim Galdos

Videographer and Editor

Filmmaking Process

- Take stock of existing visual and audio materials.

- Script.

- Create new audiovisual content.

- Import new and old audiovisual content in editing software.

- Edit.

- Add NSF disclaimer because you have to.

Making a Movie in 2022

- Some challenges but also new possibilities

- Focus on storytelling

- Creative techniques

- A few technical tips
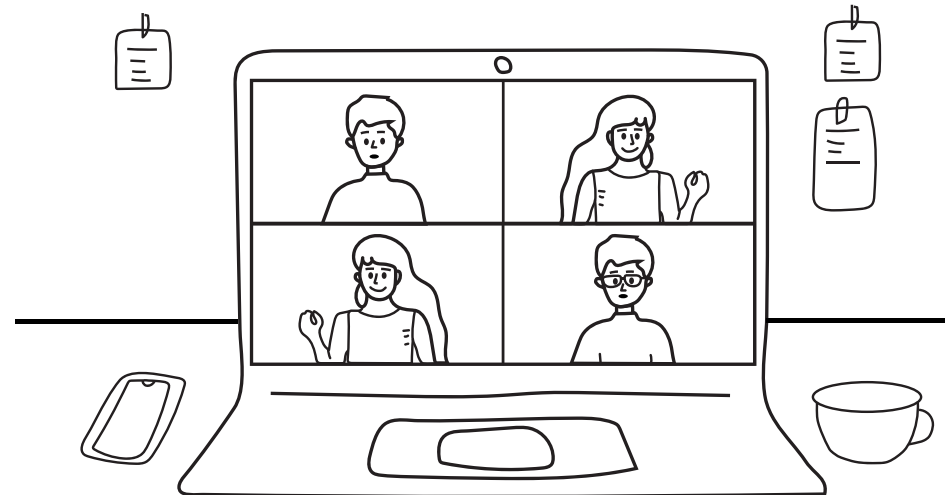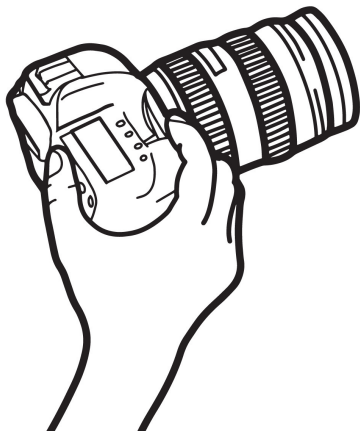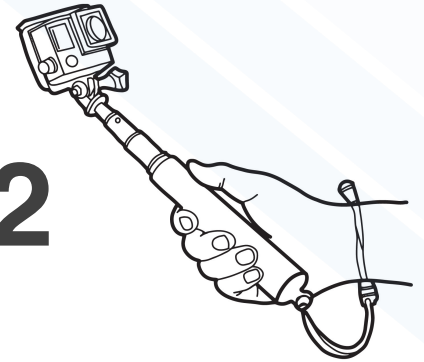
Scripting

- Everyone can do it.

- Scripting process not hurt by COVID!

- Start a shared pre-production document.

- Helpful even for non-scripted content.

Audience and Emotion

- Who is the audience?

- What emotions do I want the audience to feel during and at the end of the movie?

- What emotional content do I have or can I get?

What's in a story?

- Only you can tell it.

- Should have a beginning, middle, and end.

- Why is this interesting? Unique? Important?

- Simple: 3-5 main ideas per movie

- Causal relationships between ideas

- Three Act Structure
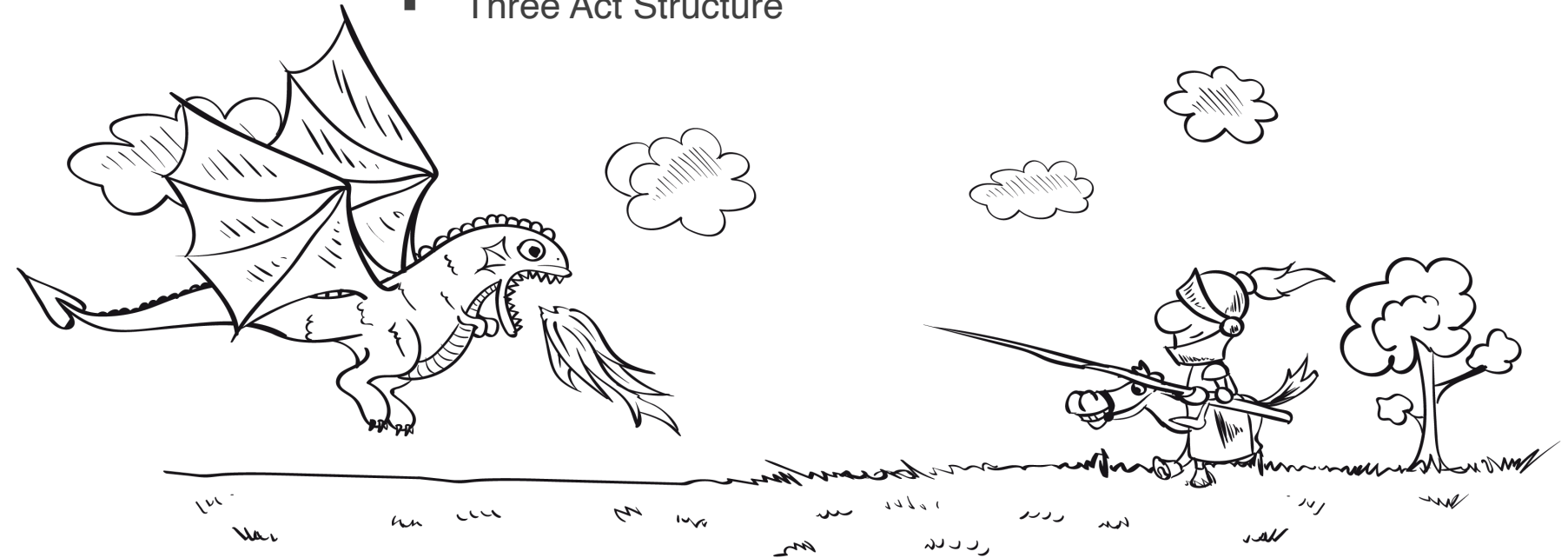
Three Act Structure

Act 1

Get us interested: provoke, raise questions, show something unexpected, create a sense of mystery,

Act 2

The "meat" of the story. Describe your intervention, begins to answer questions raised in Act 1.

Act 3

Emotional climax and resolution. Conclude with call to action, look to the future, or a summary.
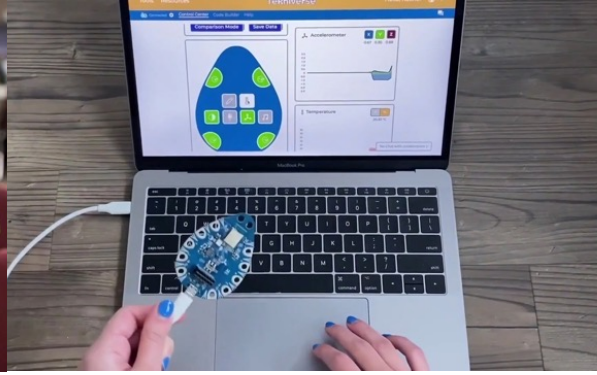
Final Story Tips

- Summarizing a project in a concise and interesting way is not easy.

- Casting: audience sees passion and confidence.

- Don't spend time describing what you can show.

- Record yourself telling your story to someone else.
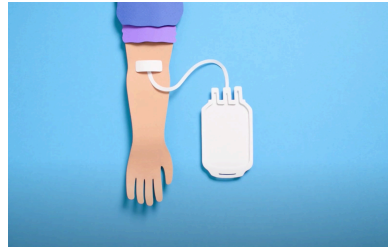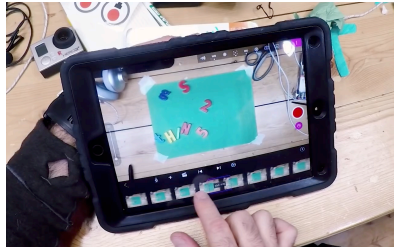
Production Techniques

How do we show this?

- More than PowerPoint.

- B-roll is not secondary.

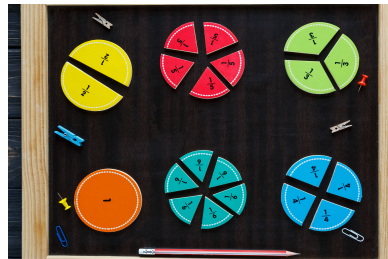- Can be done with short clips.

Creative Techniques

Stop motion animation: Stop Motion Studio App

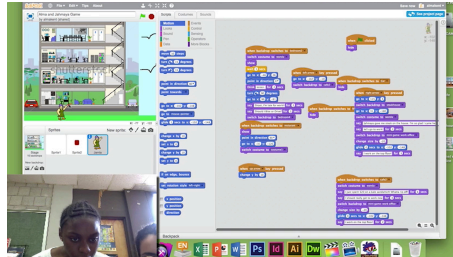**Drawing, animate cutouts:** Chalk on blackboard, construction paper, Doodly.com

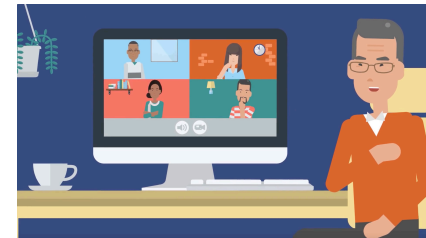**Stock photo and video:** Shutterstock, Pexels, WikiCommons, Unsplash, Pixabay
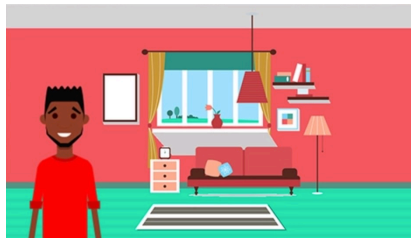
Creative Techniques

Screen capture: QuickTime, Screencastify, Camtasia

Animation: Vyond, Toonly

Props or demonstrations: Cooking show or recipe style, tabletop demonstrations

Improving Sound

- Most important technical aspect

- Eyes can tolerate a lot, ears no

- Get the mic closer: 1-3ft

- Choose location prioritizing sound

- Eliminate background noise

- Use headphones

Filming Tips

- Get a variety of distances and angles

- Keep rolling

- Passion and confidence is what we see

- Phones – use horizontally

- Square Jellyfish mount for phones – need stand/tripod

Remote Recording
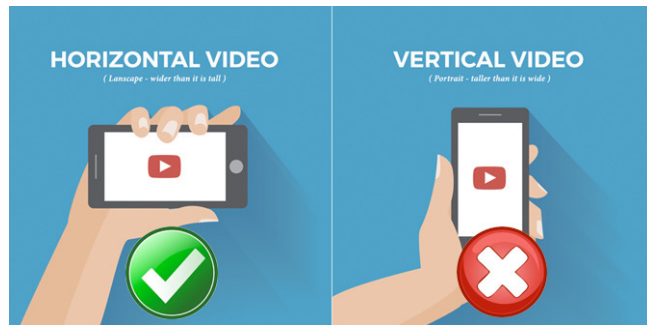
- On phone: horizontal not vertical

- On a Mac: QuickTime > New Movie Recording

- On a PC: Camera application

- Remote capture: StreamYard, Riverside.fm, Zancastr

Filming Interviews and Testimonials
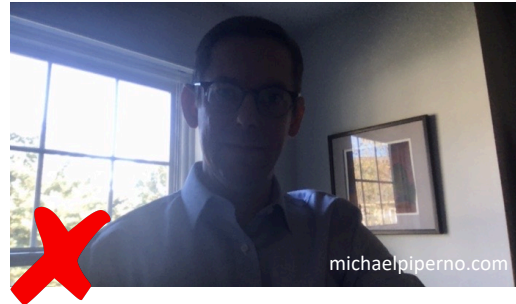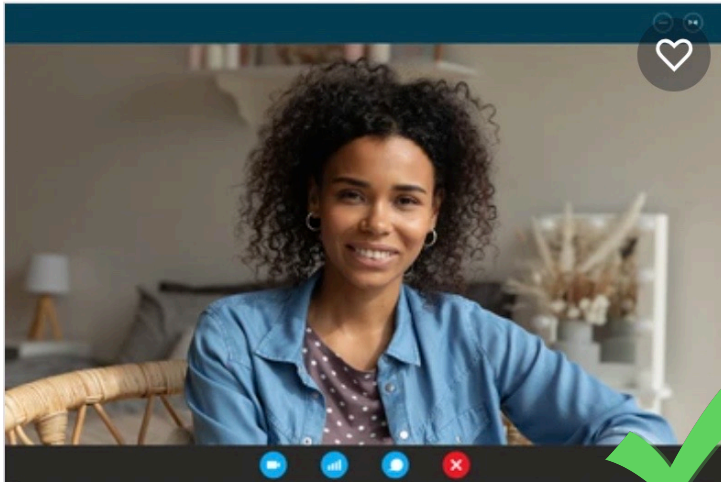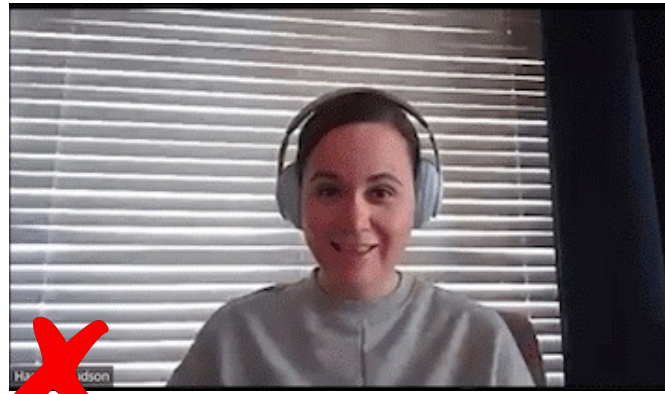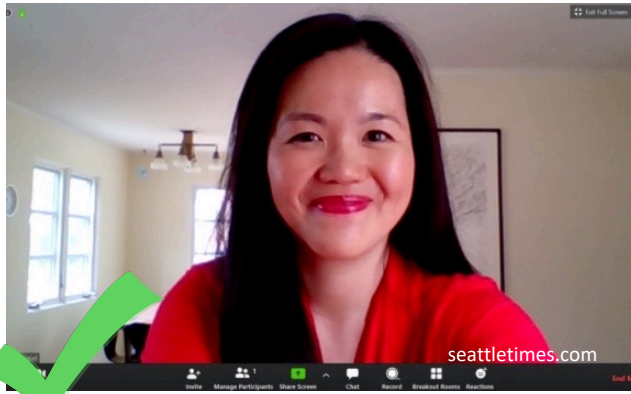

- Camera roughly at eye-level

- No big light source behind you

- Soft light in front of you or at 45 degrees

    - 6ft back from a window

    - A shaded lamp

Filming Interviews and Testimonials

Head Room

Also look out for

- Glare in glasses

- Too much reading

- Look into lens

Editing

- Apple iMovie

- Windows: Video Editor (Windows 11), Photos (Windows 10), Movie Maker

- Also: Shotcut, Openshot, Camtasia

- Same concept: import, timeline, drag and assemble

- Google and YouTube for pretty much anything

- Save versions and backup to multiple drives

All Projects⌄   🔍 Search

Create New

Questions