

An Action Guide to Planning Movies

Identify the purpose of the movie

What is the purpose of the movie? What will your movie directly portray to the audience? Why are you creating this movie?

Recommended to include when thinking of the purpose for the videos assigned for the Bonner Video Project:

Bonner Profile Video	Community Partner Video	Training and Enrichment Video	Issue Awareness Video
<ul style="list-style-type: none">• Name of Campus• Location• Your Community Context• Some important characteristics of your program	<ul style="list-style-type: none">• Name of Partner• Location• The mission• Key Programs• Who works there	<ul style="list-style-type: none">• The point of the training• The link to student development (skills/knowledge)• Name of Campus• Who is participating	<ul style="list-style-type: none">• What is the issue?• What are you?• Why do you care?• Why should someone else care?

Identify the audience

Who will view your movie? What may be offensive to your audience? *Remember it may be uploaded to YouTube and to your school's website. Your audience may include other students, faculty/staff, prospective students and families, community partners, and those unfamiliar to the Bonner Program and its ideals.*

Evaluate the Process

Now, examine the theme of your movie and evaluate it in the following areas: **Length of Production, People involved, A Content Brainstorm Meeting, Budget, Inclusiveness**

- **Length of Production** refers to amount of time it will take to produce your movie from movie conception to finished movie. Knowing how long you will have for production will help you finalize a detailed timeline for production.
- **People involved** identifies those who will aid with the production in any stage of movie making. You will want to identify the follow groups of people: *production team, actors, filming and editing crew, etc...* Make sure that you obtain media releases from anyone that will be appearing in the movie. This includes video clips that include the people you serve at community partners.
- **A Content Brainstorm Meeting** allows your production team to create and decide which different movie techniques (*see movie techniques section*) and scenes will make up your movie. *We recommend your team meets brainstorm to all possible techniques and scenes, then arrange them in order of importance the purpose of the movie. Some of your ideas may be better used in a different movie. Be open to all ideas and suggestions.*
- **Budget** refers to the amount of money that is allocated to your movie and production. *Will you need to allocate money in the following areas: production cost (software, cameras, etc), actors, viewings, etc...? You should not have a large budget by using resources already provided for you such as Flip Cams and access to campus video editing software.*
- **Inclusiveness** make sure that you consider that you may have audience members with different abilities are able to enjoy your movie. *We suggest using captions that notate who is speaking and where they are from throughout interviews as well as using captions with narration.*

Movie Techniques

What movie techniques will compose your movies? Which ones will directly convey your purpose?

- **Scripted Scenes** are scenes in which the actors have been provided or created a script to convey the purpose of the movie.
- **Interviews** are scenes that the subject is asked a series of thought out questions. *Who will you interview? Will there be more than one? How many? How long will they last? What are the questions?*
- **Photo Slideshows** are photos of the theme played back to back with music or voiceovers. *What photos best express the purpose and make a good addition to the movie? Will I use a voiceover and/or music? If music, what song or songs?*
- **Video Clips with Voiceovers** are a stream of video clips with a voiceover expressing the point of them. *What clips do I need to film? What script will I provide my actor?*
- **Title Clips** are clips that provide quotes, statistics, or questions to the audience. *What quote, statistics, or questions will I use? Where will I find them? Do they add to the purpose of the film?*

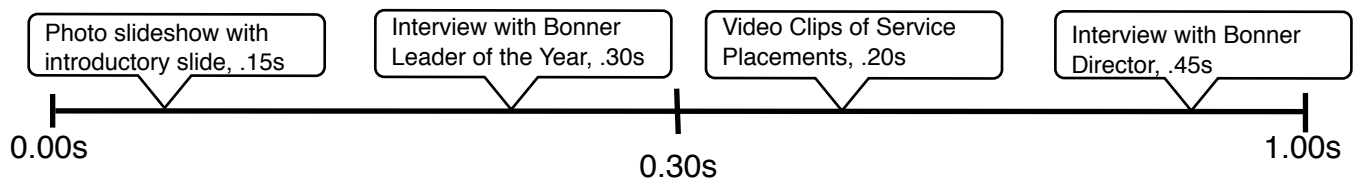
Producing your Movie

Now that you have thought through your theme, purpose, and which movie techniques that will best fit your movie. It is now time to work through the actual steps of producing your movie.

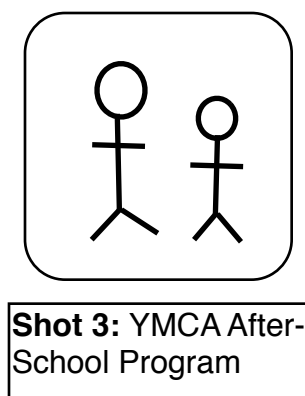
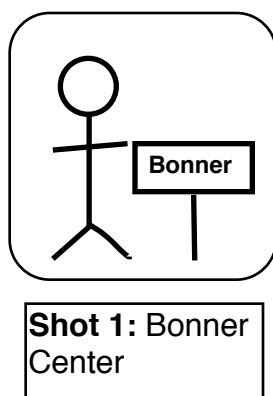
- **Timeline** provides you with a week by overview of what you should accomplished each week. *Please see the attached template for a more detailed timeline template:*

Week 1 Date:		Week 2 Date:		Week 3 Date:		Week 4 Date:	
Task	Who	Task	Who	Task	Who	Task	Who
<input checked="" type="checkbox"/> Brainstorm Content	Production Team	<input type="checkbox"/> Storyboard content	Production Team	<input type="checkbox"/> Film Bonner Director Interview	Rebecca Grinstead	<input type="checkbox"/> Edit video clips together	Annie Pasqua

- **Length of Movie** determines how long your movie will last. *How long does this movie need to be? Is there a length requirement?* The is an example of how to use the timeline template:



- A **Storyboard** draws or outlines your movie scene by scene. These scenes highlight the major points of the film and locations of the shots. Here is an example of how to use the Storyboard template:



- **Script** outlines the what will be communicated line by line. It will also highlight key camera shots. This is a part of the *Good Vids* script. Here you can see the camera cues and it lays out what “AG” will say during this portion of the movie.

Cut to a walking shot of AG

AG: But wait, I hear you ask, why suffer for a script? Why slave over a storyboard? Well, the short answer is, because it's smart! A chef doesn't go into a kitchen without at least some sketch of a recipe, unless he's a real doozer. You've got have at least some idea of what you're going to say or do before you even charge up your camera.

AG turns out a door, Cut to AG seated at a table with a script and a storyboard in front of him.

AG: Now that I've sold you on a bit of preparation - I have, haven't I?

Camera nods

- **Filming** is when you record the scenes of your movie. Make sure to outline in the timeline when you want to film each scene. Before filming, make sure you have everything you will need to ensure smooth filming.
- **Editing** combines video clips, music, voiceovers, and other movie techniques to complete you movie. Please use the any movie software that is suitable to your needs. *We suggest that you use IMovie, FlipShare software, or Window Movie Maker. See what is available to you on your own computers, campus computers, film courses or IT department.*
- **Viewing** allows your audience to view the final product. There are several ways that you can host a viewing whether you decide to host a premiere or simply upload it to a video sharing website. *We suggest creating a Youtube account and uploading the movie to your account. From Youtube, you will find an embedding code to add you movie on other sites such as wikis and facebook. Another place for you to link your video is on our very own Bonner Network Youtube Channel.*