Empowering Youth Voice Through Media Production

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PBS Wisconsin Education

Classroom Media

Free to use, standards-aligned, Wisconsin-focused media for grades PreK-12, including videos, games, interactive content, educator guides, and more!

Professional Development

Powerful and practical events and resources to support your teaching practice, whether you teach in a formal or informal setting, from early learning through high school.
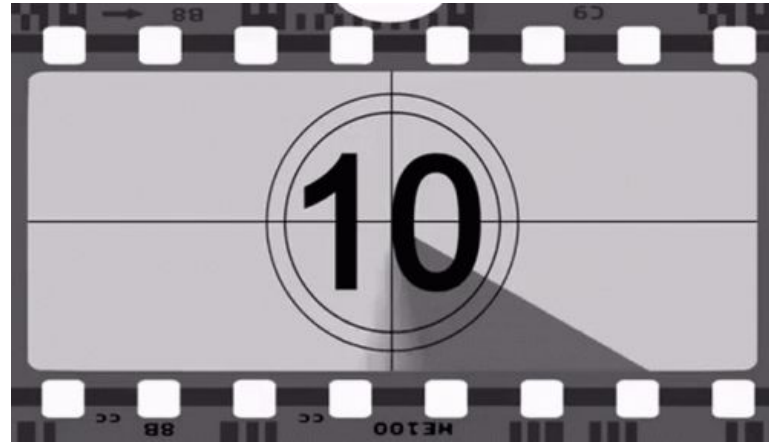
Agenda

- Pre-production
- Interviews
- Lighting & Audio
- B-Roll
- Editing

Photo by Anna Vi on Unsplash

Why Youth Media Production?

- Empower youth voice
- Skills development
- Engagement

Skills

- Reading
- Writing
- Narrative Storytelling
- Communication Across Media Formats
- Researching
- Arguing from Evidence
- Digital Citizenship
- Technology Use
- Media Analysis

- Media Production
- Project Management
- Public Speaking or Presenting
- Collaboration
- Providing Feedback and Critique
- Critical Thinking and Problem Solving
- Creativity

..and countless more!

Audio/video projects strengthen traditional literacy AND media literacy

(whether you plan it that way or not!)

"This is your annual reminder that you can get students to write the longest, most detailed essays of their lives...if you disguise it as the script for a video or podcast."

--Nate Bowling, high school social studies teacher and 2016 Washington State Teacher of the Year, via Twitter, 5/24/2021

KQED
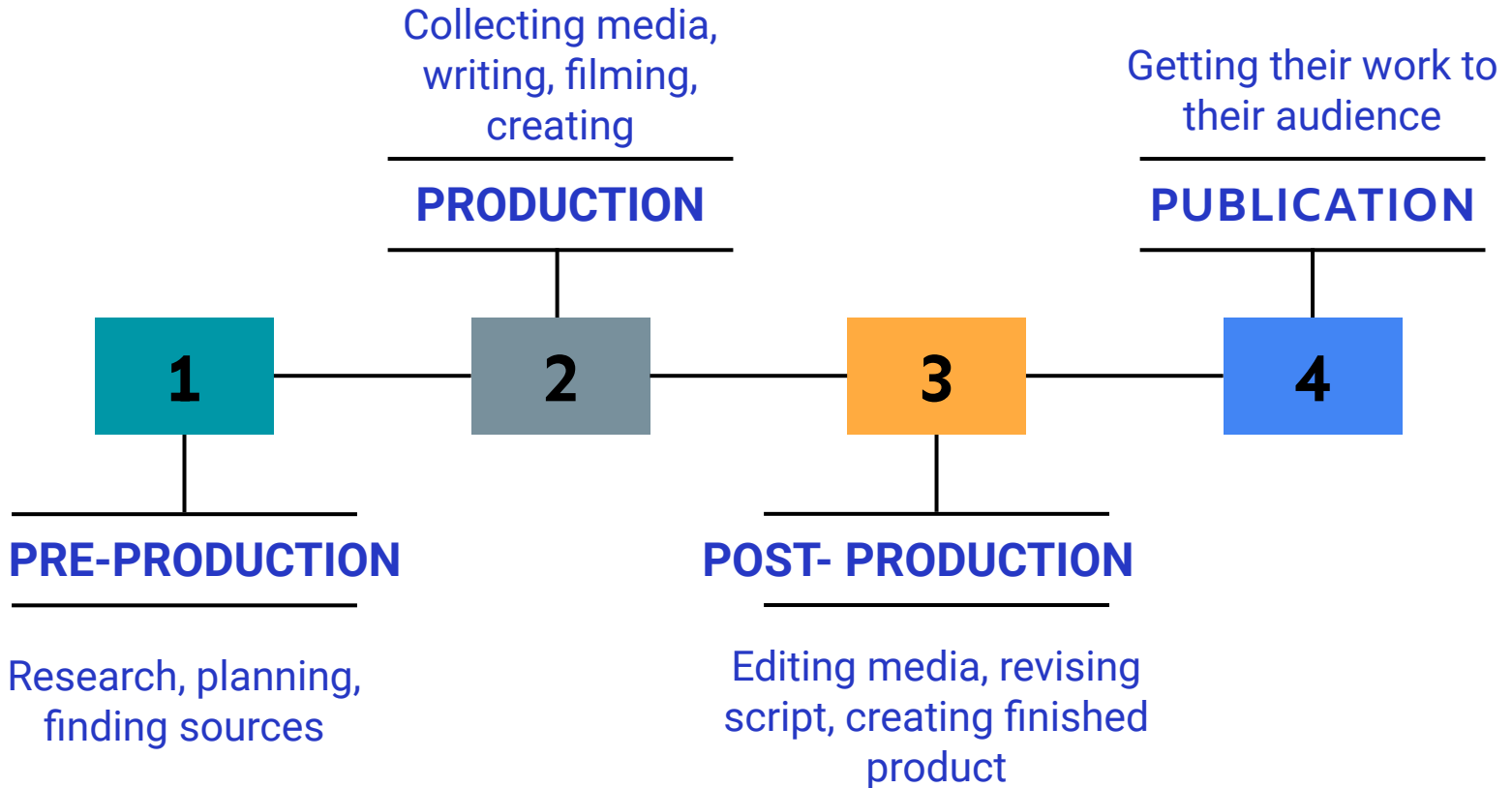
Pre-production

Often overlooked, but the most important part of production.

Make it exciting!

Pitch Sheet

Explain that a PITCH is...

- A description of what your story might be and WHY it's important

- An outline of your story idea and the steps to achieve your goal

- A summary of what you hope to accomplish in your story

From Student Reporting Labs (story-maker.org)

Pitch Sheet

- Topic
- 1-paragraph summary
- Story Organization
- Customize it!
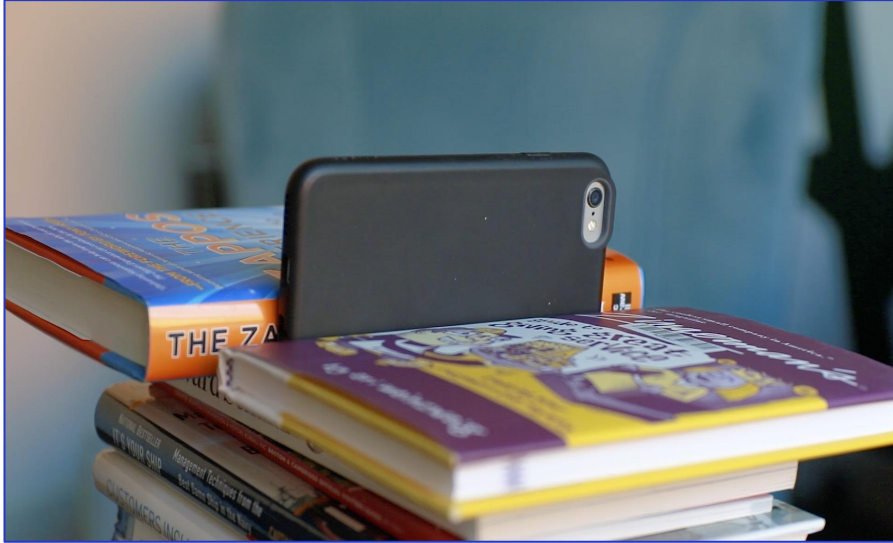
Production

The actual fun part?

Vertical or Horizontal?

Stabilize your phone

Stabilize your phone

Adjust Focus and Exposure
(And any other settings
if you have them)

Rule of Thirds

The frame is divided into nine imaginary sections.

The intersection of the lines is where viewers focus their attention.

The general rule for eye line is the talent's eyes should be 1/3 down from the top.

180° Rule

Two characters in a scene should maintain the same left/right relationship to one another.

An imaginary line called the axis connects the characters, and you must keep the camera on one side of this axis for every shot in the scene.

Breaking the 180º Rule by crossing the line will switch the direction of your characters on screen and confuse your audience.

Lighting!

wiki How to Build a Photography Lighting Reflector
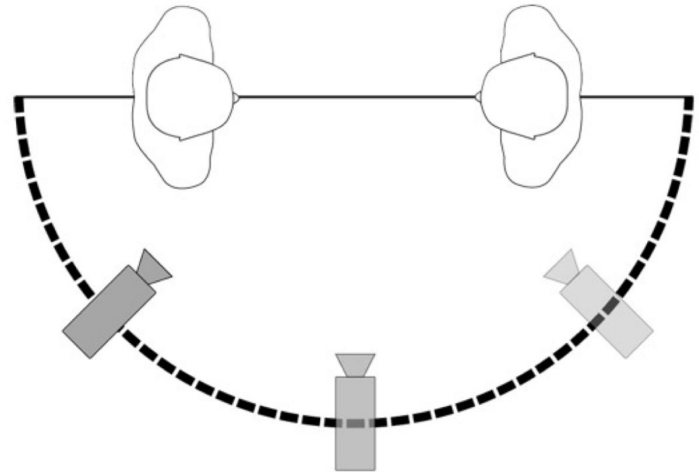
DIY Lighting

- Use natural light.
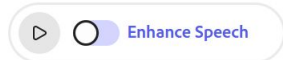- Make your own reflector and use what light you have.

DIY Audio

- Make your own soundbooth (blanket fort)

Audio Enhancement

Clean up audio for free with Adobe Podcast AI

Enhance Speech makes voice recordings sound as if they were recorded in a professional podcasting studio.

Hear a sample:

▷ ⬤ Enhance Speech

Get started

Sign up for a free account to begin.

Sign up

Already have an account? Sign in

- Adobe audio enhancer
- Audio tracks only

https://podcast.adobe.com/enhance

Media Content

- A roll & B roll

B-Roll

Have students film b-roll on their phones related to a topic or theme.

For example..

- First day of school
- Excitement
- Government

Interviewing

- Accessible to students.
- Practice their communication skills!
- People are interesting.

Photo by Sam McGhee on Unsplash

Interviewing Tips

- Have subject look at interviewer, not camera.
- Make it a conversation.
- Ask open-ended questions.

Photo by Sam McGhee on Unsplash

➔ Avoid "yes/no" questions

➔ Make them a storyteller

◆ E.g., "Tell me the story of…"

◆ "Tell me the time when…"

◆ "Describe…"

◆ "Tell me the steps…"

➜ Try to elicit emotional responses
◆ "How did X make you feel?"
➜ Repeat / rephrase questions as needed

➔ Have them restate questions in their answer

◆ Q: "Why is the sky blue?"

◆ A: "**The sky is blue** because…"

➔ Use your written questions

➔ Ask for clarifications

➔ Follow-ups!

Shotlist

Script /SB Ref.	Shot #	Interior Exterior	Shot	Camera Angle	Camera Move	Audio	Subject	Description of Shot
1	1	Exterior	WS	Eye Level	Static	VO	Paul and son	Paul and his young son are at the lake, fishing
6	2	Exterior	WS	Eye Level	Static	VO	Paul	Paul at the lake, fishing alone. He pulls out a photo of him and his son; he smiles.
9	3	Exterior	WS	Eye Level	Static	VO	Paul, son, grandson	Paul, his son, and grandson at the lake, fishing
2	4	Exterior	VWS	High Angle	Static	VO	Paul and son	Paul and son playing baseball in a backyard
3	5	Interior	MCU	Eye Level	Static	VO	Paul and son	Paul teaching his son how to drive
4	6	Interior	WS	Eye Level	Pan	VO	Paul, wife, and son	Paul and his wife at their son's high school graduation
5	7	Exterior	WS	Eye Level, Birds-Eye view	Static	VO	Paul, his wife, and son	Paul's son packs up a car, clearly leaving for college. He hugs Paul and his wife, and they both watch him as he drives away.
7	8	Interior	MS	Eye Level	Pan	VO	Paul at his son's wedding	Paul hugs his son before he walks out to the alter; they smile
8	9	Interior	MS	OTS	Static	VO	Paul's son and his wife	Paul's son is at the hospital with his wife; she's in labor, gives birth to a boy

B-Roll Tips

- Stabilize your phone
- At least 10 seconds
- Get more than you think!
- Debrief

B-Roll Sequences

A series of shots that work together to show part of

a scene unfolding or an action happening

step-by-step.

Examples of B-roll Sequences

- ○ Step-by-step action.

- ○ Multiple shots capturing an intimate

  moment.

- ○ Shots revealing multiple big and small

  details about a place or object.

- ○ Think wide, medium, close up shots.

1 Closeup of the hands

What is being done? Some mystery is fine by going in very close up: engages the viewer

2 Closeup of the face

Who's doing it? Frame it well, give "talk space" in front of eyes/nose. OK to cut off top of head, but not chin. SHOW TWO EYES!

3 Wide shot

Where is it being done? Get context, environment, mood and location information of the subject and surroundings

4 Over the shoulder

How is it done? Combine previous three ideas into one shot. Get right over shoulder for point-of-view (POV).

5 Unusual/ alternative

What else should viewer know? Be imaginative: stand on a chair, crawl on your belly, vary what's in the foreground or background. This will be particular to your location or story.

6 Interview

Additional shot: interview the subject to get good usable audio for voiceover and to intercut with b-roll. (See interview hints in sidebar)

Post-Production

As fun as pre-production!

Paper Edit / Scriptwriting

- **Transcription:** 50+ minutes
- **Finding your best stuff (gold)**: 50 minutes
- **Figuring out the beginning, middle, and end**: 50 minutes
- **Writing voice over**: 30 - 50 minutes
- **Writing a script**: 50 minutes
- **Feedback and revision**: 50 minutes

From Student Reporting Labs (story-maker.org)

Editing

Image: Student Reporting Labs

- In-Camera edit
- Paper edit
- Video edit

（PBS Wisconsin Education）
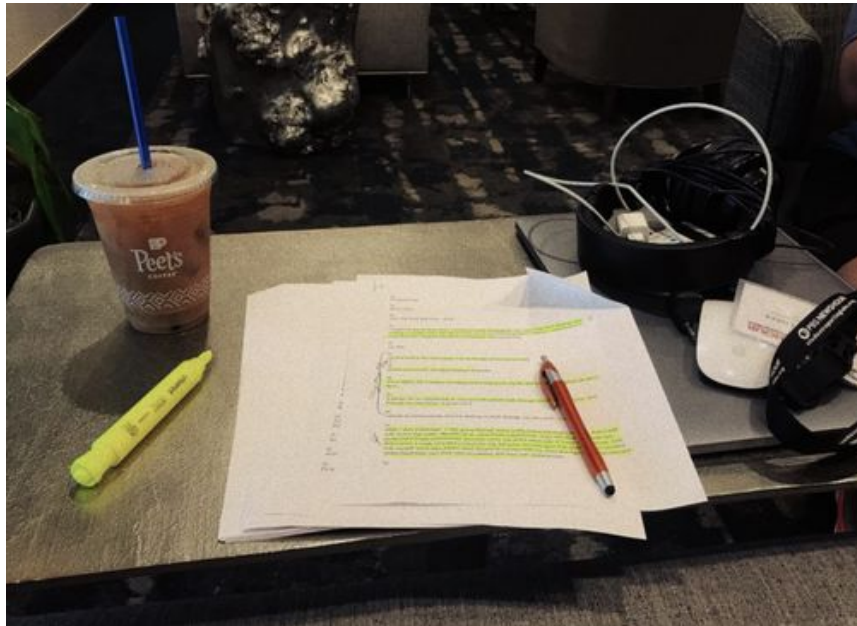
Activity - IN-CAMERA EDIT

Record an action in sequential order using a camera/phone.

- Film a story in sequence. In this case, you'll have to figure out how to **film a person with a talent or skill in sequence**, one shot at a time. It may be painting a picture, playing a sport, making a salad, playing an instrument, etc.

- Something with a **start**, **middle** and **end** that you can use your creative skills to cover using a variety of shots and techniques.

- **<u>Once you move to the next shot, you cannot go back</u>**.

Example

A/V Script

| Audio	Visual
LAURA LEIMER (23:35) ~~Uh~~, Appleton can be proud of itself for a lot of firsts. The, the first hydro electrically generated, uh, electricity, ~~uh, the first telephone exchange, uh, the first troll electric trolley car, uh, the, uh,~~ first house that was lit with hydropower.	B-roll of the dam, and hardcut to a moving picture of hearthstone, then cut back to the interview.
V. O. But what is hydroelectricity? The word itself simply means electricity developed by running water. The Edison Electric system was brought online in Appleton Wisconsin. In the modern day, it may bring to mind images of massive dams with turbines spinning deep in their depths, however, the Vulcan station was just a shack sitting on top of a water wheel that spun with the current of the Fox, that's lit.	Picture of the Hearthstone
V.O. The Vulcan Street plant was the first Edison hydroelectric power station brought right here in Appleton Wisconsin, boasting two Edison K Dynamos. Using these two dynamos, it produced 1/10 the power required to operate a modern smartphone.	Close up of the replica Very quick, very short Stock footage of someone on their phone? (when talking about phone)

Video Editing

- Basic editing skills
- Linear editing
- In-app editing

EDITING SOFTWARE

- **Adobe Premiere Pro CC** (30-Day Trial) Creative Cloud Education ($20/monthly, includes all adobe apps)
- Final Cut Pro (Mac Only, 90-Day Trial) $300
- AVID Composer First (Free)
- BlackMagic DaVinci Resolve (Free)
- Hitfilm Express (Free)
- iMovie (Mac Only, (Free)
- Adobe Rush ($10/Month)
- WeVideo (Limited free version, education accounts) Chromebook compatible
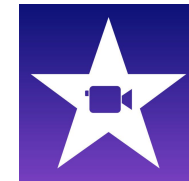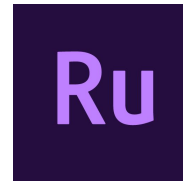
Student Journalism

Video Diary

- Accessible for students
- Little pre-planning required
- Good practice

LEVEL UP

HOW TO RECORD A VIDEO DIARY

Avoid GAS! (Gear Acquisition Syndrome)

- What problem is the equipment solving?
- Purchases can lead to more purchases…
- Consider hidden costs

Workflow questions…

- Batteries? Shoot day media? Cables, accessories, etc.?
- Media transfer? (footage, audio, etc.)
- Backups?
  - One copy = zero copies!
- Editing?
- Publishing and sharing?
- Archiving?

Summary

- Start simple
- Pre-planning is most important part
- Plan your workflow
- Give it a shot!

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