



# STORIES FOR IMPACT

OUTLINE AND FAQs



## **HOW IS THE COURSE STRUCTURED?**

The course is divided into four modules - FIND, MAKE, EDIT & SHARE. Within each module there are videos, written/visual guides, templates and practical tasks.

This course is designed for you to 'choose your own adventure' - whether you'd like to take the course from start to finish and go through the complete process of creating a short, sharp and shareable video OR jump to a specific module or lesson, for a skill that you need help with.

## **HOW LONG DOES IT TAKE TO DO THE COURSE?**

If you took the course from start to finish in one go, and completed every module, it would likely take 2-3 days to complete the course. However, we recommend going through it over a period of 4-6 weeks and spending around 2-3 hours per week going through each module and completing the tasks.

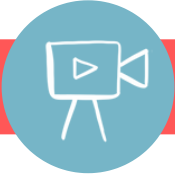
Alternatively, you might just go directly to the module or lesson that you'd like to cover.

Module	Lessons includes videos, written/visual guides, templates and examples	Practical Tasks
<b>INTRODUCTION</b>	<p>Welcome to the course</p> <ul style="list-style-type: none"> <li>• <a href="#">Introduction</a></li> <li>• A guide to the course</li> <li>• Gear and software checklist</li> <li>• Stories for Impact Alumni</li> </ul>	
<b>FIND YOUR STORY</b>	<p>The Story Canvas</p> <ul style="list-style-type: none"> <li>• <a href="#">Introduction to the Story Canvas</a></li> <li>• <a href="#">Purpose</a></li> <li>• Audience</li> <li>• Impact</li> <li>• Key Messages</li> <li>• Call to Action</li> <li>• People and Places</li> <li>• Style and Tone</li> <li>• Campaign</li> <li>• Case Study: Transplant Australia</li> </ul> <p>Story Structure</p> <ul style="list-style-type: none"> <li>• Hook</li> <li>• Jab</li> <li>• Plot</li> <li>• The Hero's Journey (and beyond)</li> <li>• Public Narrative</li> <li>• A Simple Story Structure</li> </ul>	<ul style="list-style-type: none"> <li>• Complete your Story Canvas</li> <li>• Outline your Story Structure</li> </ul>
<b>MAKE YOUR STORY</b>	<p>Introduction to Smartphone Filmmaking</p> <p>The Production Grid</p> <p>Equipment and preparation checklist</p> <p>Interviews</p> <ul style="list-style-type: none"> <li>• Interview Conduct</li> <li>• Writing Interview Questions</li> <li>• <a href="#">Filming Interviews</a></li> </ul> <p>Gathering Footage</p> <ul style="list-style-type: none"> <li>• Shotlists</li> <li>• Filming B-Roll/Cutaways</li> </ul> <p>Other production considerations</p>	<ul style="list-style-type: none"> <li>• Get filming!</li> </ul>



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<b>EDIT YOUR STORY</b>	<p>We have the following tutorials available for Adobe Premiere Pro, Kinemaster, Filmora Wondershare, Adobe Rush and Camtasia</p> <ul style="list-style-type: none"> <li>• <a href="#">Overview of a finished edit</a></li> <li>• Introduction to the interface</li> <li>• Shortcuts</li> <li>• File organisation</li> <li>• Editing interviews</li> <li>• Adding cutaways</li> <li>• Adding music</li> <li>• Royalty-free music websites</li> <li>• Adjusting audio</li> <li>• Adding text and titles</li> <li>• Transitions</li> <li>• Exporting</li> </ul>	<ul style="list-style-type: none"> <li>• Edit your footage</li> </ul>
<b>SHARE YOUR STORY</b>	<p>Share Your Story</p> <ul style="list-style-type: none"> <li>• Content outreach template</li> <li>• Overview of platforms and channels</li> <li>• Best practices for sharing videos</li> <li>• Champions and ambassadors</li> <li>• Measure your Impact</li> </ul>	<ul style="list-style-type: none"> <li>• Simple outreach strategy</li> <li>• Upload your video!</li> </ul>
<b>BONUS MODULES</b>	<p><i>Coming end of June 2020</i></p> <ul style="list-style-type: none"> <li>• Recording interviews via Zoom</li> <li>• Text-driven videos</li> <li>• Creating video content for Instagram Stories</li> <li>• Basic animation tools</li> <li>• Going live on FB and Instagram</li> <li>• Captioning and subtitling</li> </ul>	

# WHAT EQUIPMENT DO I NEED?



## MAKE YOUR STORY

- A smartphone or tablet with (at least) 1 GB of free space
- Headphones
- A microphone for your smartphone is not compulsory, but HIGHLY recommended. The following are some suggested brands .
- RODE Smartlav Microphone - approx \$80 AUD. Available from JB-HiFi, Digital Camera Warehouse and other camera stores
- OR BOYA BY-M1 Microphone for Smartphones and DSLR - approx \$25 AUD. Available from Amazon.
- Alternatively, just use the microphone on your smartphone headphones



## EDIT YOUR STORY

- A smartphone or tablet capable of running the **Kinemaster** app OR
- A PC or laptop, that meets the system requirements for running one of the following editing programs:
- Filmora Wondershare
- OR DaVinci Resolve
- OR Camtasia
- OR Adobe Premiere Pro



## WHICH EDITING SOFTWARE SHOULD I WORK ON?

- **Kinemaster** is a smartphone and tablet editing software for Androids and iOS devices. It is \$7.50 AUD per month or free to use with a small watermark. It is an excellent option for beginners or those who would not like to put together complex videos. However, as it is only available on smartphone/tablet some may find it difficult to work on a small screen.
- **Filmora Wondershare** is a computer editing program which is available on both Mac and Windows. It is approximately \$90 AUD (\$60 USD) for a lifetime license, and available free to trial, with a large watermark on any videos created. It is a very user-friendly software suitable for beginners.
- **DaVinci Resolve** works across both Mac and Windows computers. The beta editing program is FREE. It is a more complicated software that is more suitable for users comfortable with complex programs.
- **Camtasia** works across both PC and Mac computers. It is approx \$380 AUD for a lifetime license, with a 30 day free trial available. It is a user friendly program and is a great option for beginners to intermediate users).
- **Adobe Premiere Pro** works across both Mac and Windows computers. It is approximately \$28 AUD per month on an annual plan or \$44 per month on a monthly plan. There is a 7 day free trial available. It is part of the Adobe Creative Cloud suite. It is a more complicated software more suitable for users comfortable with technology.

## WHAT SUPPORT CAN I GET?

Please don't hesitate to reach out to us if you need feedback on your ideas, technical support or assistance with troubleshooting! We'd be delighted to hear from you. To get assistance you can:

- Leave a comment at the bottom of the section in the course that you need assistance with. We'll endeavour to get back to you within 24 hrs
- Join our Stories For Impact Facebook group where the Digital Storytellers team, and our community of changemakers, can help answer your questions and provide feedback.
- Email [workshops@digitalstorytellers.com.au](mailto:workshops@digitalstorytellers.com.au)