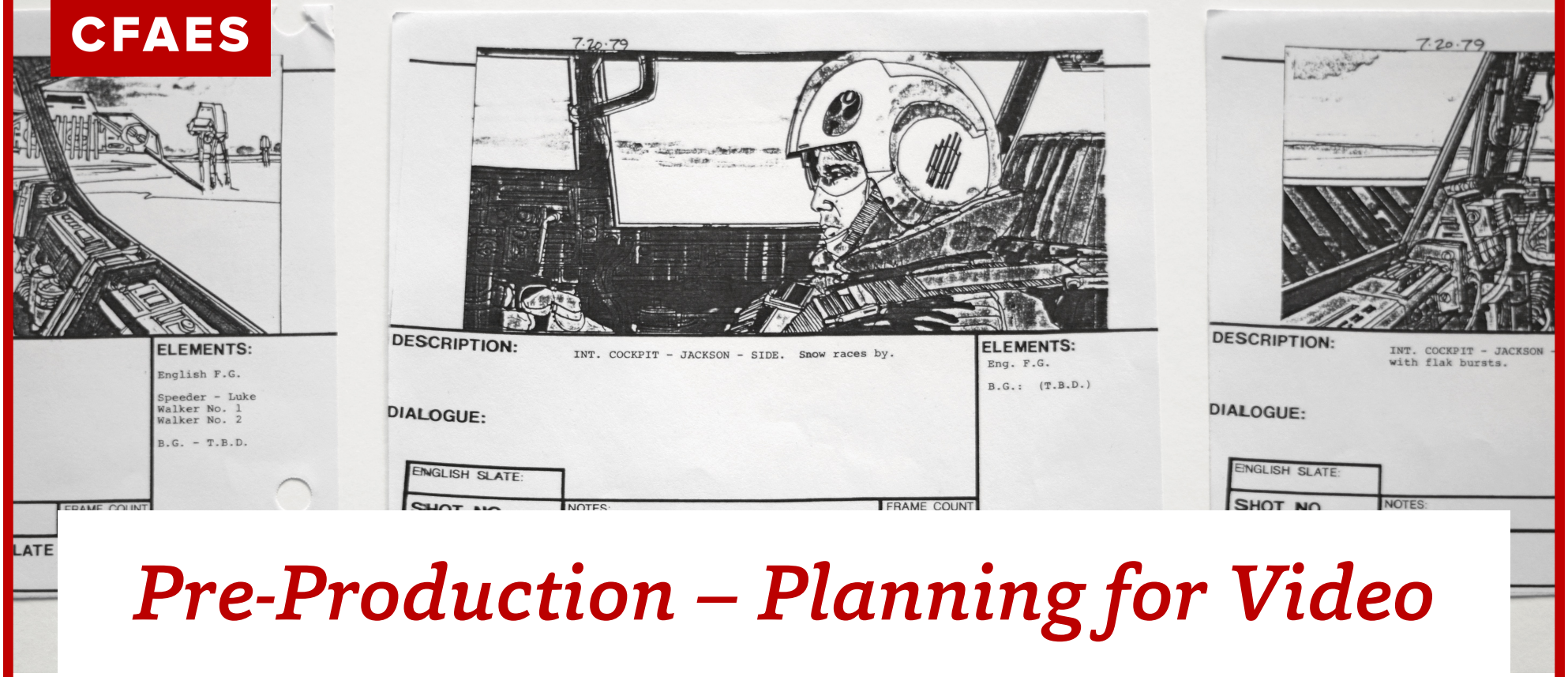
CFAES



Pre-Production – Planning for Video

THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

OHIO STATE UNIVERSITY EXTENSION
Learning and Organizational Development
Studio 149

Telling Your Story

Define Outcomes

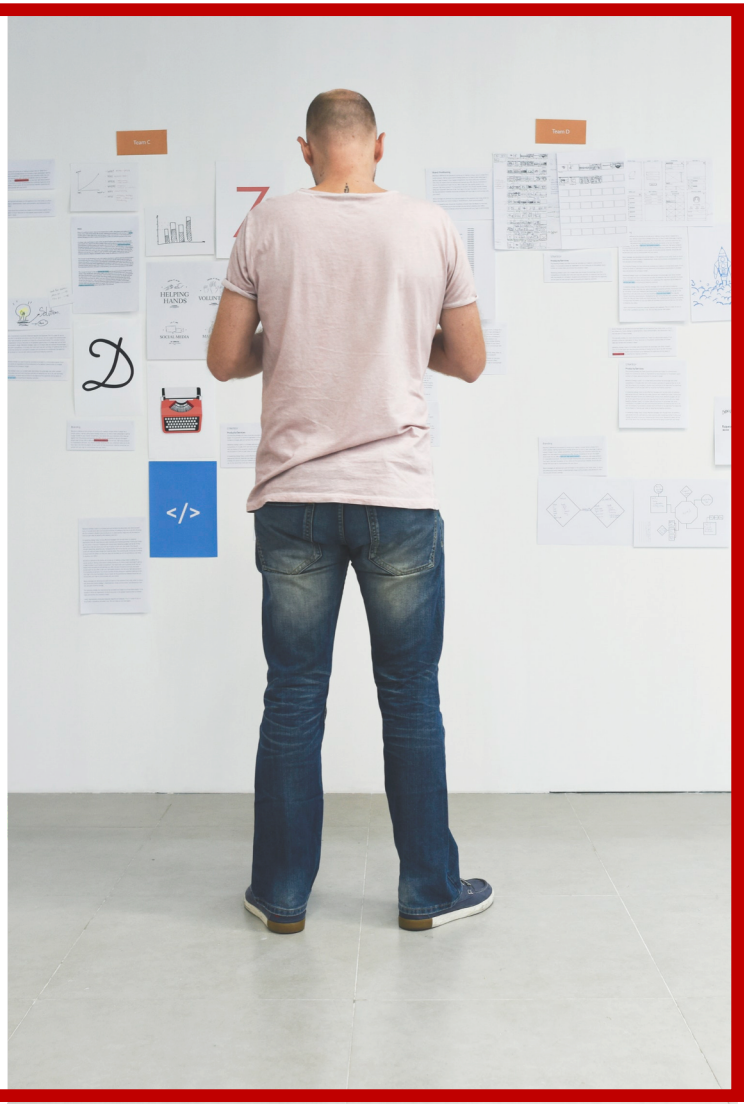
What do you want to accomplish?

Diversify

Inform

Market

Engage - Educate - Entertain



Web of Engagement

Awareness

Trial experience

Deep learning

Advocacy

Awareness

Trial experience

Deep learning

Advocacy

Awareness

Trial experience

Deep learning

Advocacy

Awareness

Trial experience

Deep learning

Advocacy

Awareness

Trial experience

Deep learning

Advocacy

Call to Action

Engaging for ***LIFE***

Learn

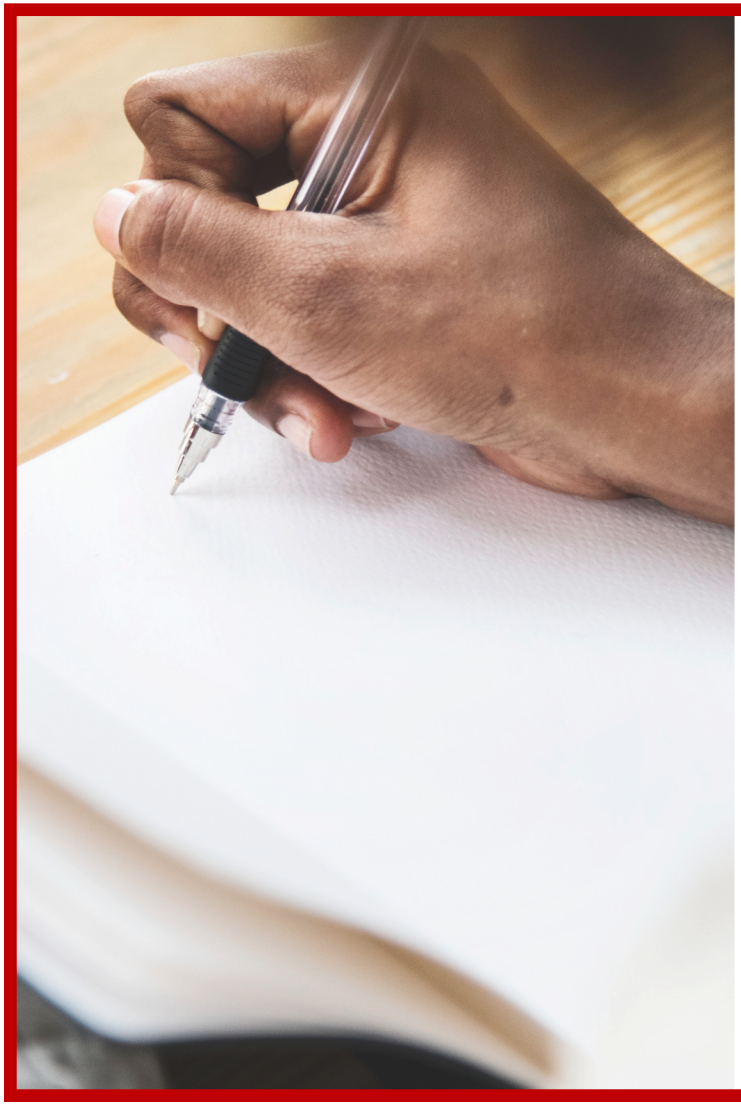
Identify audiences with an interest in your topic or beneficiaries who could gain value from your content.

Who are our various audiences and what opportunities or challenges are they facing?

Interpret

Define emotional or intellectual concept that identifies why your learners should care about the topic.

Why do (or should) each of our audiences care about the challenge or opportunity?



Frame

Design unique narrative that captures the attention of your audience segment based on interpretive theme.

How might we frame our message to meet the emotional or intellectual needs of our audiences?

Engage

Decide delivery platform(s) and content types through which you will connect and engage with audiences.

When and ***where*** should we reach our audiences to strategically move them inward on the web of engagement?

Other Considerations

Where will this video be hosted?

What do we want our audience to do with the information?

What calls-to-action will we include?

How will success be evaluated?

Telling Your Story

Topic

Getting kids to eat healthy

Learner Profile

What information does my learner need to be successful?

What stands between my learner and their success?

Which of these are internal conflicts?

Which of these are external conflicts?

Story Framework

What solutions do I offer?

How can I help my learner achieve success?

Story Framework

Positive Framing

What does it look like for our learner if they use our product/service resulting in success?

What specific action will they take?

What will they experience and why?

How will they feel and why?

What transformation will take place and why?

Story Framework

Negative Framing

What does it look like for our learner if they do NOT use our product/service resulting in failure?

What specific action will they take?

What will they experience and why?

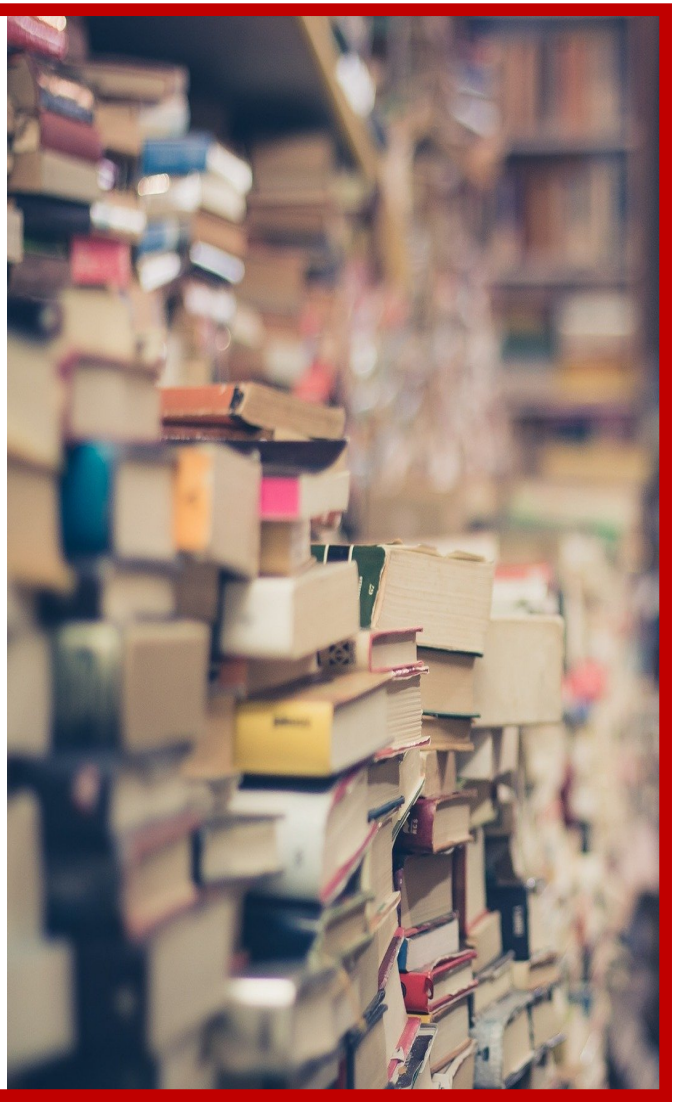
How will they feel and why?

What transformation will take place and why?

STORYTELLING

Convey information in best way possible

1. Cut out any extraneous information
2. Limit video length
3. Make content engaging



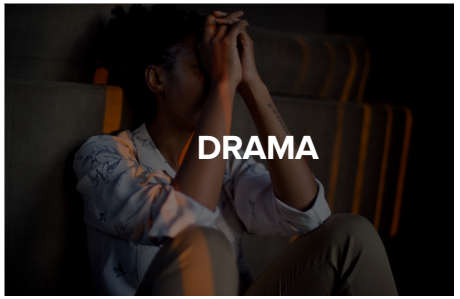
STORYTELLING

Creating engaging videos

- Keep audience in mind
- Pull inspiration from video content in your life

STORYTELLING

Film Genres



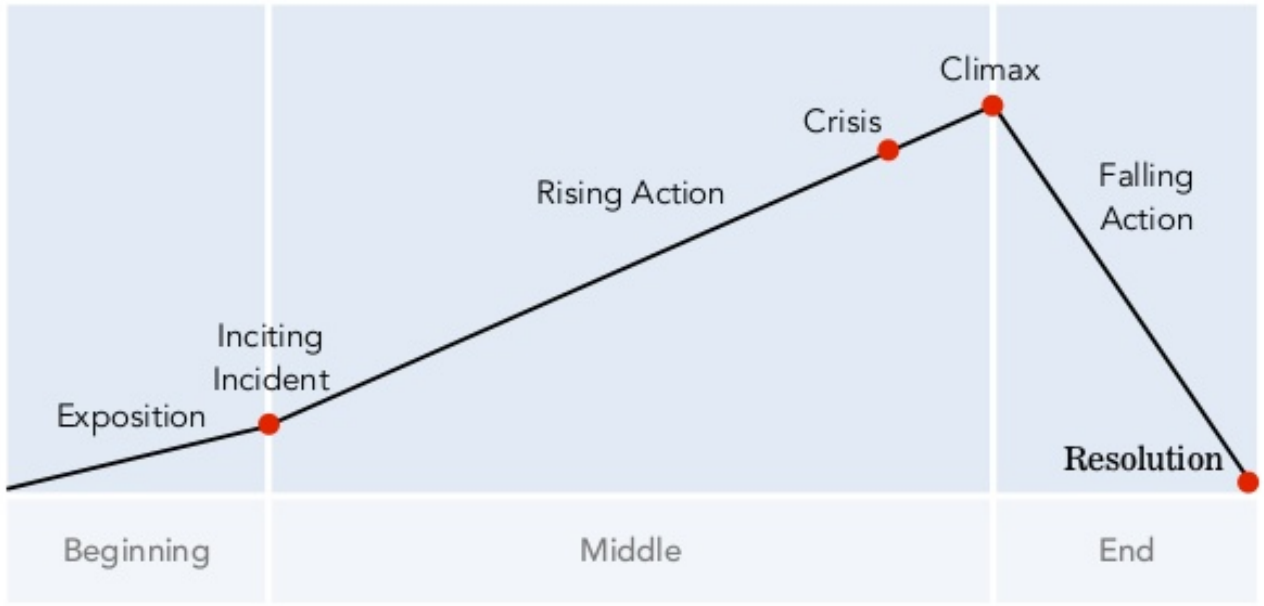
STORYTELLING

Documentary film can...

- Focus on an experience
- Focus on observations of the world
- Inform or persuade
- Connect with emotions
- Include a narrator or not
- Include the filmmakers as a part of the story

STORYTELLING

Three Act Story Structure

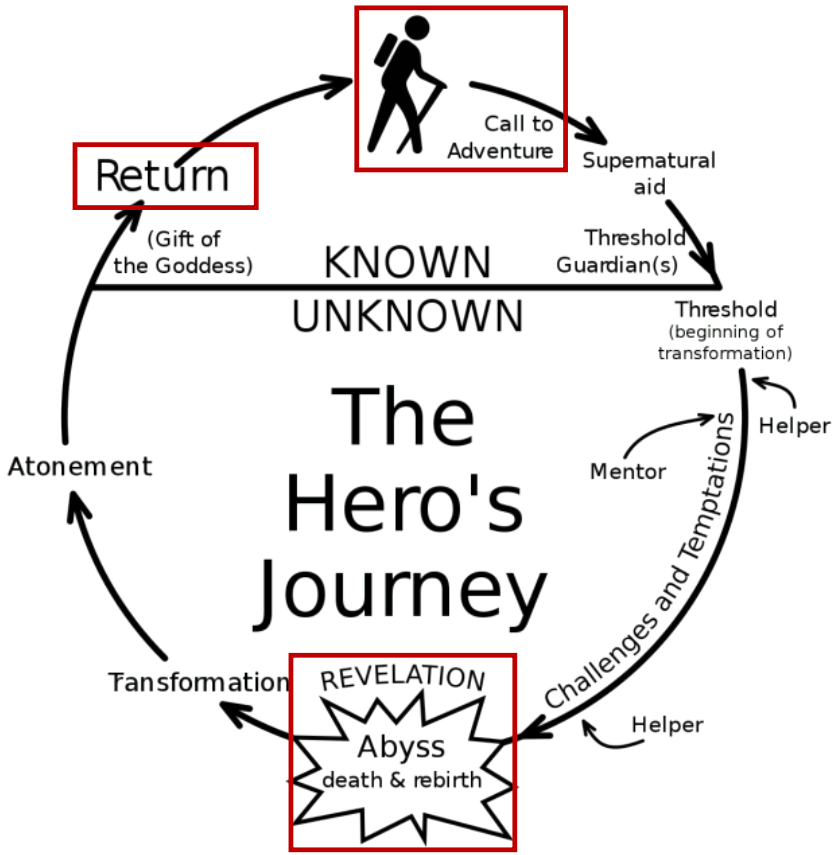


Act I **Act II** **Act III**

STORYTELLING

Hero's Journey

- Departure
  - Meet hero
  - Hero has problem
- Revelation
  - Hero solves problem
- Return
  - Hero returns
  - Call-to-Action



STORYTELLING

Problem, Agitate, Solve

PROBLEM: Show the problem

AGITATE: This is why you have the problem

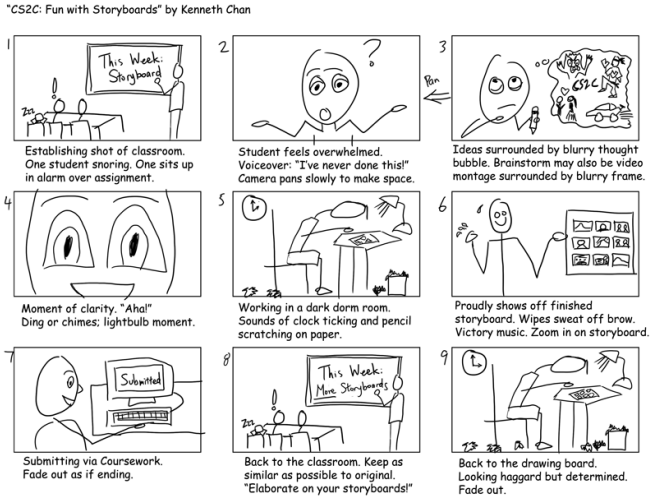
SOLVE: This is the solution to the problem

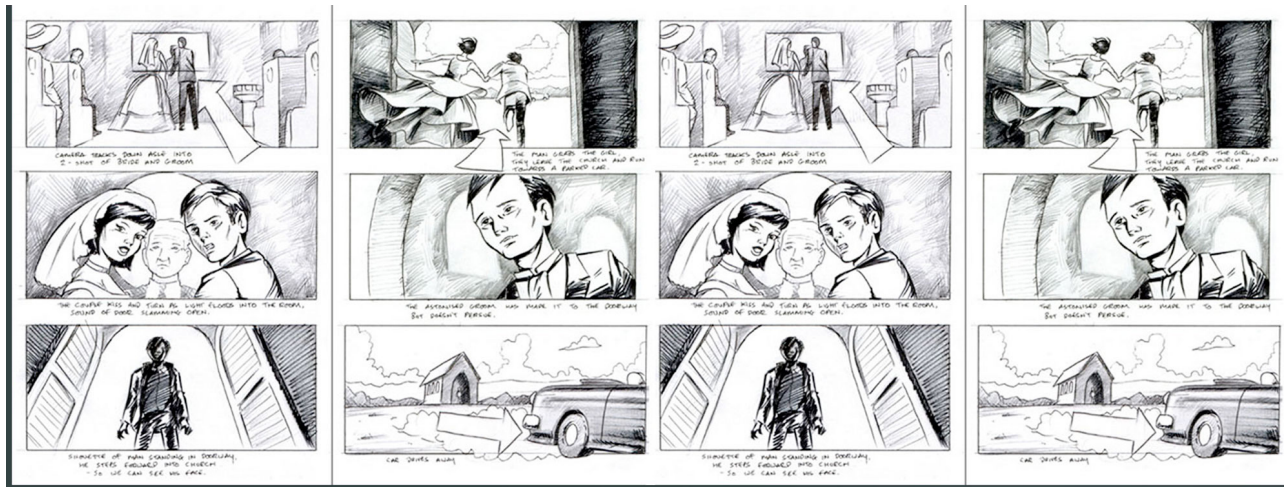
STORYBOARDING

- Outline
- Script
- List of Shots
- B-roll

STORYBOARDING

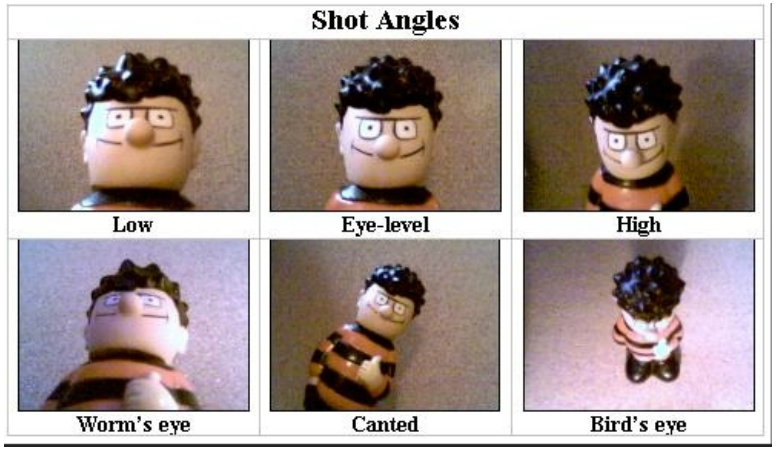
Graphic representation of a film sequence





STORYBOARDING

Camera Shots & Angles



Summer Safety Video Challenge

CFAES

SUMMER SAFETY
video challenge

Submit a storyboard for a 30-second "Summer Safety" video tip!

Submit your storyboard at go.osu.edu/summersafety or email to wolfe.540 by Friday, April 24 at 5pm.

Winners will be announced Friday, May 1st.

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