Pre-Production – Planning for Video
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
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

DOCUMENTARY

ACTION/ADVENTURE

COMEDY

HORROR

SCIENCE FICTION

DRAMA
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
- Exposition
- Inciting Incident

Act II
- Rising Action
- Crisis

Act III
- Falling Action
- Resolution

Beginning | Middle | End
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

**Shot Angles**

- Low
- Eye-level
- High
- Worm's eye
- Canted
- Bird's eye

**Shot Sizes**

- Extreme Long Shot
- Very Long Shot
- Long Shot
- Medium Long Shot
- Mid Shot
- Medium Closeup
- Closeup
- Extreme Closeup
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.