

Scope of the session

What
makes a
great film?

Planning
your film

the role of
storytelling

show you
how to
shape your
film

look at the
roles of
visuals and
emotions

work
through
some
exercises

What makes a great film?



Planning your film

Target audience?

What do we want
audience to do?

Treatment: the best way
to connect with audience
& deliver the CTA

film structure:
stories, casting & script

What are the key elements of a story?

We use stories to make people *do* something.

Give people something in return.

It's really about a journey or about change.

A beginning, a middle & an end.

The storytelling shark

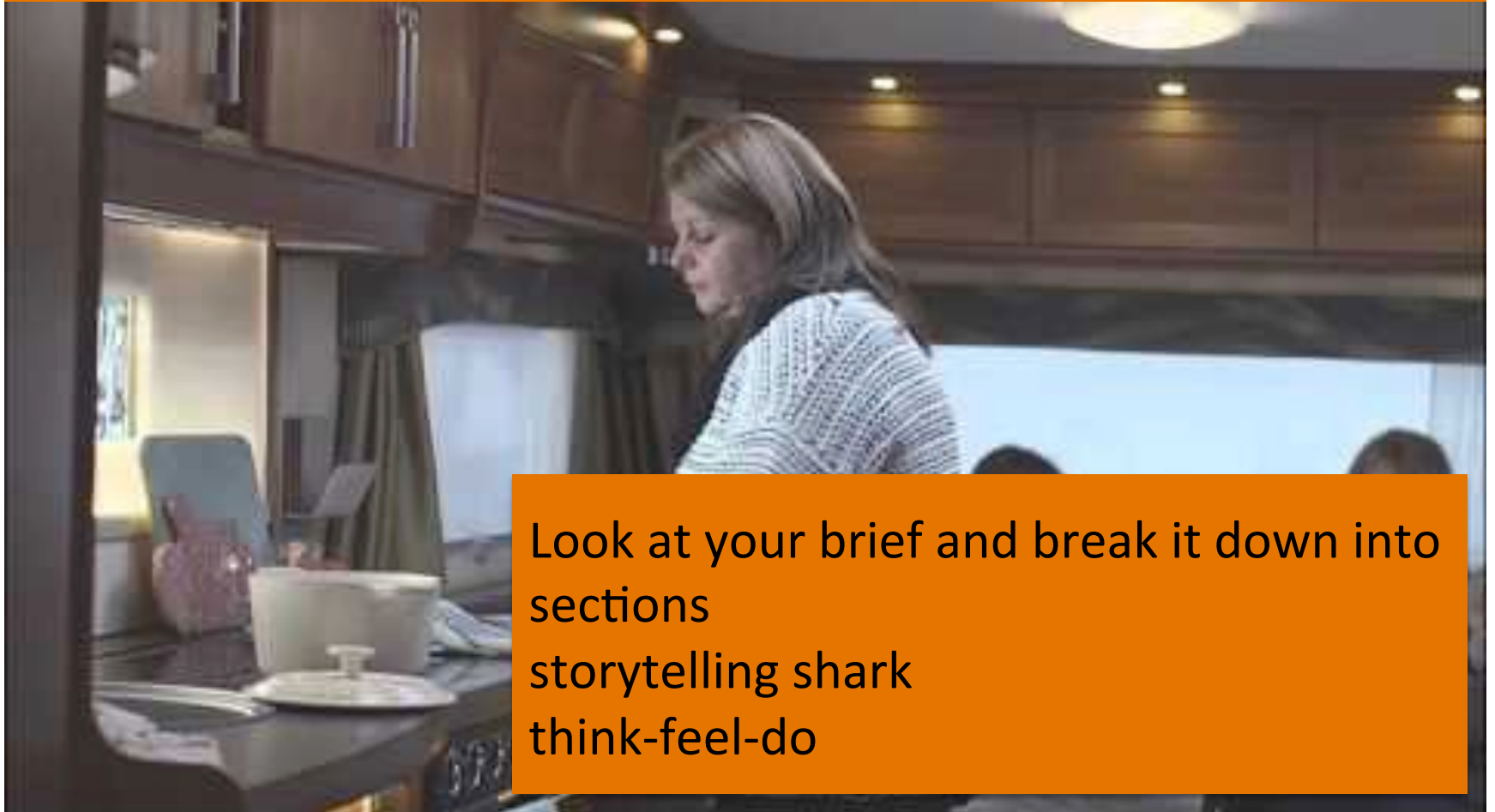


THE BITE: grabs
attention

THE BODY: the
main action

THE TAIL: the pay
off

EXERCISE – shaping your film



Look at your brief and break it down into
sections
storytelling shark
think-feel-do

EXERCISE – shaping your film

Beginning 'the bite'	Middle 'the body'	End 'the tail'
<i>think</i>	<i>feel</i>	<i>do</i>

EXERCISE – shaping your film

Beginning 'the bite'	Middle 'the body'	End 'the tail'
<i>think</i>	<i>feel</i>	<i>do</i>
This is unusual Kev must be cold and lonely	It would be lovely if Kev could see his family	That's lovely – I should cook a nice meal for my family too
<p>www.magnetofilms.co.uk</p>	<p>(c) Magneto Films 2016 Not to be reproduced without permission with</p>	

EXERCISE – shaping your film

Beginning 'the bite'	Middle 'the body'	End 'the tail'
<i>think</i>	<i>feel</i>	<i>do</i>
This is unusual – I'd hate to be in the cold like that	Kev must be cold and lonely	That's lovely – I should cook a nice meal for my family too
<p><u>Character</u>: Kev - he's alone in his lorry</p> <p><u>Setting</u>: He's in an icy cold place</p> <p>He tells us that he's a lorry driver and lorry driving is in his blood</p> <p>www.magnetofilms.co.uk</p>	<p>Kev's family are cooking a meal</p> <p><u>Emotion</u>: Kev is in his lorry telling us how much he misses his family</p> <p><u>Barrier</u>: – Kev can be away for up to 3 months</p> <p>(c) Magneto Films 2016 Not to be reproduced without permissionwith</p>	<p>Kev's lorry pulls up outside his trailer in the cold landscape</p> <p><u>Barrier is overcome / change</u>: His family come out and surprise him.</p> <p><u>Emotional Change</u>: They have a happy meal together.</p>

THINK PICTURES

Show don't tell



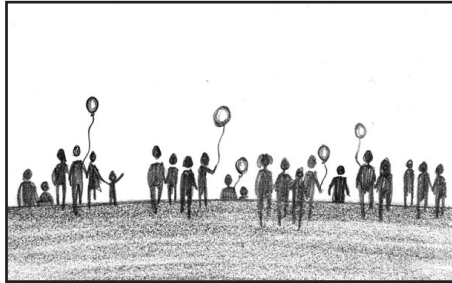
Show don't tell



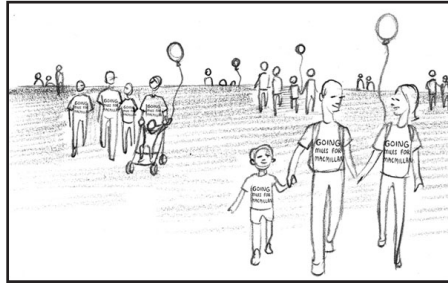
LUCAS

Anthony Nolan

Planning a visual story



V/O: At the end of the summer...



V/O: Round up your people
For a BIG...



V/O: ... BEAUTIFUL



V/O: ... LUSCIOUS



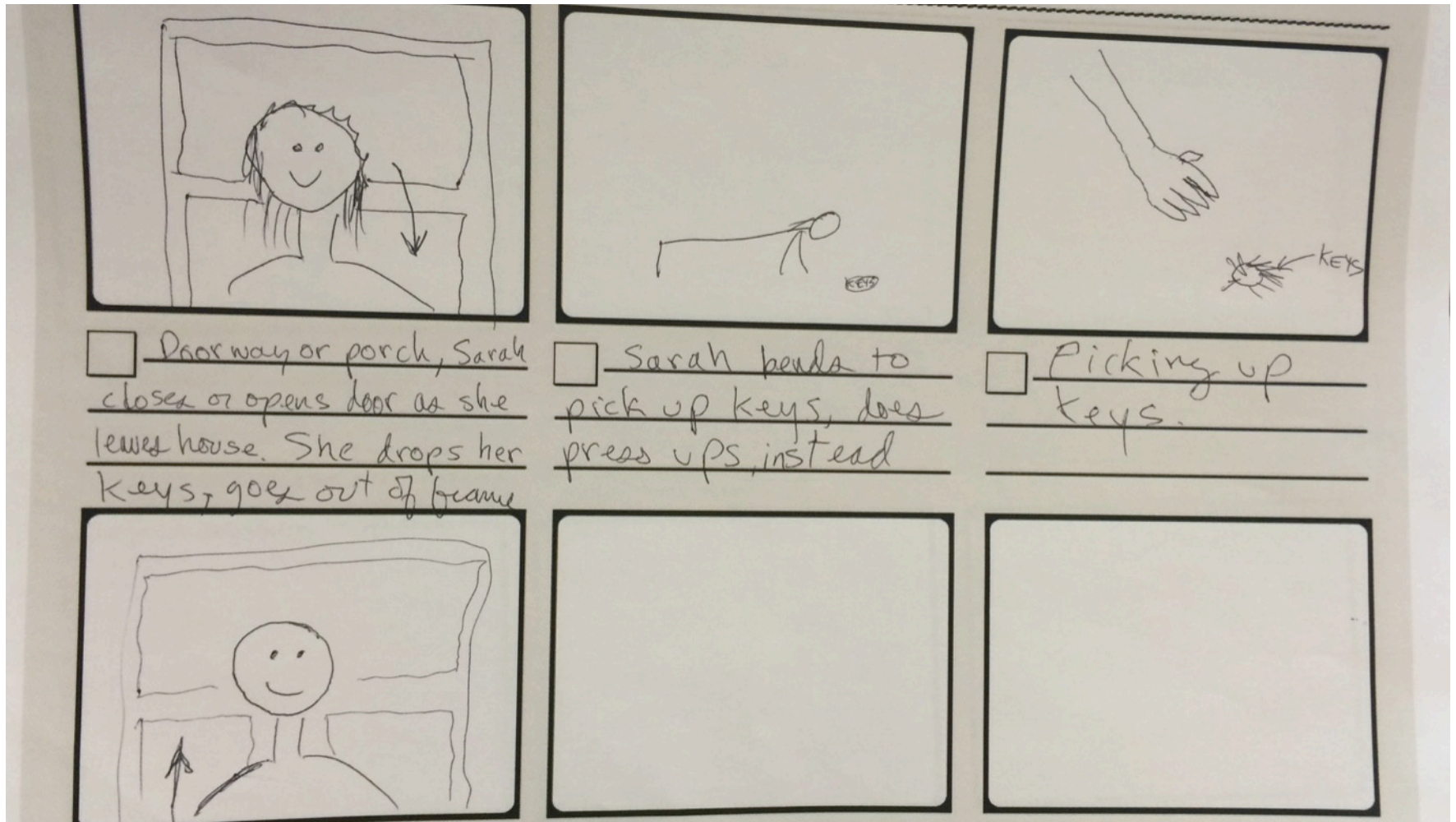
V/O: ...WALK



V/O: ... in one of nine gorgeous places
around the country.



Planning a visual story



PICTURES	WORDS
<p>Family at home Parent is playing with the child With toys</p> <p>(NB 'flu vaccination usually takes place in autumn)</p>	<p>I'm Phil and this is Milly. Today's the day Milly is getting her 'flu vaccination at the surgery.</p> <p>We had a letter asking us to make an appointment</p>
<p>Parent</p>	<p>I didn't know that children needed to be vaccinated against 'flu</p>
<p>GP (to camera)</p>	<p>Children can really suffer with the symptoms of 'flu which usually involve a very high fever and can include complications like bronchitis, pneumonia and painful middle ear infections.</p> <p>The vaccine protects them against the most common type of 'flu</p>

EMOTION & VIDEO



warmth

humour

surprise

anger

Think of range of emotions

Shaping an emotional journey

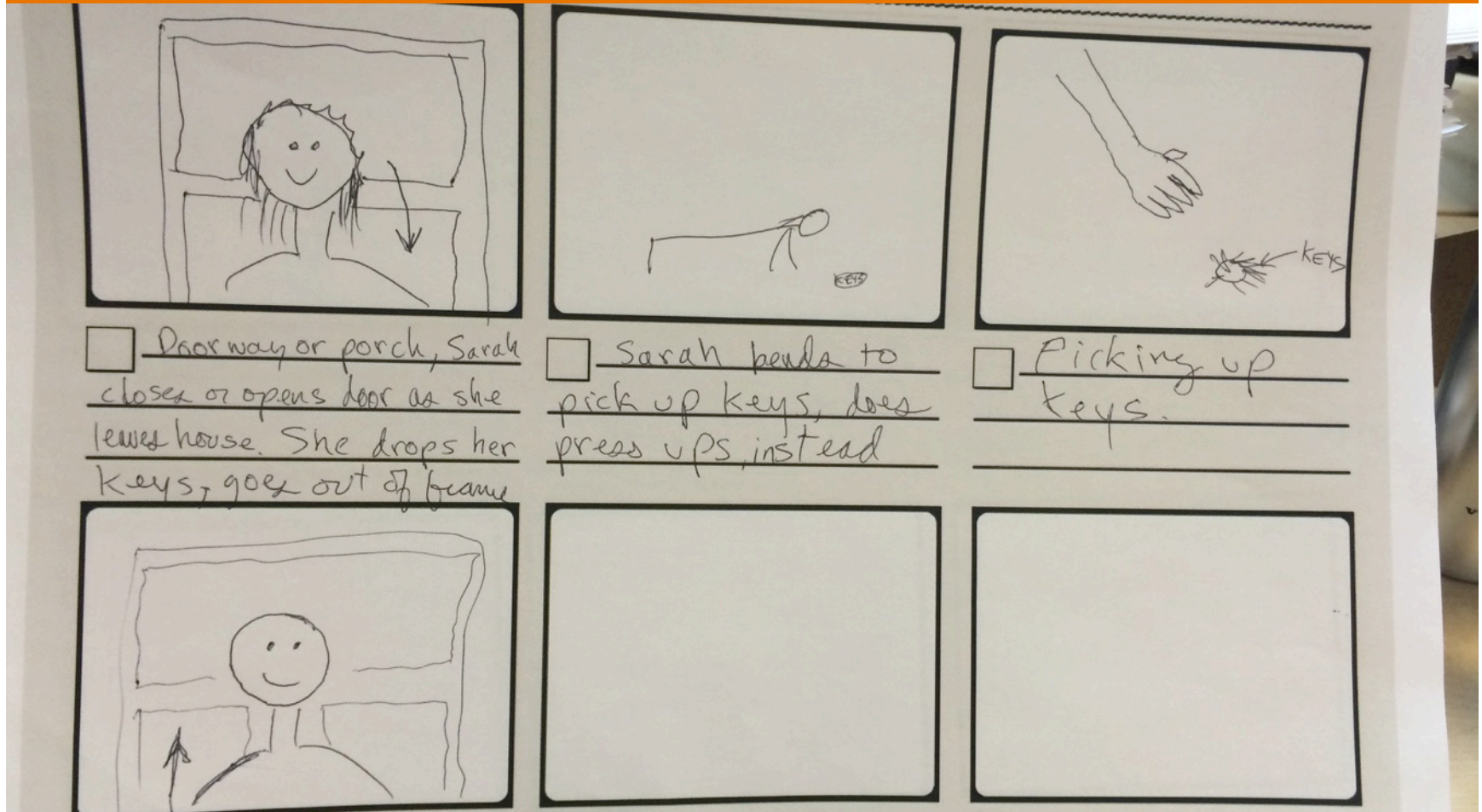


Emotional Storytelling



Chloe & Will Hot Date: Friends of the Earth

EXERCISE – storyboard





Think

Feel

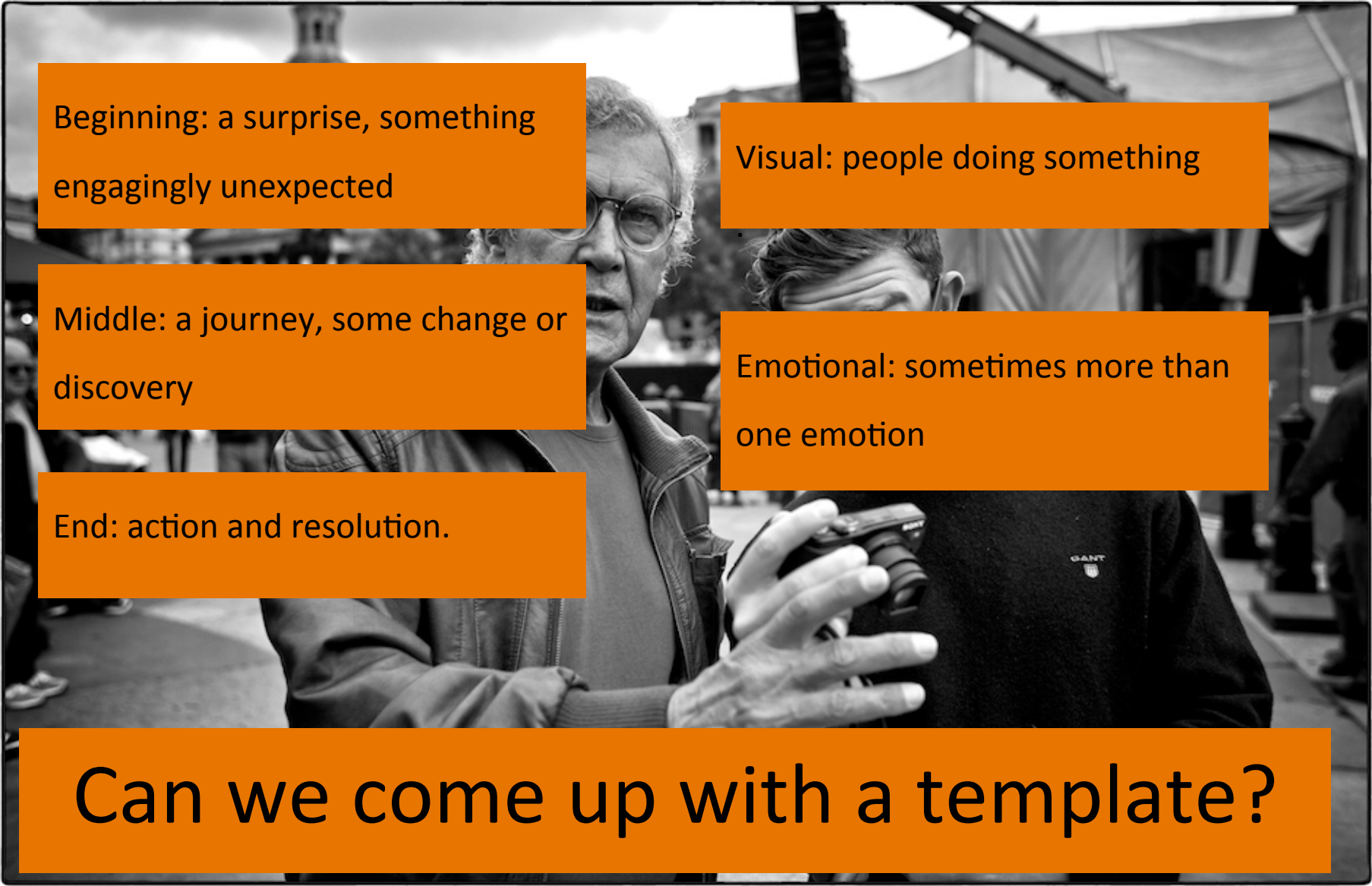
Do

Structure

Emotion

Strategy

Creating a great film



Beginning: a surprise, something engagingly unexpected

Visual: people doing something

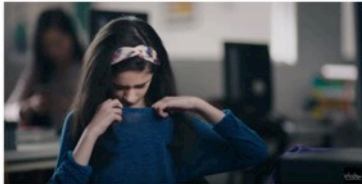
• Middle: a journey, some change or discovery

Emotional: sometimes more than one emotion

End: action and resolution.

Can we come up with a template?

Real Stories Blog



Ideas versus information. Creative video

Sometimes the best charity videos aren't about the charity itself. They're not about what it does, who it helps or how you can help them....

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Audience is everything

The most important question a film company can ask is, who is your audience? And the second question should be, what do you want them...

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Stylish charity films

Just because a you're making a video for a good cause doesn't mean that it has to be plain and simple. With a bit of...

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What does a Fire-fighter look like?

This week we're focussing on films made to challenge how we think about gender roles. There's a social experiment film from ReDraw the Balance that brings...

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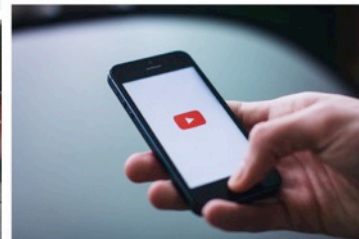


charity comms versus branded content

This week's films are great examples of how brands take inspiration from charity comms: these videos from Co-op Bank, Kenco Coffee and Bisto all steal...

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"Video strategy? What video strategy?": Are you missing a crucial part of your PR planning?

It's time to get a grip on your video strategy. The popularity of online video has exploded in recent years. But many non-profits have been...

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real people. real stories. real impact

Emotional Storytelling



fit for the future – Age UK

Jacqueline & Jennifer

