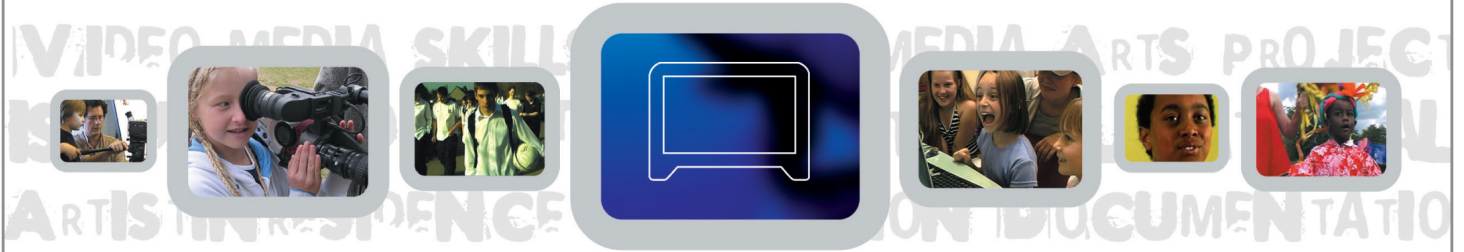


**CATCHER MEDIA**  
MAKING MEDIA MATTER



# MEDIA PACK

**RESOURCES & TIPS FOR SUCCESSFUL DIGITAL-FILM-MAKING**

**BY**

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## **INTRODUCTION**

This collection of resources is designed to help you to make successful films. They have been well used in my 20 years of film-making, training and participatory video projects, and have worked well with children, young people, and adults from across the UK, Europe, Africa and India.

### **(1) Development**

This is where when the research is done and the concept for your film decided. You can then determine how to structure that concept into a narrative by using a script, storyboard or shot list.

### **(2) Pre-Production**

Once you have an agreed script, storyboard or shot list you can use these as guides to everything that is required for the filming, or production. Logistically you need to decide whether you have enough time and resources to do what you had originally planned or restructure your plans if you do not. Rehearsals and camera tests can be carried out too.

### **(3) Production -The Shoot**

The stage at which all the shots and assets you need for your script are filmed.

### **(4) Post-Production – The Edit**

All the filmed shots and assets are assembled onto a computer or device and structured into the final film using the script and storyboards as a guide. Special effects, music, voice-overs, animations, titles and text can be added at this stage.

### **(5) Upload & Screening**

The final video is distributed and now you want to get it screened and seen.

## **ABOUT THE AUTHOR**

Rick created Catcher Media, which was established in 1996. Catcher Media are an award-winning media company whose values are rooted in community, participation and creativity. Based in Herefordshire, we have worked for 20 years enabling children and adults to participate in exciting, hands-on media projects with a strong social or educational ethos.

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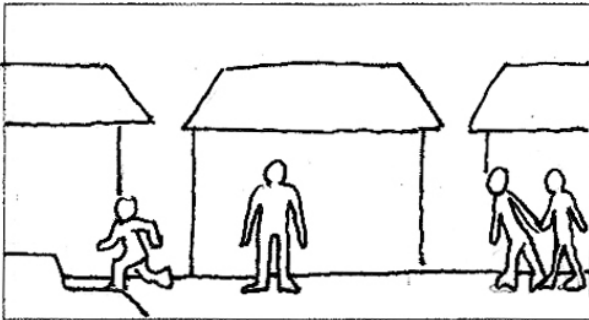
Visit: [www.chewingthecud.net](http://www.chewingthecud.net)

CATCHER MEDIA is the trading name of Catcher Media Social CIC company number 8343486.

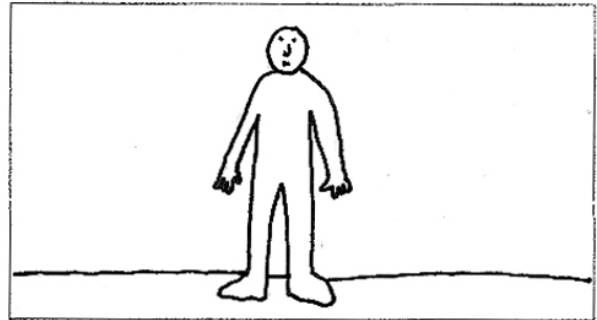
## A RECIPE for a SUCCESSFUL film

<b>RECIPE CHECKLIST</b>	
<b>1. WHAT'S THE BRIEF?</b> (1) Subject (2) Context (3) Time limit	
<b>2. A GOOD IDEA</b> - (1) Think up a great idea (2) Decide genre (3) Create a script, storyboard and/or shot-list (4) Do you need a pitch or treatment? (to convince others to support your project).	
<b>3. GOOD CAMERA COMPOSITIONS</b> - Focus, exposure, composition, tripod, interesting angles and compositions.	
<b>4. GOOD SOUND</b> - clear sound without background noise + foley sound effects.	
<b>5. GOOD CREW</b> - each crew person has a job & they all work together.	
<b>6. GOOD DIRECTION</b> - the director uses their imagination to give the film an exciting style.	
<b>7. GOOD ACTING / INTERVIEW TECHNIQUE</b> - Interviewers or actors need to know their lines, rehearse their actions or prepare questions.	
<b>8. GOOD PRODUCING</b> - Makes sure the production runs smoothly e.g. is the location free? Are props and costumes sorted? Are crew & actors available?	
<b>9. GOOD LOCATIONS</b> - Find a great location or make a set or book a room!	
<b>10. GOOD PROPS, COSTUMES &amp; MAKE-UP</b>	
<b>11. GOOD MUSIC</b> - A good soundtrack and sound effects have a big influence on the finished film. Have you got copyright clearance?	
<b>12. GOOD EDITING</b> - Good pace which matches the music and the action. Make sure the meaning is clear. You will need to add titles, visual effects and credits too.	

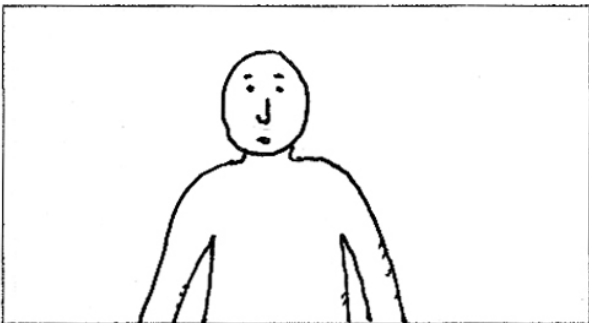
# SHOT TYPES



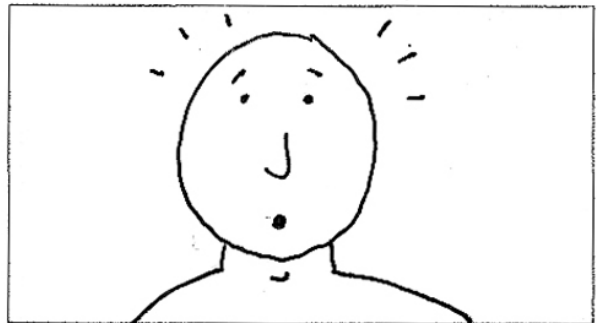
**WS - Wide Shot.** Establishes where action takes place



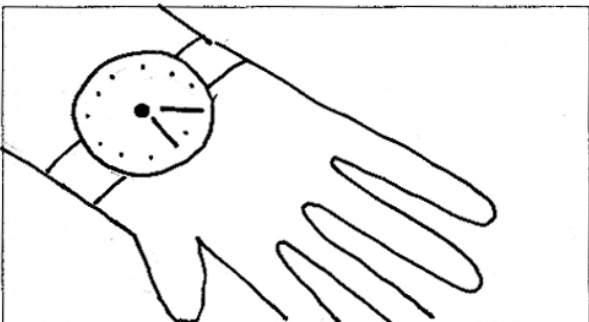
**LS - Long Shot.** Used for action. Good for telling us what a character does



**MS - Medium Shot.** Used for dialogue, interviews and pieces to camera



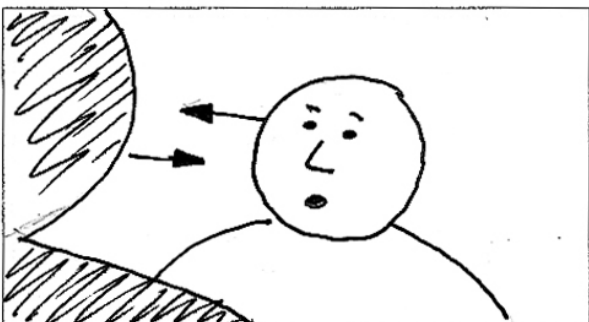
**CU - Close Up.** Good for emotion e.g. shock, worry or love



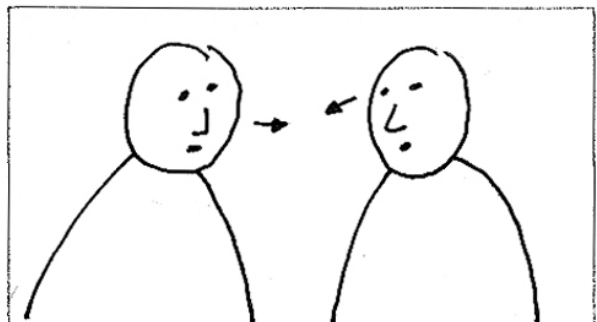
**CA - Cutaway.** A shot related to the main action



**ECU - Extreme Close Up**  
**BCU - Big Close Up**



**OS 2S - Over the Shoulder 2-Shot.** Used in dialogue and interviews



**2S - A 2-Shot or shot with two people in it**

SCENE





SHEET NO.





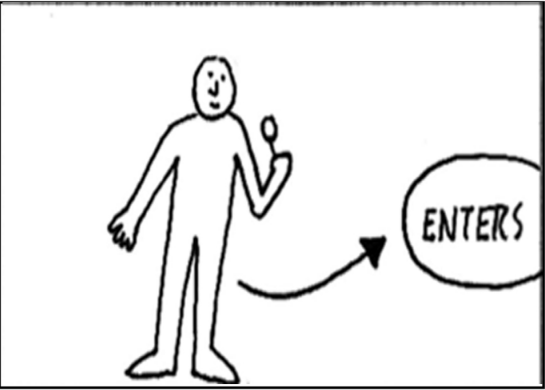


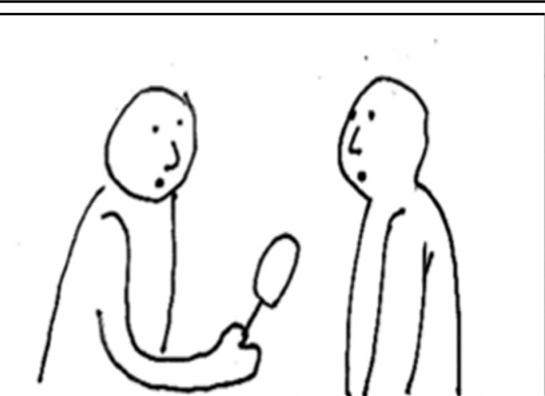
## A SHOT-LIST

Sometimes a shot-list will suffice. Here is the shot list for a short news report. It's a good idea to script precisely what you're planning on saying.

SHOT-LIST	NOTES
Shot 1 - LS Presenter enters - introduces subject e.g. Artisan Papermaker, Peter Foulds	
Shot 2 - A Graphic Title appears: Papermaking in Weobley Marsh	
Shot 3 Video - A Sequence shots showing Peter papermaking (or montage)	
Shot 3 Audio - Presenter gives some biographical background to Peter's papermaking activities	
Shot 4 - M 2S Interview with Peter covering the current state of his business - it's hard for him to survive but he's determined	
Shot 5 - MS Interview with Professor about history of papermaking	
Shot 6 - Local people say how much his business brings to the local area and what a highly respected local figure he is	
Shot 7 - A Graphic Subtitle appears: How much artisan-makers contribute to the UK economy and possible gloomy forecasts	
Shot 8 - LS Presenter sums up his feelings on the subject, then exits past...	
Shot 9 - (not on storyboard) LS Peter in his studio working away as the door closes. Music	

## A SCRIPT STORYBOARD

As this film has an emphasis on interviews and pieces to camera, a script storyboard like the one below is probably the best option.

	<p><b>LS Long Shot of Presenter walks into shot in front of papermaking studio - INTRO to Camera:</b></p> <p><b>Today we are talking to an artisan papermaker called Peter Foulds who has been working in his studio in Weobley Marsh, in a remote part of rural Herefordshire for some 15 years. We want find out how important a small craft business like Peter's, is to a rural area and its economy.</b></p>
	<p><b>Title Sequence Motion Graphic: Rural Lives</b></p> <p><b>Sub -title: Papermaking</b></p> <p><b>Music: Track 15 Intro</b></p>
	<p><b>MS Medium Shot of Peter in action. Leads into montage of making paper.</b></p> <p><b>Presenter Voice-Over: Peter trained with a master Japanese paper-maker after leaving his job as a bank clerk over 20 years ago. Once he completed this exacting process which took 6 years, he came back to the UK determined to popularise papermaking here.</b></p>
	<p><b>M2S Medium Two-Shot Presenter walks into studio to interview Peter.</b></p> <p><b>Questions/Topics: Basic History of papermaking How long his business had been going What he makes with paper Importance of small business to rural economy</b></p>

# SCHEDULE



PRODUCTION TITLE \_\_\_\_\_

DATE & TIME	SCENE	LOCATION	ACTORS	CREW	PROPS

**Ass. Director: QUIET ON SET**

**Director: ROLL CAMERA**

**Camera: CAMERA ROLLING**

**Director: ACTION!**

***(& AT END OF THE SHOT)***

**Director: CUT!**



## EDIT WORKFLOW

**(1) Transfer your media** - Bring your media and assets into your computer. NB: For an iPad this is done automatically with iMovie

**(2) Assembly edit** - The editor or director will follow the script or storyboard to assemble the best shots and takes, and to arrange these in correct order on the timeline.

**(3) First Cut** - A first cut is about removing what doesn't work, and shaping the film. The story will be told in a linear way following the script at this point. Screen to selected people. Listen carefully to feedback.

**(4) Fine Cut** - The fine cut is the shape and look of the final film. The editor may change the order of sections at this point so that the film works really well, and to make the story more interesting. The image is fine tuned with colour correction, filters or transitions. Sound effects are added and the audio levels are balanced so the right sound mix is achieved. Add credits. Show to selected people before screening.

**(5) The Final Cut** - the finished film ready for screening and distribution.

**(6) Screening / Celebration** - participants attend a screening with friends, family, local media and dignitaries. A chance to highlight the hard work and issues involved in making the film.

**(7) Export** - Export the film to keep and then export a copy of the file to be uploaded for viewing on the web and mobiles.

**(8) Archive** - A high quality of the original exported film needs to be kept by the film's makers on a computer, hard drive or cloud storage e.g. OneDrive.