

# THE ENRICHMENT PROJECT

Badge Program

larajla.com

## VIDEO CREATIVITY

### Steps

#### BEFORE YOU START

**1. Brainstorm.**

What do you want to do? You might want to share a skill, demonstrate a crafting technique, create a story, share why your product is the greatest, show the unique characteristics of your community or give your views on a film or political statement. Brainstorm a list of ideas that you'd like to record and release.

**2. Not so mundane.**

You may be jaded to your local landscape, but people who have not been there may find it fascinating. Don't disregard an idea because you feel it is commonplace. Remember, everything is new to someone.

**3. Pick one.**

Focus on one of your ideas from Step 1 to start. Make notes on what you need to cover in your video.

**4. Audience.**

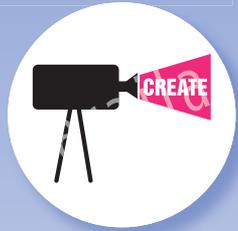
Will your audience understand what you are doing? Do you need to add additional information to cover some of the words or ideas you feel are "universally known?" Remember people who are not "in the know" will be watching your video and may not understand your references. Ask a friend or two who do not know about your topic and get their feedback.

**5. Location.**

This borders on our technical badge program, but sometimes the location you choose can be more creative. As you're working through the creative process, keep notes on special locations to capture. You may choose to record there, use it as a backdrop for the introduction, etc.

**6. More than a slideshow.**

Sometimes it seems that you're only moving from one view to the next like a presentation. Much more goes into a video, including editing, incorporating a variety of techniques, image angles, etc. It can highlight your humor, photography, software skills and more. Look at the stuff you do every day. What could you include in a video?



### Video Creativity

*Think that standing in front of the camera is the only way to make a video to share online? Think again! The steps in this badge program are only part of the process. Explore ways that you can create your own unique videos . . . from a creative standpoint.*



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## DIFFERENT WAYS TO CREATE VIDEO

### 7. **Record yourself.**

Speaking, singing, dancing or showing how to do something — these all are items you need to record with yourself in the picture. Make sure your face and upper body shows so your audience can identify with you. If you're doing something complicated, you may need to also do shots of your hands showing specific steps. Be careful, though. Look at videos and examine how others have avoided being nothing more than a "talking head" . . . or did they even avoid it?

### 8. **Photo collage.**

Many funeral homes now do photo collages of a person's life. Why not create one now? You can share it with your family and friends. Pick a specific event or a person's life. What can you include? Can you add photos to tell an even more in-depth story?

### 9. **Low-tech paper illustrations.**

Some videos are nothing more than illustrations that are flipped through while someone is talking. I've seen single words on sheets that are shuffled through. On the higher end, I've also seen people draw while talking, then move to the next sheet of paper when they're done with the thought. You can also do this with a white board. Think about this as a possible way to deliver your message.

### 10. **Animation.**

Are you good at animation? It's a good way to avoid being in a video or highlight an important message. Look at videos to see how others have incorporated animation.

### 11. **Claymation.**

There are many films and cartoons that are nothing more than claymation . . . creating a form and taking many images with slight adjustments to make a flowing image. This takes patience. Of course, you can do this with items other than clay. Try food, dolls and people. Will this technique work with your video idea?

### 12. **Puppet show.**

Use puppets to discuss issues or tell stories. You can create your own puppets, theater and skit. Would a puppet show work for your video?

### 13. **Comics.**

Unlike animation, comics are single shots. You could create comic sheets and write in what characters are thinking / doing as you make your video or insert shots of the comics to break up your video. Think of ways to include comics in your video.

### 14. **Video card.**

A short video in a "card" format is another idea. This works with one or two images while you add your audio over the images. You don't have to fall into the "mushy" category. You can be inspiring, funny or serious.

### 15. **Music video.**

There are many instructional "videos" that use music to help carry the message. Why not write a music video about something you are passionate about? Look at music videos and brainstorm how to create a music video with your content.

### 16. **Short films.**

If your story is longer, you may want to create short films. Hopefully, your actors are good . . . or perhaps you'd rather they would be bad. Could you present your video in a short film?

### 17. **Where your imagination takes you.**

These are just a few ideas of how to create a video that doesn't follow the typical norm. You can mix up the ideas above or incorporate your won.



## Supplements

AEP\_SUPP\_VideoIdeas.pdf

*A starting list of video ideas for you*

## Sites to Explore

[mashable.com/2013/05/21/vine-pro-tips](http://mashable.com/2013/05/21/vine-pro-tips)

[mashable.com/2013/06/04/vine-types](http://mashable.com/2013/06/04/vine-types)

[99designs.com/designer-blog/2013/05/16/13-vine-videos-to-ignite-creativity](http://99designs.com/designer-blog/2013/05/16/13-vine-videos-to-ignite-creativity)

[www.izzyvideo.com/video-ideas](http://www.izzyvideo.com/video-ideas)

[www.youtube.com](http://www.youtube.com)

[www.vimeo.com](http://www.vimeo.com)

[vine.twitter.com](http://vine.twitter.com)

***Check out [larajla's](http://larajla.com) Enrichment Project to start your own adventure.***