

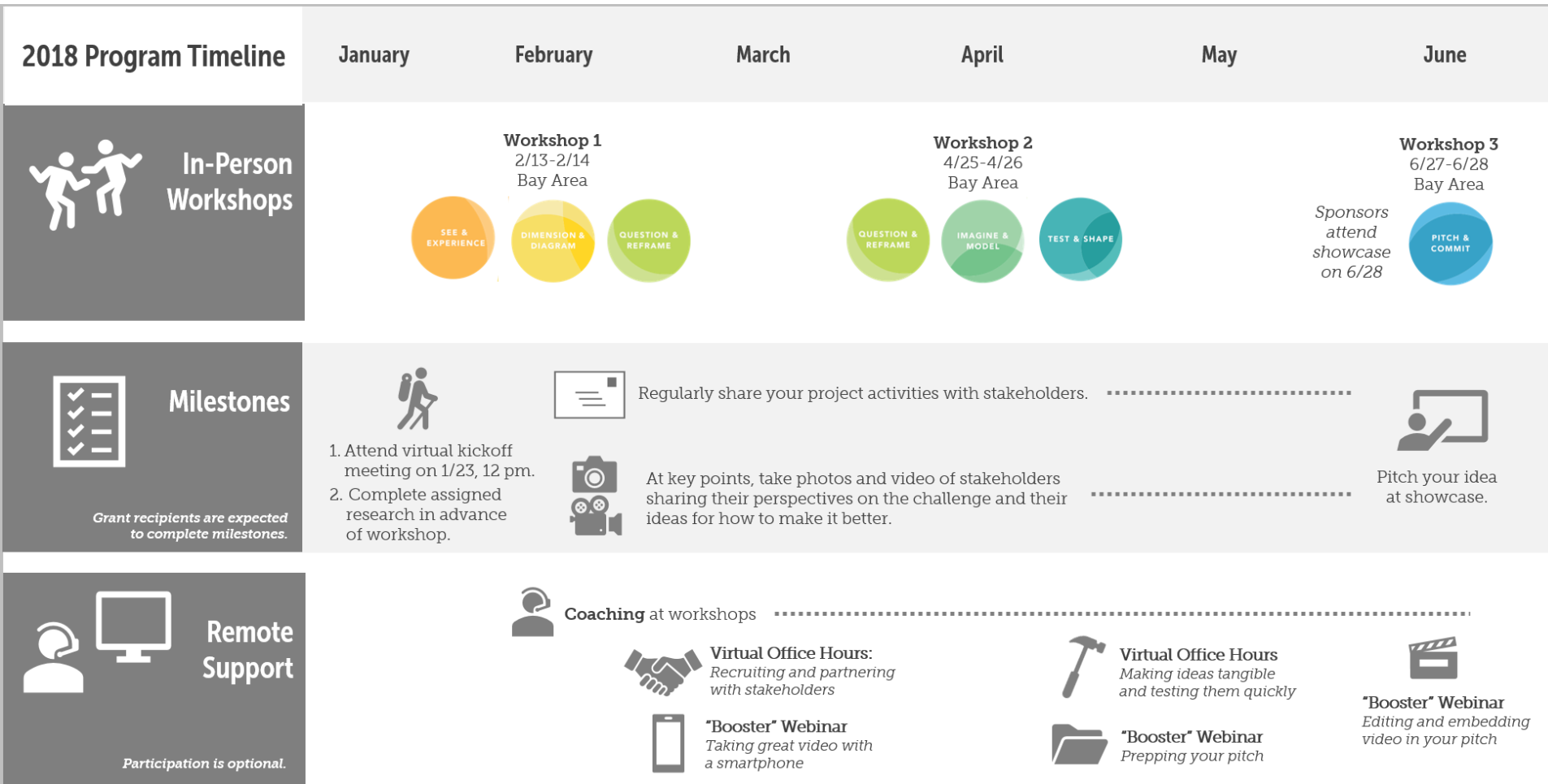
Editing Video for Storytelling

April 3, 2018



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The Catalyst Journey

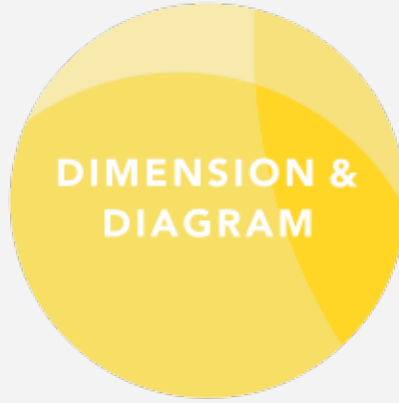


February – April: Design Research & Sensemaking



Research your project's context through immersive experiences and listening to first-hand perspectives.

Collect quotes, photos, and video from observational, and show & tell interview research.



Make sense of what you documented and learned from your research.

Analyze qualitative research and convey patterns using visual frameworks.



Refine and focus the scope of your challenge based on key insights from your research.

Articulate your challenge in a concise, focused, and optimistic way.

Taking Great Video with a Smartphone

MAR 19, 2018 • Focus Area: Innovation & Design Thinking • Program: Catalyst

If you missed it:
This video is worth a watch!

Includes 10 easy tips for taking better video with a smartphone.

careinnovations.org/resources/catalyst-taking-great-video-smartphone/



Written by: Center for Care Innovations



Do you want to become a better storyteller and build will around your innovation work? Start using video! In CCI's **Catalyst** program, we offer tips and tricks for how to take much better video with a smartphone.



WHO SHOULD WATCH THIS WEBINAR?

This 15-minute video is a great primer for people using video to support their design research and share the stories with stakeholders in a compelling way.

9 KEY TIPS AND TRICKS:

1. Hold the phone horizontally, with both hands.
2. Place elbows against your body or use a holder and tripod.
3. Choose your framing – far, mid, detail.
4. Pan slower than you would naturally turn your head.
5. Record in a quiet, carpeted area to minimize echo or use a wired lapel microphone.
6. Position participants with lighting in front or to the side of them.
7. Tap on the screen (square box or circle) to focus the lens + improve the lighting.
8. Keep your fingers away...make sure your index finger isn't over the phone lens, mic or flash.
9. Narrate over the experience to provide context.



Download Resource



Editing Video for Storytelling

Use the power of video to gain momentum
for your project

Topics

- Use your video to tell a story
- The essence of editing
- Three level structure
- Types of clips
- Opening & closing
- Titles
- Transitions
- Q&A



The Center for Care Innovations

Innovation Hubs

The Center for Care Innovations funded three community health centers to pilot new technology solutions to improve care. These hubs have become a resource of practical knowledge for other safety net institutions.



4:09



Telling a story

- A story is a sequence of meaningful points meant to inform, persuade or entertain.
- Develop a rough idea of your story:
 - set context
 - cover topics and details
 - resolve and close

The essence of editing

- Review and select parts of the videos that supports topic and details
- Arrange in a sequence that communicates
- Using B-roll throughout to add diversity, context and cover jump cuts
- Adjusting the end and start of clips to transition well



Three level structure

- **The overall story.** Your main communication objective.
- **Sections.** These are topics of your story. Several sections will make up your overall story.
- **Clips.** These are individual video clips or images.

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- Interview or show-and-tell clips. The subject telling you about something.
- B-roll. Shots used to help communicate place, context, details, etc.
- Pictures using Ken Burns effect.

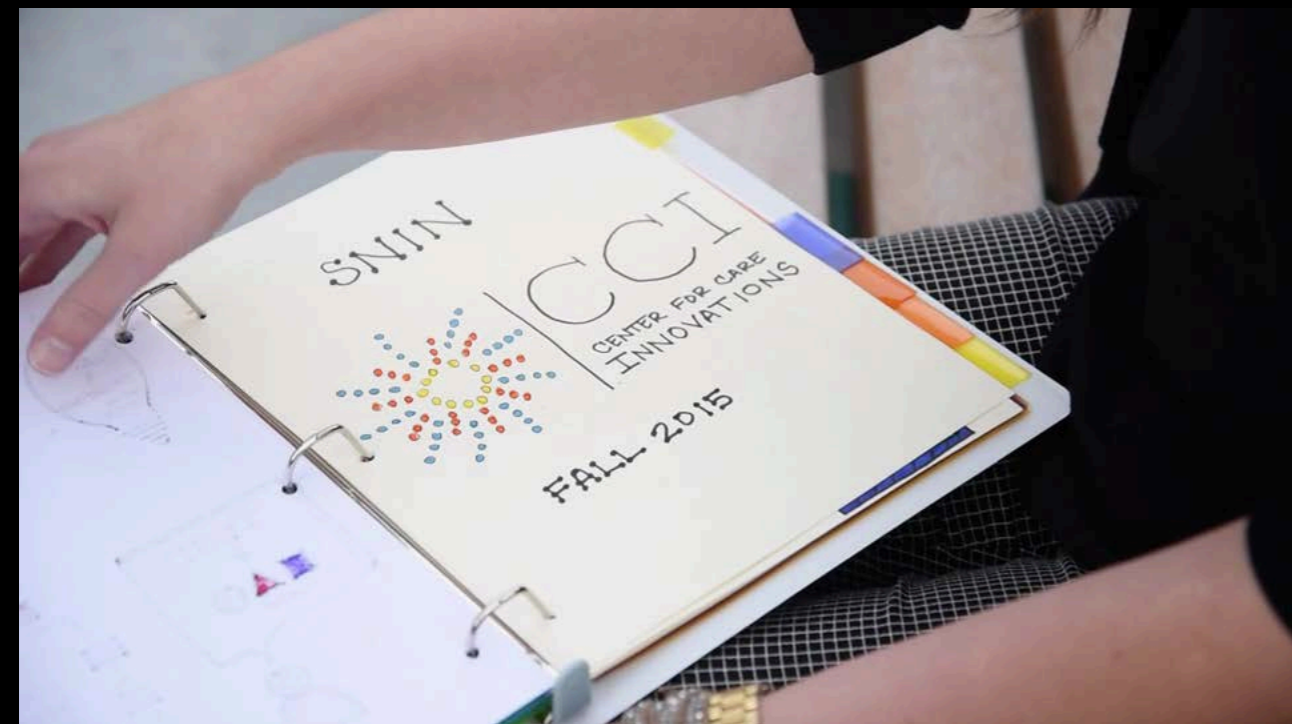
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Opening and closing

- The open and close present a special place to communicate
- Opening sets context and can foreshadow the story...
- Closing should leave the viewer with a powerful message



www.theinnovationhubs.org

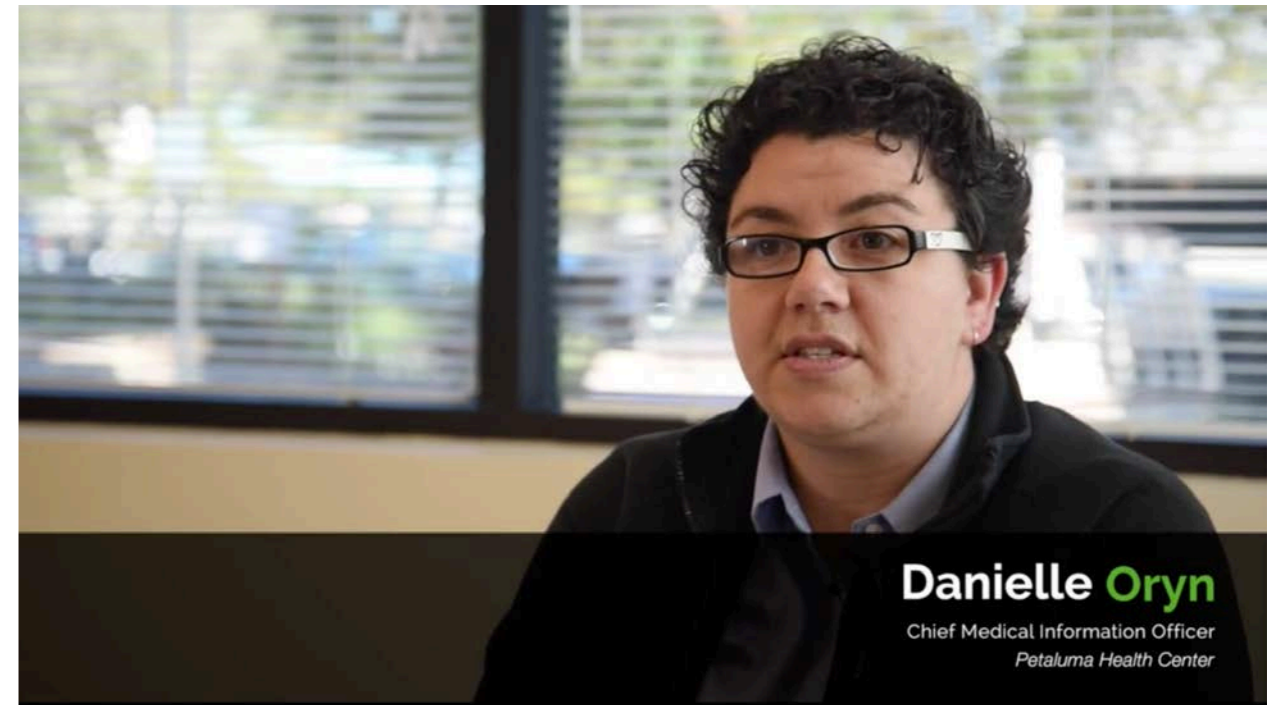
Innovation Hubs

The Innovation Center for the Safety Net program is generously supported by the California Health Care Foundation and by the Center for Care Innovations.



Titles

- Title slides - Label a scene. Provide key points of what you'll see.
- Lower thirds - Let the audience know who is speaking.
- Narrative points or data overlay
- Credits, thanks, etc.



Transitions & effects

- You don't need them. :)
- Most clips can just be "cut" and paced side-by-side--meaning no transition
- Fade from and to black. Good for opening and closing overall video or sections.
- Cross-dissolve smoothly transitions. If you use it, make it short - 1 sec or less.

Summary

- Your video is a short story - sketch out what you want to say
- Select & trim clips to illustrate that story and lay them in a sequence
- Now review and re-sequence -or- lay it down, move it around!
- Re-trim to tighten and make better cuts
- Add titles &/or helpful graphics

Tools

- Built-in photo/video app - good for trimming, cut and paste sequence.
- iMovie on Mac and iOS
- Power Director for Android
- Shot Cut - free open source with tutorials
- ...Search app store and Google for your platform and preferences

Q&A

What to prepare for Workshop #2

Go deep into design research, and use visual frameworks and diagrams to make sense of what you are learning.

When we come together again April 25-26, we'll start with another peer pitch session where you'll share with other teams:

1. What methods you tried.
2. What you learned about the current experience from key stakeholder perspectives.
3. What/where the key pain points are in the current experience.
4. Which pain point(s) might you focus on in Phase 2 that would benefit from some good, creative ideas.

Phase 1 Booster Webinars, always **12-1 pm**

- 3/1: Design research | Office Hours
- 3/14: Making sense of your research | Office Hours
- 4/3: Video editing for storytelling
- **4/17: How might we statements & framing opportunities**

All sessions will be recorded and posted to www.careinnovations.org/wearecatalysts