Editing Video for Storytelling

April 3, 2018
The Catalyst Journey

2018 Program Timeline

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<th>January</th>
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<th>April</th>
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<td><strong>In-Person Workshops</strong></td>
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<td>Workshop 2 4/25-4/26 Bay Area</td>
<td>Workshop 3 6/27-6/28 Bay Area</td>
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<td>Workshop 1 2/13-2/14 Bay Area</td>
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<td>Sponsors attend showcase on 6/28</td>
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**Milestones**

1. Attend virtual kickoff meeting on 1/23, 12 pm.
2. Complete assigned research in advance of workshop.

Regularly share your project activities with stakeholders.

At key points, take photos and video of stakeholders sharing their perspectives on the challenge and their ideas for how to make it better.

Pitch your idea at showcase.

**Coaching at workshops**

Virtual Office Hours: Recruiting and partnering with stakeholders

“Booster” Webinar: Taking great video with a smartphone

Virtual Office Hours: Making ideas tangible and testing them quickly

“Booster” Webinar: Prepping your pitch

Participation is optional.

Grant recipients are expected to complete milestones.

Remote Support

catalyst
February – April: Design Research & Sensemaking

SEE & EXPERIENCE
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.

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

Analyze qualitative research and convey patterns using visual frameworks.

QUESTION & REFRAKE
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.
If you missed it:  
This video is worth a watch!  

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

[link]
careinnovations.org/resources/catalyst-taking-great-video-smartphone/
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.
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
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.

www.theinnovationhubs.org
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