



# Creative Filmmaking for a Positive Impact

## Program Title

Creative Filmmaking for a Positive Impact

## Objectives Summaries

- Exploring Pathways for Social Change: Exploring how video can be a powerful tool for addressing social issues, **specifically mental illness, and being well**, by fostering inclusion, and inspiring positive change in communities. **Giving youth skills that they can take forward into their community to affect positive change.**
- Developing Technical and Artistic Skills: From idea generation and the creative brainstorming to equipping participants with technical skills in smartphone videography, CapCut editing, and color theory, alongside artistic expression and creativity in their video projects.

## Summary of the Program

Over 10 weeks (about 2 and a half months), "Creative Filmmaking for a Positive Impact" will guide participants through self-discovery, exploration of social issues, and empowerment using video as a conduit.

Using smartphones as their primary tool, participants will engage in technical, creative, and SEL activities to produce meaningful video content. The program will focus on themes such as discrimination, inclusion, and community engagement for discussion points, adding soft skills such as entrepreneurship, finding their own voice and self-empowering to the mix.

Through our sessions, hands-on activities, discussions, and shared experiences, participants will enhance their understanding of social issues that may be challenging for them. They will have a chance for its exploration in a safe environment and to address their reflections with artistic means, through video storytelling, color theory, and the entrepreneurial aspects of content creation.

The culmination of the program will be a final movie screening and showcase where each participant will present a unique video project addressing a Mental Health topic they are passionate about, reflecting their individual perspectives on social issues.



## Objective

The primary objective of this program is to empower participants to make an impact on society by exploring discrimination and inclusion through video creation. With encouraging video as a tool and developing technical and artistic skills, participants will improve the quality of the content they share with the world.

## Rationale

"Creative Filmmaking for a Positive Impact" aims to provide participants with a diverse set of tools for expressing their views on integration, inclusion, and discrimination, among other social issues. The program guides them in finding their unique approach to these topics, enhancing their creative toolbox, and making their messages more appealing. By processing ideas and emotions through video creation, participants are empowered to contribute to social change.

## Social Emotional Learning Outcomes

The program will address various domains of Social Emotional Learning, with a focus on Initiative and Problem Solving. Participants will learn how to effectively share their ideas, thoughts, and feelings on integration, inclusion, and discrimination through the medium of video.



## Weekly session plan

### Week 1: Introduction and Creative Ice Breakers

- **Activities:**
  - Participants introduction and ice breakers
  - Discussion on the power of individual expression in video creation
- **Technical Component:**
  - What is video? Which kind of videos do we watch?
  - Introduction to basic smartphone video shooting techniques
- **Artistic Component:**
  - Creative brainstorming session on unique artistic styles in video creation
  - What's important in the look of a video?
- **Discussion Point:**
  - Emphasizing the importance of finding our unique voices in video creation.
  - Do we want to impact society with our videos?
  - Are all videos out there relevant?
  - What would make our videos stand out?

### Week 2: Understanding Discrimination through Video

- **Activities:**
  - How do video impact society and discrimination? What's visual storytelling? Are we being sold narratives and stories through media?
  - Introduction to color theory and its emotional impact in videos
- **Technical Component:**
  - Basics of color theory and its application in video creation
- **Artistic Component:**
  - Experimentation with incorporating symbolism and metaphorical elements in videos – color isolation, controlled color palette...
- **Discussion Point:**
  - Discussing how video creation can address discrimination and promote inclusion

### Week 3: Affecting Change through Entrepreneurial Video Making

- **Activities:**
  - Learning video composition rules and their impact on storytelling



- Connecting personal experiences to video expression
- **Technical Component:**
  - Storyboarding basics and planning for video creation
- **Artistic Component:**
  - Exploring unique artistic compositions and perspectives in video storytelling
- **Discussion Point:**
  - Taking ownership creating our own videos is a skill needed for life. Being able to start our own projects and commit to them can lead to a positive change

## Week 4: Storytelling through Smartphone Videography

- **Activities:**
  - Exploring the power of storytelling in smartphone videography
  - Creating a short video on inclusion and community
- **Technical Component:**
  - Smartphone videography techniques and editing with CapCut
- **Artistic Component:**
  - Incorporating personal artistic touches in video narratives
- **Discussion Point:**
  - How storytelling in videos can challenge social norms and improve community understanding

## Week 5: Entrepreneurial Vision for Social Change through Video

- **Activities:**
  - Creation of a short movie with all the elements: script, storyboard, shooting and editing
- **Technical Component:**
  - Combining everything learnt in the past for a final short story
- **Artistic Component:**
  - Expressing their voices and own vision through artistic narratives
- **Discussion Point:**
  - How can our vision of the world be transformed into social change?
  - Are we able to create impactful content that would move communities?



## Week 6: Colorful Imagery Exploration in Video

- **Activities:**
  - The importance of color in video making. How can color affect the mood of a short movie?
  - Exploring color grading and its emotional impact in video storytelling
- **Technical Component:**
  - Hands-on color grading using CapCut
- **Artistic Component:**
  - Experimenting with artistic uses of color to convey emotions in videos
- **Discussion Point:**
  - Understanding the role of color in emotions through videos
  - Do we see our reality with a different tint depending on our feelings?

## Week 7: Abstract Video Creation

- **Activities:**
  - Embarking on abstract video creation
  - Starting the final short movie by doing scripting and storyboarding
- **Technical Component:**
  - Editing abstract shots and videos using CapCut
- **Artistic Component:**
  - Exploring abstract artistic expressions within videos
- **Discussion Point:**
  - Sometimes we get lost in our lives - how does art help with the process?
  - Abstract video making is all about emotions, what did you feel when creating your short movie?

## Week 8: Entrepreneurial Voice for the Final Video Showcase

- **Activities:**
  - Finishing the preparations for the individual video projects for the final showcase and starting the recording
- **Technical Component:**
  - Guidance on refining and polishing videos both recording and editing using CapCut



- **Artistic Component:**
  - Personal artistic touches and creativity in final video projects
- **Discussion Point:**
  - Overcoming fears related to video creation, finding unique voices, and challenging preconceptions

## Week 9: Final Video Project Part 2

- **Activities:**
  - Open work period for youth to continue on the work on their final video project.
- **Technical Component:**
  - Troubleshooting
- **Artistic Component:**
  - Focusing on individual artistic expression within the final video project.
- **Discussion Point:**
  - Style choices and their entrepreneurial significance in the final video project.

## Week 10: Final Video Project Part 3, Pizza Party, and Virtual Showcase

- **Activities:**
  - Completing final video projects for the showcase
  - Celebratory pizza party and screening of the final movies
- **Technical Component:**
  - Final tips on optimizing videos for the showcase
- **Artistic Component:**
  - Showcasing and appreciating the diverse artistic expressions in the final video projects
- **Discussion Point:**
  - Reflecting on the entrepreneurial and artistic aspects of the program and highlighting some of the learnings and sessions