

Lesson Plan: Marketing: Media Makes the Message
March 26, 2012

Submitted by: Jan Scholl, 4-H Curriculum Specialist, Penn State University, jscholl@psu.edu

Desired Outcomes:

1. Teens will learn 3 ways to create an effective scope and sequence for a story board.
2. Teens will be able to differentiate between various reasons to create a film (motion picture) (awareness, change, involvement, impacts, success).
3. Teens will understand the basics of how to film and some aspects of editing.

Motto: If a picture tells a thousand words, a motion picture tells a million more!

We are profoundly affected by visual cues. Most Americans see many hours of television a week, thousands of commercials, films and educational media of all kinds.

But, what makes these motion pictures so powerful?

Activity:

On the blue card, indicate a commercial that you thought was clever.

On the pink card, indicate a commercial that make you want to try the product.

On the yellow card, how they actually sold the product: technique, an angle of the product.

On the green card, what emotions were they trying to generate in the viewer.

Sort them out so each person has a color and can get a summary from them.
(Think about it while I am taking.)

You may not believe it, but the USDA, of which 4-H is a part, was producing films of all kinds since the early 1910s. Since the early days of Charlie Chaplin, 4-H members have been shown going on trips to Washington!

They did not have fancy gadgets, in fact, I think most of them would have been envious about what you have in your pockets! They actually showed films without electricity or batteries—how did they do this!

One problem in film making and computer animation is that there is too much razzle dazzle with the camera – if the viewer notices the camera action too much, then they won't really notice the message. Since most viewers have seen countless hours of film or video, if you use the camera in traditional methods then it adds rather than detracts from the experience.

At the 4-H center, I learned from Dorothy Emerson that the “Power is in the idea.”

You to have an objective, what you want your project to accomplish: what do you want to do. This is the measure of your success.

Think of how you are going to get there in the time you have.
Also remember a small project is often more difficult than a large one.

Not that the story need be long, but it will take a long while to make it short.
Henry David Thoreau

If I had more time, I would have written a shorter letter.
Marcus T. Cicero

You know that I write slowly. This is chiefly because I am never satisfied until I have said as much as possible in a few words, and writing briefly takes far more time than writing at length.
Karl Friedrich Gauss (1777-1855).

It is my ambition to say in ten sentences what others say in a whole book.
Nietzsche

The more you say, the less people remember. The fewer the words, the greater the profit. Felelon

In graphics, people use just the lines they need to convey the message.
The message is your objective!
Usually, the audience gets bored if any scene takes more than 8 seconds!

Create a storyboard either with charts, index cards or post-it notes. A storyboard allows you to see the action and the script together. Use printed storyboard sheets (found in stores and on the internet) or arrange index cards or post-it notes to do the same thing.)

Are you going to include people?: Get their permission.

What techniques are possible? (Find examples on the Internet)

1. Suspense with small reveals during the course of the film.
2. Flashlight technique making bugs appear like monsters.
3. Side by side Comparisons
4. Panning
5. Close-ups, Chase Scenes,
6. Slow motion
7. Use of shadow, color, clocks to show time
8. Quick change
9. Double exposure
10. Reaction shots, Different Perspectives
11. What are ways people see?
12. How can you show internal emotion?
13. Study what others create.

Transitions are Tricky

Example: screaming and the wale of a siren in the film Only Fools Rush in.
Often changing the action while keeping the sound from the next scene.

What art work or props will you need? Lighting? Movement/Stunts? Principles of Design?
What is in the background? Is everyone in character? What is everyone wearing?
What about timing?

Shooting in the camera vs. Editing.

1. Planning is 90% of developing a production.
2. Decide your objectives first; the title is often decided last!
3. Think of the tools, props, sound, techniques that will reach your objective.
4. Practice
4. Remember: Less is More

Additional Activities:

Watching films...count seconds between action, especially reaction shots
Films often do some interesting things with THE END or with the credits.
Sometimes action is included within a picture shown in the film.
Keep a notebook and describe film techniques you see and in what films.
Study human emotions and how they are portrayed by sight and sound.
Prepare your films and do it often. Remember practice makes perfect.

There are many quality websites about creating productions on the Internet.
Just "google" or "bing" to interesting locations on-line!

Wrap up questions:

During this session, I learned how to:

What is the main point I learned:

What do I still need clarification or training in order to reach your objectives in the marketing area?

What type of media do you think is the most useful?

How will you use this knowledge in the future?