**Method:** Convey a Message Using Film

**Material:**

You need a camera and a program for editing. An iPad with iMovie is sufficient.

**Age group:**

10-adult

**Aim:**

* Convey a message to others
* Expressing an idea using images, sound and words

**How to:**

1. Create a storyboard.

![C:\Users\majbac1\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\890CIPIA\viral-storyboard1[1].jpg]() Decide what the message of your film is.

 What is it that you want to convey to the viewers?

1. Decide who is going to take on each role in your group: camera man, director, actors, script etc.
2. Write a script.
3. Start to film. Take lighting, sound and different angles into consideration.
4. Edit your film. The final product should be 1-3 minutes, but you need a lot more material to work with.
5. Give your film a suitable title.
6. Show your film to a test audience. Ask them what message they get. If they don’t get it, go back editing.

**Example:**

* A Girl’s Story - a film created to start a discussion regarding freedom of expression

<https://youtu.be/T4GiTFnbUH8>

* Buddies’ Earphone holder – a film created to sell a student company’s product

<https://youtu.be/8GwCHre9_88>