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Film - Training handbook for the awareness of youths about climate change and sustainability development

PR2 handbook coordinated by Materahub

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Introduction to the handbook

This handbook **“Film - Training handbook for the awareness of youths about climate change and sustainability development”** addressing youth workers, trainers and youths, entails a training methodology on filmmaking procedure covering the real fundamentals including the necessary tools and applications, storytelling and how to elaborate on ideas realizing them visually and the training activities to be carried out within its framework.

The innovative aspect of this handbook lays in the ultimate goals of:

- ✓ fostering civic participation and environmental awareness through a set of training activities, methodology and guidelines on filmmaking
- ✓ introducing new ideas for youth workers and trainers to be inspired, motivated and engaged to develop and implement their skills and competences while learning about alternative means, such as storytelling and filmmaking.
- ✓ enhancing the **LIFECOMP framework** competences such as communication, collaboration, flexibility, well-being and empathy, to raise environmental awareness and promote active citizenship and engagement to youths.

They are fundamental to:

- ✓ achieve personal fulfilment and satisfaction
- ✓ develop ourselves and relate to others
- ✓ learn how to learn and keep being employable
- ✓ enhance social inclusion and civic participation in society

This handbook will support youth workers and trainers in developing specific skills and competences related to filmmaking without actually being specialists and learning how to locate and showcase specific local environmental issues via the production of short films and provide possible solutions. Youths will be motivated to use technological equipment that they already have (pc, laptops, smartphones, tablets) and free online applications.

The structure of the handbook consist in two main parts:

PART A

Fundamentals of film making
Tools and applications
Basic principles of participatory and digital storytelling

PART B

Introduction to filmmaking
Basic filmmaking techniques
Available tools and apps for filmmaking
Creative ways to address

PART A – THEORETICAL FOUNDATION

Chapter 1. Fundamentals of filmmaking

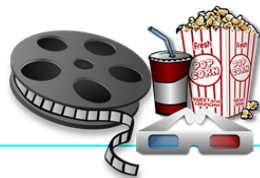
Filmmaking is a complex but fascinating process in which many actors are involved. It does not only include a director or a filmer. It is composed by a group of specialists that include screenwriters, actors, directors, storyboards, artists, cinematographers, editors, composers and many more.

All these people make up the workforce of the film industry, which becomes abundantly clear when considering the various stages of filmmaking. That's why we're breaking down those stages of filmmaking to show all that it takes to get a film from script to screen, as well as the many opportunities for those looking to be part of it.

In this chapter we will find a description of the stages necessary to generate an audiovisual product. At the end of the chapter, the reader will have an overview of what filmmaking is and the steps necessary to generate a result.

Filmmaking is a process, so it is necessary to follow some steps that involve the most creative, technical and advertising aspects. Each one of them is crucial to obtain a good product. We can divide the development of the audiovisual product into 5 stages according to Onaindia, J., & Madedo, F. (2013).

**ARE YOU READY TO LEARN ABOUT THESE CONCEPTS?
LIGHTS, CAMERA, ACTION!**



1. DEVELOPMENT
2. PRE-PRODUCTION
3. PRODUCTION
4. POST-PRODUCTION
5. DISTRIBUTION

1. DEVELOPMENT

This is the initial stage of the process of making a film, and it involves the creation of the script and its following changes and rewrites (in which in many cases there are a lot during the whole process (Agencia Española de Cooperación Internacional al Desarrollo, 2016). In this process, the script is developed to a final point from where it is ready to be produced, the following step. There is not a specific time frame within which scripts are developed. Some take only a couple of months whilst others can take up to a few years. To create a good script there are few requirements in which you will go deeper in the next chapters.

- **CREATIVITY:** To create is to build. And to build you have to learn what to put first and what to put second and what should be placed after. So...we should adjust to the following bullet point:
- **THEME, PREMISE AND CONFLICT:** What my story is about and what I want to tell. We understand the theme as the backbone of our script from beginning to end, because it has to do with what the film is about. The **premise** is precisely what happens in the film. The **conflict** is the fundamental gear for a script to work. We could define it as our character's desire to achieve a goal. Without conflict there is no premise, and without conflict there is no script.
- **SCRIPT WRITING.**

2. PRE-PRODUCTION

This part includes storyboards, shot lists and final call sheets that provide a schedule for both crew and cast to organise and set time sheets, so everyone recognizes their tasks. The storyboard is the script that we have previously made but in images. In the storyboard we will also detail the technical elements to see with the greatest precision our idea before recording

it. This way we get an idea of how the shot will be, where the characters will be, how the scenery will be...

If you are interested in learning deeply about script writing visit this link:
<https://www.youtube.com/watch?v=K3yvPAae-kg>

3. PRODUCTION

Production constitutes the most famous part of the process of filmmaking in which steps 1 and 2 are combined bringing together what is typically the biggest assembly of people attached to the movie, including both cast and crew. And in addition to the payment required by each person who works on a movie, additional expenses may include room and board if shooting on location, transportation, insurance, permits and more. That's when a competent filmmaking accounting office and payroll company can be well worth the cost.

This part includes direction, in which the Director of the film provides a singular vision for the movie.

- ✓ **Acting**
- ✓ **Cinematography**
- ✓ **Production design**
- ✓ **Sound capture**

4. POST-PRODUCTION

Once the shooting is finished, we already have the image of the film fixed on a support, be it photochemical or digital, and its sound. This is the most critical phase of filmmaking because it is the last step before the film goes out into the world to be watched-and judged-by audiences.

- ✓ **Editing and Composing:** This is generally done with a non-linear editor (such as AVID, Final Cut, etc.).The result must be agreed upon by the director and the producer.
- ✓ **Sound Design:** Once the final image has been established, the assembly of the soundtracks begins.

5. DISTRIBUTION

The time has come to market the film. This task, as we know, is done by the distributor. In fact, the agreement on the distribution of the film should be closed before the shooting, since the

distributor's experience can be very useful for us before the shooting, in terms of the selection of a) the film's communication strategy and b) the image for the poster. (Pardo, 2016).

The best thing to do is:

- ✓ To make a small study of the distribution situation in the specific territory we are talking about and see which the best option is.
- ✓ Go to the appropriate festivals and markets for the film

The main markets where films are bought and sold are usually held simultaneously with international Festivals and are the following:

In Europe: - Cannes Film Festival (May) - Berlin Film Festival (February) - Venice Film Festival (August) - San Sebastian Film Festival (September)

- ✓ The market offers a wide variety of solutions for including audiovisual content on the Net:

Platforms through which Internet users can enjoy professional contents -almost all of these contents were originally created for conventional television and they simultaneously appear

on that medium and on the Internet - such as: Yahoo, Youtube, Vimeo, Uscreen, Youku, Maker Studios.

References

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Pardo, A. (2016). Fundamentos de producción y gestión de proyectos audiovisuales. Fundamentos de producción y gestión de proyectos audiovisuales, 1-148.

Chapter 2. Tools and Applications

There is a wide variety of different tools available on both mobile devices and computers that can be used within the film-making process. Using apps and programmes to assist with your film-making process means using a series of helpful tools that can assist you in making your content more interesting as well as speed-up the editing process. Apps such as InShot Video Editor and TikTok offer invaluable services where filmmakers can edit their shots from the ease of their phone. Other websites and applications such as ClipChamp and Canva are available on the PC for more in-depth video editing features.

Choosing the correct application or tool for your film is vitally important. Before choosing an application from the list below, users should consider what way their film will be recorded, what the message they are trying to convey is, and where they will be sharing their videos. Keeping these considerations in mind, users can make sure they choose the right app with the right features for their needs! Below you can find some apps that you can use to help record and edit your videos directly from your phone or on your computer. All the programs mentioned below are free (with some pay-for-content features)

InShot Video Editor

InShot Video Editor is an app that you can get on both iPhone and Android helping you edit your videos. The initial app is free, with some premium features to be available after purchase. This app is very useful for making and filming content as it makes it easy to edit from the ease

of your mobile phone. Choosing an app like InShot means that users are not tied to a platform on which to share their content. For many social media apps, filming and editing content in-app means that they are restricted to sharing that content on that application first. For larger social media apps such as Instagram or TikTok that have a massive reach, this is not such a huge issue. But for social media platforms that are not based around visual content, such as

Facebook, it can be difficult for users to download their own content filmed in-app. This is why it is better to use a built-for-purpose video editing app such as InShot.

Best features:

- ✓ Add your own filters
- ✓ Choose your own transitions
- ✓ Add voiceovers, music, and sound effect
- ✓ Use a variety of different effects
- ✓ Slow your shots down with slow motion



Here you can find a tutorial on how to use InShot to edit video content: <http://bit.ly/3CKnSkC>

TikTok

Some people prefer the ease of using one app for all video creation, editing, and promotion. This is where social media apps can be useful. One of the most popular apps for filming, editing, and sharing video content is TikTok. On TikTok, users can film and edit content from the ease of their smartphone, and due to the massive popularity of social media, the content created in-app can be shared with other users and have a wide-reach.

Using TikTok to film and share content makes it much easier for filmmakers to reach a large user base, however users are constricted to a smaller runtime for their videos. This means that the content on TikTok must be short, snappy and interesting as users are restricted to the 3-minute time limit.

Best features:

- ✓ Sharing your content in-platform reaches a massive audience



- ✓ Content can be easily downloaded and shared to other social media platforms
- ✓ Easy to edit in-app so everything can be done in platform
- ✓ Record your shots in-app
- ✓ A wide variety of filters and editing presets available

Here you can find tutorials on how to create videos on TikTok: <http://bit.ly/3k7d21>

ClipChamp

For computers, there are a wide range of video editing apps available on the market. However, most of these apps are restricted by pay-for-content features that make the apps almost non useable without a premium subscription. One of the best free apps available is Microsoft's in-built video editor – ClipChamp.

ClipChamp is a built-in video editor that has a large range of preset video templates aimed at sharing content for both personal use and for social media. ClipChamp is available for free on all Windows PCs and laptops and is a quick-and-easy way to film, create, and edit video content



with a huge range of features available completely for free! By using this software, users have the ability to edit and clip videos together on the spot, with a large stock library where users can access to add filler to their videos. The software is great for first-time users as it is simple to navigate. All content created on this app is able to be shared to social media directly from the app which makes it an incredibly useful tool.

Best features:

- ✓ Text to speech feature available for voiceovers
- ✓ Green screen feature where users can easily edit fun backgrounds
- ✓ Camera recorder so users can record directly from their PC and import into the app
- ✓ A large stock video library that can be used to flesh out videos

Here is a great tutorial on how you can use ClipChamp to use the green screen feature to create some fun visual effects: <http://bit.ly/3XoxOsI>

Canva

Another great service available for both photo-editing and video editing is Canva. Canva offers a variety of different tools that users can utilise to create both still-image and video content. The majority of the content and features available on the application are available for free, with further features available with a premium membership. By using Canva, filmmakers can access high-quality graphics and designs that they can use to make their content more attractive and consistent. This helps in particular if filmmakers are trying to create a consistent brand. By using similar images, graphics, texts, or colours, filmmakers can create associations with their content for viewers which makes their content more recognisable as their own.



Best features:

- ✓ Accessible on both PC and mobile devices
- ✓ Easy to use for users of all levels
- ✓ Produces high-quality designs for both video and images
- ✓ Great tutorials available that are easy to understand

Here is a tutorial that shows just how you can use Canva to create and edit videos together:
<https://bit.ly/3w6Blz7>

Chapter 3. Basic principles of participatory and digital storytelling

As it derives from its name, “story telling” constitutes a method that reveals *“the vivid description of ideas, beliefs, personal experiences, and life-lessons through stories or narratives that evoke powerful emotions and insights”* (Serrat, 2008). As a method it has been used for thousands of years with the myths, the tales and folklore stories to be a living proof for this.

Apart from the traditional storytelling you will probably need to get familiar with two subcategories of it, such as the “Participatory storytelling” and the “Digital storytelling”. More specifically, “Digital Storytelling” describes *“a short story, only 2–3 minutes long, where the storyteller uses his own voice to tell his own story. The personal element is emphasised, and can be linked to other people, a place, an interest or to anything that will give the story a personal*

touch” (Normann, 2011). On the other hand, “Participatory storytelling” refers to the method used when working with people and their stories. The ground rule is founded upon participation in a sense that the participants should be encouraged to be actively involved in the decisions made about how their story ends. In general, storytelling constitutes a powerful tool for enhancing, empowering and inspiring people about numerous issues of our daily life no matter how important or not there seems to

be in our spheres of life. Actually, it is a tool that gives one his/her voice to express his-/her feelings, thoughts, beliefs and ideas by raising issues of his/her interest. At this point, if you have a reluctance about who can be a storyteller and whether the professionals are capable of this, please keep in mind that the main argument of this method is that “EVERYBODY HAS A STORY TO TELL”.

Having this motto as a starting line and being equipped with all these digital tools that media and applications provide for free nowadays, believe in yourself and start by creating your story to tell.

But how to get started?

As a process, digital storytelling involves intensive workshops during which participants develop a personal narrative, usually around three minutes long. They then record and illustrate this narrative with still images or photographs. It uses multimedia tools to bring narratives to life. Digital Stories can be used to explain a concept, to reflect on a personal experience, to retell a historical event, or to make an argument. To put it simply, digital stories are typically videos that combine audio, images, and video clips to tell a story. The final product is a short film, which has been produced and edited by the narrator.

As a **form**, it combines the direct, emotional charge of confessional disclosure, the authenticity of the documentary, and the simple elegance of the format – it is a digital sonnet, or haiku.

As a **practice**, digital storytelling combines tuition of the individual with new narrative devices for multiplatform digital publishing across hybrid sites.

As a **movement**, it represents one of the first genuine amalgamations of expert and consumer/user-led creativity.

And as an elaborated **textual system** created for the new media ecology, digital storytelling challenges the traditional distinction between professional and amateur production, reworking the producer/consumer relationship. It is a contribution to (and test of) contemporary thinking about “digital literacy” and participation, storytelling formats, and content distribution.

On the one hand, traditional storytelling is the storyteller-listener approach, while digital storytelling is storytelling using computer-based tools. On the other hand, digital stories can teach the audience the value of emotional rhetoric, allowing them to explore new ways of acting or thinking differently. These stories can elicit emotional responses and encourage them to pursue topics that they're passionate about.

The Digital Storytelling Process has the following steps:

- ✓ Come up with an idea that you want to express through filmmaking.
- ✓ Research, explore and learn about this idea.
- ✓ Write and script your story.
- ✓ Create a storyboard and plan what you want your story to look like.
- ✓ Gather and create images, video, and audio.
- ✓ Put it all together.
- ✓ Share your story.
- ✓ Get feedback and reflect on how you can improve your story.

These methods give people an opportunity to share their lived experiences and present the world as they see it. It enables self-expression through creative media and encourages those who are traditionally the subjects of media to become their creators.

According to the pioneer of digital storytelling, John Lambert, digital stories must contain specific elements in order to be effective and successful, such as (Bouhrika, 2022):

- ✓ **Point of View**- all stories are personal. As such, these stories should be constructed from the author’s own understanding and experience
- ✓ **Dramatic Question**- Stories that successfully hold the audience’s attention have a dramatic question, which is resolved at the end of the story



- ✓ **Emotional Content**- digital stories work to discover and pursue a new understanding rooted in the concept of being human
- ✓ **Recording one's voice**- adds nuance to a digital story and makes it more personal
- ✓ **Economy**- in the use of text, dialogue, and visuals, since in principal digital stories means properly using the juxtaposition of language and images to create a narrative
- ✓ **Pacing**- A story's flow and rhythm determines how it sustains the audience's interest throughout its duration. Visual and audio effects that can help establish a digital story's pacing
- ✓ **Soundtrack**- adds complexity and depth to the narrative
- ✓ **Visual design**- Digital stories should encourage easier reading as well. This is achieved through the use of clear space and the careful selection of fonts and type size
- ✓ **Technical structure and organized content**- a strong technical foundation is essential to a good digital story, such as a customised content management system, collaboration tools etc
- ✓ **Engagement opportunities**- allows viewers to interact through a number of engagement opportunities, such as sharing information in the social media, sharing comments, subscribing to podcasts etc.

In addition, the tools that can be used to make a storytelling film are:

- ✓ Support with handbooks
- ✓ Use of multimedia (photography, videography, audio recording etc.)
- ✓ Presentation by learners
- ✓ Team collaborate assessment
- ✓ Moviemaker software
- ✓ Networking

Finally, here is a list with some tools that you can use for creating easily digital/participatory storytelling are:



[WeVideo](#)



[Anchor](#)



[Shorthand](#)



VevDesign



Plotagon



Animaker

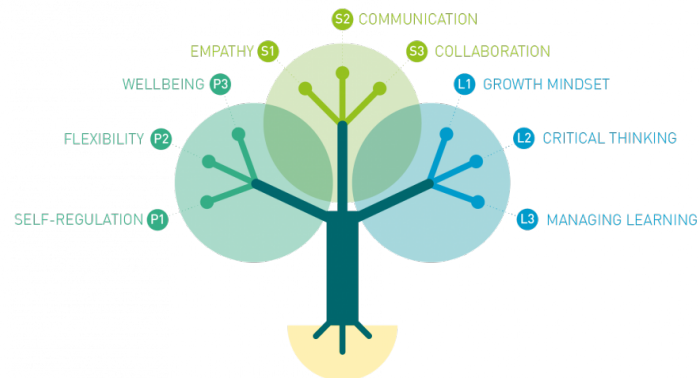


Chapter 4. Enhancement of LifeComp Competences

According to the European Commission “Today's world is interconnected. And it's changing rapidly. We all need to change and constantly adapt. Adaptation requires us to develop new skills, new know-how, new competences. We need to develop these competences throughout our entire life.”

LIFECOMP promotes nine competencies that are divided into three areas.

That does not mean that one is more important than another, but it means that every competence is independent and has a big role to form a larger picture in the shape of curricula development and learning activities.



LifeComp tree of competences describes nine competences, organised in three areas: The "personal" area (P1, P2, P3), the "social" area (S1, S2, S3) and the "learning to learn" area (L1, L2, L3)

1. PERSONAL AREA:

- ✓ P1 Self-regulation - Awareness and management of emotions, thoughts and behaviour
- ✓ P2 Flexibility - Ability to manage transitions and uncertainty, and to face challenges
- ✓ P3 Wellbeing - Pursuit of life satisfaction, care of physical, mental and social health, and adoption of a sustainable lifestyle

2. SOCIAL AREA:

- ✓ S1 Empathy - the understanding of another person's emotions, experiences and values, and the provision of appropriate responses
- ✓ S2 Communication - use of relevant communication strategies, domain-specific codes and tools depending on the context and the content
- ✓ S3 Collaboration - engagement in group activity and teamwork acknowledging and respecting others

3. LEARNING TO LEARN AREA

- ✓ L1 Growth mindset - belief in one's and others' potential to continuously learn and progress
- ✓ L2 Critical thinking - assessment of information and arguments to support reasoned conclusions and develop innovative solutions
- ✓ L3 Managing learning - the planning, organising, monitoring and reviewing of one's own learning



Short animated video on LifeComp to provide LifeComp users and community of practice with key information about the framework and how to bridge the gap between theory and educational practice.

<https://audiovisual.ec.europa.eu/en/video/I-222826?lg=EN%2FEN>

FILMMAKING AS A TOOL FOR ENHANCING LIFECOMP COMPETENCES

With a focus on how to address environmental issues and awareness raising, this set of competences can provide the abilities needed to realise a full potential, self-regulate emotions,

thoughts, and behaviours, build meaningful lives, and handle complexity as successful individuals.

When it comes to enhancing the 'personal' area of LifeComp competences, filmmaking can play a significant role. In general, it can contribute in exploring sensitive topics and in finding the lead regarding the challenges of filmmaking in a secure and productive environment. It gives a sense of accomplishment, pride, and confidence that can positively influence other aspects of lives while also assisting in developing teamwork skills.

Therefore, LifeComp enables visualising the world, recognizing our identity, and locating a place in it where each one can thrive as an individual. But to work as a team, filmmaking promotes collaboration and empathy as the main factors for healthy communication among the working group.

“You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality.”

- Walt Disney.

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https://www.researchgate.net/publication/344377062_LifeComp_The_European_Framework_for_Personal_Social_and_Learning_to_Learn_Key_Competence_JRC_SCIENCE_FOR_POLICY_REPORT

Chapter 5. Monitoring procedures and assessment tools of the filmmaking and of LifeComp Competences learning process

Choosing the correct assessment tool and monitoring procedure for this type of project is very important. As the final product of the learner's education will be a film or video, it is important that educators know how to correctly assess and monitor the development of the learner's LifeComp competences as well as the film-making process.

As the LifeComp structure aims to build skills in three core areas – personal, social and learning to learn – this means that any monitoring process used by educators must aim to assess all three different skills areas. This is why assessment tools that look at the 'real world' applications of the learner's skills are important.

Monitoring Procedures

A monitoring procedure is a process whereby the educator observes and monitors the progress of learners throughout the learning period. Usually this is completed through a series of outcomes that learners must achieve in order for the lesson to have been a success. Understanding how to monitor a learner's work can be done through a series of questions (Glasgow Education Services, n.d.):

1. What do you want to know about the work the learner is completing?
2. How can you find this out?
3. How will the results be collected?

There are a variety of ways that educators can monitor student progress throughout a module or course. One of the most popular examples of monitoring procedures is through self-evaluation. Other examples include active participation whereby the educator monitors learners progress through their participation during the module or course. These methods allow for educators to track the ability of a learner.

Self-Evaluation

Self-evaluation is a method whereby the learner actively reflects on what they have learned and what they are learning throughout the learning period. Self-evaluation is a great monitoring procedure for educators to use as involving the students in reflecting on their own knowledge and experiences can help to showcase the different levels of understanding that each learner might have about the various topics learned. By implementing this method of monitoring in relation to the LifeComp competencies and the film-making process, educators

can monitor a student's progress by getting them to reflect on the ways they are portraying their message in their film, as well as the methods they have used to portray said message.

You can read more about the success of self-evaluation as a monitoring procedure here:

<http://bit.ly/3QBGnNz>



Active Participation

Active participation of learners in the learning environment is another fantastic method of monitoring student progress. When students feel comfortable and confident in their knowledge of the topic, they are more likely to participate in class by answering or asking questions (Lee, 2021). Educators can begin to integrate active participation into the classroom by encouraging students to ask questions of other students about the topic as well as the educator. This can allow for moments of peer assessment as well as active participation as learners are given the opportunity to share their own understanding about the learning material.

You can read more about the benefits of active participation as a monitoring procedure here:

<http://bit.ly/3ILpEp7>

Assessment Tools

Choosing the correct assessment tool for film-making is vital to ensure that learners have developed the correct LifeComp competences to be considered. As film-making is an artistic process that can be assessed in a variety of ways, we are only going to use one particular

assessment tool for this course as we are testing for specific skills and competences that should have been developed. One of the best ways to assess a film-making course is through authentic assessment. This method of assessment allows educators to ensure that learners have developed and can demonstrate real-world skills. By using this assessment tool, educators can accurately test for the LifeComp competences as well as the learner's ability to showcase a message correctly through the medium of film.



Authentic Assessment

Authentic assessment is an assessment method where educators use creative learning experiences and opportunities to test learner's skills and knowledge relating to real-life or realistic situations (Shaw, 2019). This type of assessment uses creative endeavours to measure a learner's success in ways that are relevant to the skills and competences that would be required of them once they have completed the course. One of the most popular methods of

this type of assessment is film-making. By getting learners to create a film that displays a realistic situation or real-world skills, educators give learners the opportunity to display what they have learned in a creative manner.

As this is a form of assessment in which students perform real-world tasks that demonstrate application of essential knowledge and skills, this gives educators the opportunity to ensure that learners have built both creative and critical thinking skills by demonstrating realistic situations through the medium of film. By testing for real-world skills and competences, educators can measure the learners' transferable and employability skills.

By getting learners to create a film or video it can enable educators to capture a learner's work without the interference from the educator themselves, as well as assessing skills that are not easily caught by other means such as interview, storytelling, or presentation skills. It also provides an opportunity for critical review and feedback from peers and educators alike.

You can read more about the benefits of authentic assessment here: <http://bit.ly/3QA0RGG>

Concluding, when choosing the correct monitoring process and assessment tools, educators should consider how the learners are able to portray several of the LifeComp competences

through the film-making medium. This means that educators should be testing the film made by learners for both the technical aspects of film-making, but how through this medium, the learners have displayed the skills and competences of the LifeComp. By implementing a mixture of self-evaluation and active participation monitoring processes throughout the course, educators can ensure that learners are developing the correct LifeComp skills through collaboration, communication and empathy and display a growth in mindset and critical thinking.

Educators can further test these developments in learners through authentic assessment where the learners create a film that displays real-world situations and tasks through the medium. This can allow for students to display more realistic topics, which can display their general understanding of the topics as well as the creative competences they have learned throughout the course.

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PART B: PRACTICAL IMPLEMENTATION OF FILMMAKING

Chapter 1. Basic filmmaking techniques

Filmmaking is a craft of storytelling, an art form, but also a complex process that requires many different skills. Nevertheless, you don't need to be an expert to capture the shots for your film. There are some basic and essential techniques that facilitate the process of filmmaking for all beginners and can be performed without the need of any expensive equipment. All you need is the help of these techniques combined with creativity in order to make an interesting story from start to finish by capturing frames on video that will tell the story in order.

Camera Lighting

Lighting plays a big role in the look and feel of a film. When it comes to basic lighting techniques, three-point lighting is the best place to start to begin to understand how to light a subject. The elements of three-point lighting are the key light, the fill light, and the back light. The key light is your main light. It is placed on one side of the camera and shines light on one side of the subject, leaving part of the subject in some shadow. The fill light is placed on the other side of the camera to fill in the shadows. You can play with the distance to make it softer or harsher, depending on the look you are trying to achieve. The back light is set behind the subject to create highlights and to separate the subject from the background.

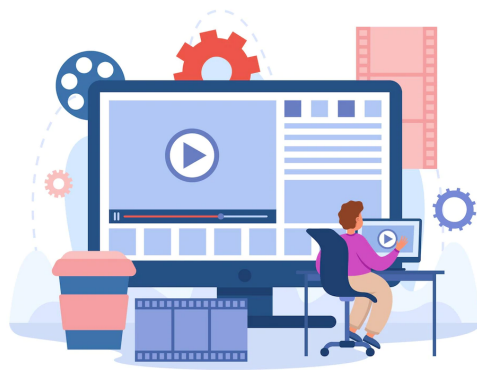


Film separate shots

When holding the camera, it is really important that you wave it around to scan the scene or follow action. Instead, you can plan your movie as a series of separate shots, keeping the camera still for each one. At the same time, try to frame each shot carefully, while keeping it simple: just show one thing in each shot. Pay attention to the background and the edges of the shot, and keep the camera level



and always make sure the shot is clearly different from the one before it. Furthermore, when shooting, don't shoot everything from eye level. Instead, proceed with Film shots from different places: above, from below, and from different positions around the subject, trying to use at the same time another technique and a way to direct the eye which is by using leading lines. Leading lines require you to find lines in the environment that could lead the viewer's eyes to the subject, such as power lines, paths, or bridges.



Camera Movement

Camera movement is another film technique that can be used to elicit emotion or bring focus to a part of the visual story. A film can be shot on a tripod and be quiet and still, but there are other dynamic techniques to play with. The most popular camera moves are the zoom, the push-in, the pan, and the tilt. How and when you use these will depend on what you are trying to emote or what information you want to reveal, which you will understand through practice and watching films. The most popular camera moves are the zoom, the push-in, the pan, and the tilt. How and when you use these will depend on what you are trying to emote or what information you want to reveal, which you will understand through practice and watching films.

Let's look at each: A zoom is when the camera stays in one place and the lens is manipulated to frame tighter or wider around the subject. When you zoom-in you start wide and end close, when you zoom-out, you start close and end wide. This can be a way to reveal new information without moving the camera or to punctuate an emotional moment.

A push-in is similar to a zoom, except the camera moves toward the subject or away from a subject to achieve a similar effect. A pan is when the camera moves horizontally across a shot from either left or right. You might use a pan to reveal visual information or you can use a pan to follow characters from one part of the room to the next. A tilt is the same as a pan but it is a vertical move, so you can start on someone's shoes and tilt-up to the expression on their face.

Editing

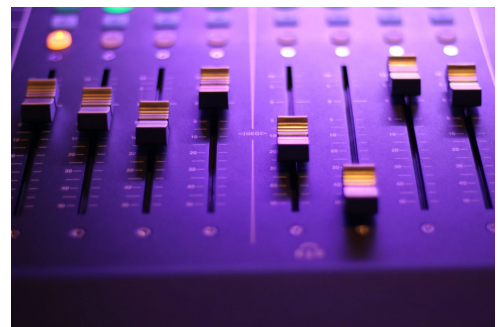
When making edits, choose your cuts based on performance and avoid cutting too often. For emotional moments, you will likely be in a close-up and you want to consider what is more important – the person talking or the person listening.

Cuts should be seamless and should highlight the emotional story. Another technique is to cut on action – when someone moves, or a door closes, or the camera moves. This helps with pacing and flow. Other techniques you can employ to amp up your storytelling or even problem-solve when things aren't working with traditional edits, is to create a montage, or intercut. A montage can be a series of scenes cut together to compress time, but they can also be used within a scene to add energy or change pacing, like someone cleaning the house or packing to go on a trip. Inter-cutting would be to take these two scenes and bounce between them to suggest that they are happening at the same time or to play with time and space.



Sound

When you are in production, make sure you record sound even when there is no dialog. There is a misconception that sound effects are added to a film later so some people think they can roll cameras without rolling sound. Though many effects are added later, ordinary sounds like feet walking or leaves blowing in the wind can be difficult to add down the line. If you want your film to sound and feel authentic, there's nothing better than the real thing. Try to record ambient



sound and pick up sounds like motors starting or running water on set. Another technique that can be employed in post-production is ADR, Automated Dialog Replacement. This is a technique that involves bringing an Actor into a studio and recording dialog that may have gotten botched in production. Another use for ADR is to put new words into an Actor's mouth. This can be done on an over the shoulder shot or if the dialog is close enough, it can be adjusted to the movement of the Actor's voice.

Here you can get an idea of Filmmaking techniques in practice and how to use them:

<https://www.youtube.com/watch?v=NvybQ5RpMkc>

https://www.youtube.com/watch?v=yXcD4KVShO4&ab_channel=MotionArrayTutorials

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15 Essential Filmmaking Techniques: You Need These For Your Films!. FilmmakingLifestyle:

<https://filmlifestyle.com/filmmaking-techniques/>

Beginners' filming tips. Learnaboutfilm:

<https://www.learnaboutfilm.com/making-a-film/organising-filmmaking-process/filmingtips/>

Chapter 2. Creative ways to address environmental issues and elaborate ideas

Environmental awareness is crucial nowadays due to the challenges that we are facing related to climate change. We can observe a galloping rise of the consequences of human activities on our planet Earth. According to the Intergovernmental Panel on Climate Change (IPCC)- body of the United Nations: "Since systematic scientific assessments began in the 1970s, the influence of human activity on the warming of the climate system has evolved from theory to established fact."

At the same time, many people think the climate crisis mainly means warmer temperatures. But temperature rise is only the beginning of the story. Because the Earth is a system, where everything is connected, changes in one area can influence changes in all others.

In fact, climate change can affect our health, ability to grow food, housing, safety, security and work. Some people are already more vulnerable to climate impacts to the point that today the phenomenon of “climate refugees” is an undeniable fact.

Under these circumstances and in a time, during which people are not always aware of the crisis we are going through, how can we sound the alarm regarding this crisis and how can we promote a more sustainable way of living?



A creative way to address environmental issues is Filmmaking, as it can help visualise the problem, make people realise that the consequences of our unsustainable living are closer than they have in mind and motivate them to take action.

Films, videos and documentaries can make audiences experience different kinds of emotions, expose them to new perspectives, and most importantly they can serve as a medium for filmmakers to bring more awareness to certain issues or causes, helping to change minds of people, but also of stakeholders regarding crucial topics.

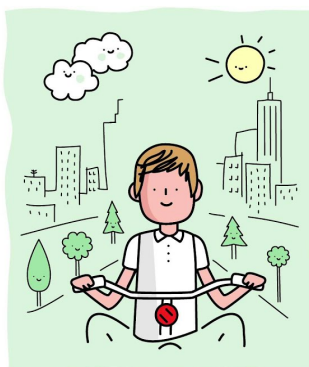
As discussions around the impact of climate change have become increasingly important and urgent, films and media outlets have been reporting ever more stories around this topic, in the so-called “Anthropocene” era, an era that can be defined as the most recent period in Earth’s history when human activity started to have a significant impact on the planet’s climate and ecosystems.

For all these reasons, multimedia and storytelling pieces can play a huge role in changing the world for the better, by helping to shine a light on environmental changes we urgently need to see and bring to our attention how audiences can play an active role in engaging with and contributing to these narratives of change.

Here are ways through filmmaking to achieve awareness about environmental topics accompanied by videos that can help and give ideas:

1. **Videos promoting sustainable living by explaining how we can convert small daily habits into environmental friendly ones (showing before and after).**

Explanation: record daily habits that are not sustainable and safer that record the same habits converted into sustainable ones.



<https://www.youtube.com/watch?v=kZlrlQDf1nQ>

2. **Videos of daily life activities and how in fact are affected by climate change.**

Explanation: record a video of a daily life moment and record the same moment with a “microscope”, through which we can observe how much pollution has invaded into every part of our life although sometimes it is not visible, so as to highlight that the effects of the climate crisis are more vicinal than people think.



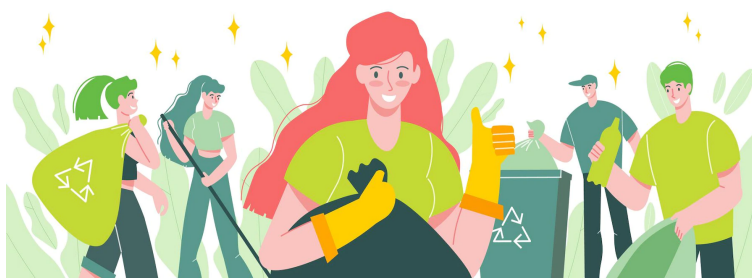
<https://www.youtube.com/watch?v=P5OBWbZDZlc>

3. Interviews with locals about sustainable habits in their daily life and concerns about the topic of climate change and how their life has been affected by it.

Explanation: ask local people if they have adopted any eco-friendly way of living-like recycling, saving water and electricity, using environmentally friendly means of transport, not wasting food- and if climate change has affected their life in any way-like change of seasons, extreme weather conditions, health issues because of pollution.

<https://www.youtube.com/watch?v=eHCalvPN2rY>

4. Videos for empowering active citizenship for the local communities to make them greener by showing citizens taking initiatives independently or collectively.



Explanation: record a video showing locals in groups or individually taking actions that can help the environment and also their community(examples: collecting trash, planting trees, using less cars and means of transport).

<https://www.youtube.com/watch?v=hKFV9lquMXA>

<https://www.youtube.com/watch?v=jXcoPO76UyA&t=3s>

5. Short documentaries showing the effects of human activities on the local communities and nature around them in order to raise awareness of the side effects of climate change and of the fact that human behaviour contributes to the environmental problems of our days.

Explanation:

short film-documentary in a community by walking around the area and spotting the consequences, like garbage, lack of green, lots of pollution due to the number of cars etc. <https://www.youtube.com/watch?v=eyQVZx1gMfM>



6. Videos promoting “reduce-reuse-recycle” by

showing ways to be more sustainable in daily life. Recycling means to use old products in new ways instead of throwing them away. Reduce means to minimise the amount of waste we create. Reuse refers to using items more than once.

Explanation: record a video with daily-life hacks of reusing objects, recycling and reducing the use of plastic to the minimum.

<https://www.youtube.com/watch?v=K9ojpJBSTw8>
<https://www.youtube.com/watch?v=nYDQcBQUdpw>

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Chapter 3. Pre-Production issues

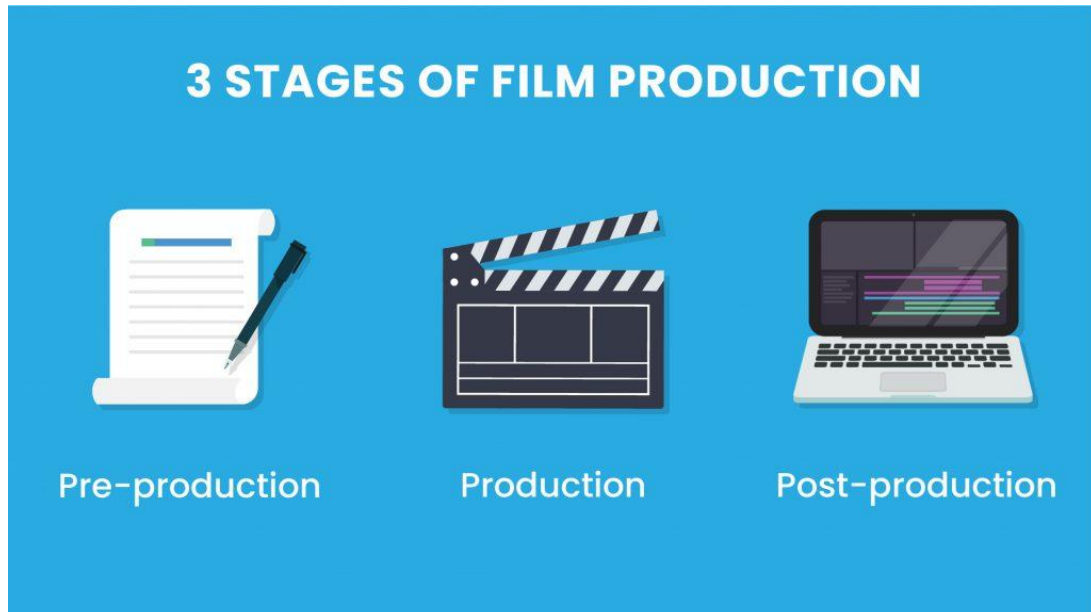


Figure 1: fxhome. (2022, september 13). The 3 stages of the film production process.
<https://fxhome.com/blog/the-3-stages-of-film-production>

What is pre-production?

Your video's production process starts with pre-production. All video productions begin with pre-production, regardless of whether you're making a feature film, a TV show, a documentary, a commercial for a business, your corporate video, or a music video. The idea is that without laying the groundwork, you cannot immediately begin your film production. (3 Essential Elements of Pre-Production You Don't Want to Overlook (When Producing a Film or Video, 2020).

Furthermore, foundations may be intricate. Pre-production is regarded as the most crucial phase of all video production since it takes into account all the elements of your movie that require planning:

- ✓ Finding the right crew
- ✓ Props, special effects and wardrobe preparation
- ✓ Finalise your budget
- ✓ Selecting your filming equipment
- ✓ Obtaining all permits and permissions and insurance
- ✓ Scheduling production
- ✓ Constructing the set
- ✓ Location scouting
- ✓ Locking in the final shooting script – including storyboarding and shot lists

There are so many different aspects to pre-production and lots of moving parts, all requiring time, care, consideration and money, not to mention precise coordination to ensure everything comes together when it should, guaranteeing the rest of your film production goes according to plan.

Why is pre-production important in Filmmaking?

Before the cameras start rolling, you can organise everything you need during the preproduction stage of a movie, video etc. Finding out what you will need to make your movie, how much it will cost, and whom you can engage to help you is called pre production. When filming your project, efficient pre production can help you save time and money—the two scarcest things in the filmmaking industry. You are less likely to waste resources (or run out of money) if you have a budget in place, which can prevent the failure of a whole project. A detailed plan is also essential to a seamless production process since it gives the team a clear idea of how much time to allot for an effective shot.



Figure 2: *What is Pre-Production in Film? A Blueprint for Success.* (2021, February 12). StudioBinder.
<https://www.studiobinder.com/blog/what-is-pre-production-definition/>

Short Informative Video

Have a look into this short informative video: **'The 3 Stages of the Video Production Process: Pre-Production'**: <https://www.youtube.com/watch?v=M1umNGSn0bo>

How long Does Pre-Production last?

The time spent filming a video or movie can differ significantly. When other departments are filming late or early in the morning, the Pre-Pro crew may shoot during the day. When the shooting plan for a movie is followed, the production team will often maintain a regular shooting schedule, shooting at specific hours and taking their time. (*What Is Pre-Production? Definition, Examples & Guide*, 2022).

Pre-Production Checklist










-  Break down the script
-  Build the budget
-  Hire key crew
-  Cast key talent
-  Scout locations
-  Build the schedule
-  Craft Pre-Viz materials
-  Iron out the details
-  Lock everything in



Figure 3: Pre-Production Checklist (Team, T. W. (n.d.). *The Producer's Guide to Pre-Production* | Wrapbook.
Retrieved November 7, 2022, from <https://www.wrapbook.com/blog/pre-production>

Conclusion

You have secured money, finished writing your script, chosen your crew, created a budget and scheduled the production's shooting dates. Your project is now prepared to move from pre-production to production. If the pre-production phase is managed correctly, you will be best prepared for production. Of course, getting to the set takes much work. But knowing the many variables at play makes completing things correctly simple.

Chapter 4. Main Production issues

What is Production?

The video is actually filmed during production. The video production firm you are dealing with sends their team, tools, actors, and other essential items to the location so they can get all the necessary footage. The content will be created during production if you add aspects to your video, like motion graphics, animation, or voice-overs. Bonus Advice: You cannot improve the quality of production-generated material in post-production; therefore, get the best possible production-generated footage! (Brew, 2022, *Pre-Production, Production and Post-Production Defined*). Although it can be stressful, the video shoot is typically one of the most pleasurable parts of film production.

Potential Problems

The process of making a video is not straightforward. Video production will always have issues and difficulties. This could occur at any point during pre-production or post-production. Finding innovative ways to overcome them, though, can lead to some intriguing outcomes.

✓ Camera or Gear Issues

Sometimes equipment that functions for one creator just does not function for another. This could be due to various factors, including mobility, challenging learning curves, and physical restrictions. For instance, you might want to utilise a camera stabiliser to produce smooth photos of motion. If you're shooting for a long time, a vest stabiliser with a heavier camera can be too physically taxing. Additionally, complicated camera rigs could take more time to master than you have available before shooting. You might not have adequate movement on-site if you have a heavier camera.

✓ Music licensing challenges

High-quality music can elevate your video material, but it might be challenging to clear tracks by your favourite musicians. Make sure you have the necessary copyright permissions if you intend to distribute your content. Things might quickly get unpleasant if you upload something without the proper permission.

✓ Colour Temperature and video lighting

The right lighting setup is essential. In other instances, large windows allow a lot of natural light to enter. It can be difficult if we encounter a combination of these two lighting conditions. The issue is that when artificial and natural light "burn" at extremely different temperatures, they have quite distinct impacts on video. Film typically has a blue tint from natural light and a reddish one from artificial light. The video must be properly white-balanced, among other tweaks, to look good. Setting aside more time to create the best lighting conditions is worthwhile (Kielhorn, 2021, *The Challenges During a Video Shoot*).

You might not have correctly set the white balance on your camera before recording if you watch your video and notice that some photos have a blue-ish tint (often indoor shots), while others have a red-ish tint (typically outside shots).



Figure 4: 4 Workarounds for common video production problems. (2021, April 9). Clipchamp Blog.

<https://clipchamp.com/en/blog/common-video-production-problems/>

It is upsetting to see so many videos online with this problem. Good sound production and recording require ability. Unsurprisingly, those who choose to produce their video in-house make mistakes. It might be a little bit pardonable in certain circumstances. It occurs far too frequently. Again, when selecting your staff, keep in mind to observe and pay attention to their work. Video can be destroyed by poor audio.

The majority of audio problems need to be resolved on the set. This is due to the difficulty of post-production audio correction. With audio, we do not have the benefit of excellent post-production technologies, which provide countless options for modifying video to generate certain visual effects. While clips in an audio file can virtually never be fixed, certain frequencies originating from hissing or humming noises can be eliminated in post-production (Kielhorn, 2021, *The Challenges During a Video Shoot*).

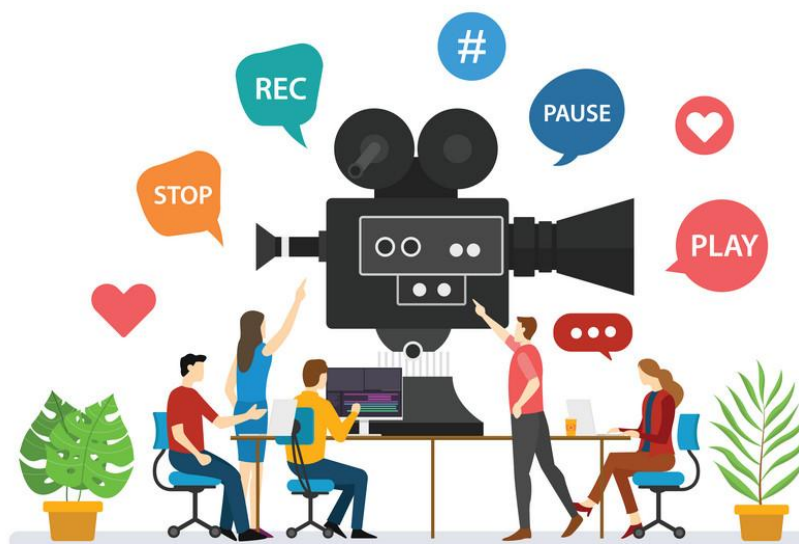


Figure 5: *Team video production for film making with people.* (2019, September 16). VectorStock.

<https://www.vectorstock.com/royalty-free-vector/team-video-production-for-film-making-with-people-vector-27080552>

Case Study

Visit this link to have a look into a case study on film production:

<https://www.parsbem.com/cases/case-study-on-film-production/>

Conclusion

The production phase of a video is typically the one that causes the most financial difficulties. On film projects, producers may encounter unforeseen challenges, problems with a location, the need to reshoot several scenes, or other complications.

Chapter 5. Post- Production

What is Post-Production?

After the shooting is finished, the visual and audio materials are edited during the post-production phase. All of the activities involved in cutting raw film, putting that footage together, adding music, dubbing, and sound effects, to mention a few, are referred to as post-

production. Depending on the project's scale and requirements, the post-production process spans several months or perhaps an entire year (Maio, 2021, *What is Post-Production? A Quick Rundown & Why Trust Matters*).

Stages of Post Production for Filmmaking in Cinema

Now we know what Post-Production means, let's dive into the workflow a little bit. Below is a detailed video on the Post-Production process.

<https://www.youtube.com/watch?v=IFjyVW21Vpw>

Stage one: picture editing

Your editor can begin working their magic after reading the script and viewing the dailies (or rushes) from the footage that was shot that day. They'll probably create an Edit Decision List (EDL), editing the movie in the way they think would benefit the plot the most.

It can take anywhere from a month and a half to several months to assemble footage. The film's rough cut is the first version, and the answer print is the finished product.

Stage two: Sound arrangement

Sound editing should be done after the image has been locked. Because there is a lot of labour involved, employ the best sound editors. They put together the audio tracks for your movie, edit the dialogue, take out background noise, and even add sound effects to make the movie better. Who to hire will depend on the project's unique sound requirements.

Useful Video for sound

This video explains how movie sound effects are made: https://youtu.be/U_tqB4IZvMk

Stage three: Generating titles, credits, graphics

Then editors add in the title cards, credits, and any other relevant graphics (date stamps, for example). The opening credits are crucial! First impressions are crucial, of course, but they also offer a chance to convey the project's tone and atmosphere. Put your best foot forward and put some creative effort into engaging your audience right away. End credits don't need as much imagination. Given that, you must focus on correctness and professionalism in this situation.

Stage four: Add subtitles

It is also possible that subtitles need to be added, depending on the distribution channels that will be chosen for the short film. There are many platforms and applications, on which subtitles can be added automatically on the video. At the same time, there are applications, like social media (Facebook, Instagram etc) on which subtitles cannot be added directly, but they should be added during the procedure of post-production. For this reason, there are many free websites on the web, through which subtitles can be added to the film before getting the final product.

Here is an example of a website offering free and easy addition of subtitles of a video:

<https://www.veed.io/tools/add-subtitles>

The use of this platform is simple and all is needed is to follow these steps:

- ✓ Select a video file
- ✓ Choose the video file for adding subtitles to
- ✓ Select from the files, or just drag & drop
- ✓ 3 ways to add subtitles: (1)manually type, (2)auto transcribe, or (3)upload subtitle file
- ✓ Click 'subtitles' in the sidebar menu and (1)start to type the subtitles, (2)'auto transcribe', or (3)upload a subtitle file
- ✓ Edit & download
- ✓ Make any edits to text, font, colour, size and timing. Then just hit the 'export' button.

Stage five: Prepare for Distribution

Make sure you have an M&E ("Music and Effects") track before anything else. You must offer a sound recording without English speech if you intend to market your movie overseas so that dubbing in another language is possible.

Stage six: Advertise your video

First impressions are key. Additionally, the marketing for your project must quickly grab people's attention. People are considerably pickier about what they watch, especially given how much content is currently available.

Common Tools Used for Post Production

There are a range of tools you can use for the different stages of video post production, based on your skill level and project. However, here are a few common tools you may use during the post production process:

Adobe Premiere Pro is a type of non-linear editor (NLE), which means the different post production processes can be done in any order and with more flexibility. This program has capabilities for editing video, audio, and graphics, as well as tools for colour correction.

Final Cut Pro is another type of NLE, and for those who are familiar with Mac operating systems and apps, this may be a more intuitive program. This program also supports multiple editing processes, from audio to visual.

Apple Logic Pro X and Adobe Audition are powerful tools for sound mixing and editing.

DaVinci Resolve is a popular tool for its colour grading capabilities. This tool typically renders faster than Adobe, and it's also available for free.

Conclusion

All of these stages might not be necessary for your project. Additionally, some steps may be rearranged based on your time, financial, or other demands. If you know these fundamentals, this time-consuming and possibly exhausting stage of filmmaking will be much easier to handle. And, if I may say so, it has a lot fewer surprises than the production.

The below figure shows all the stages that post-production includes:

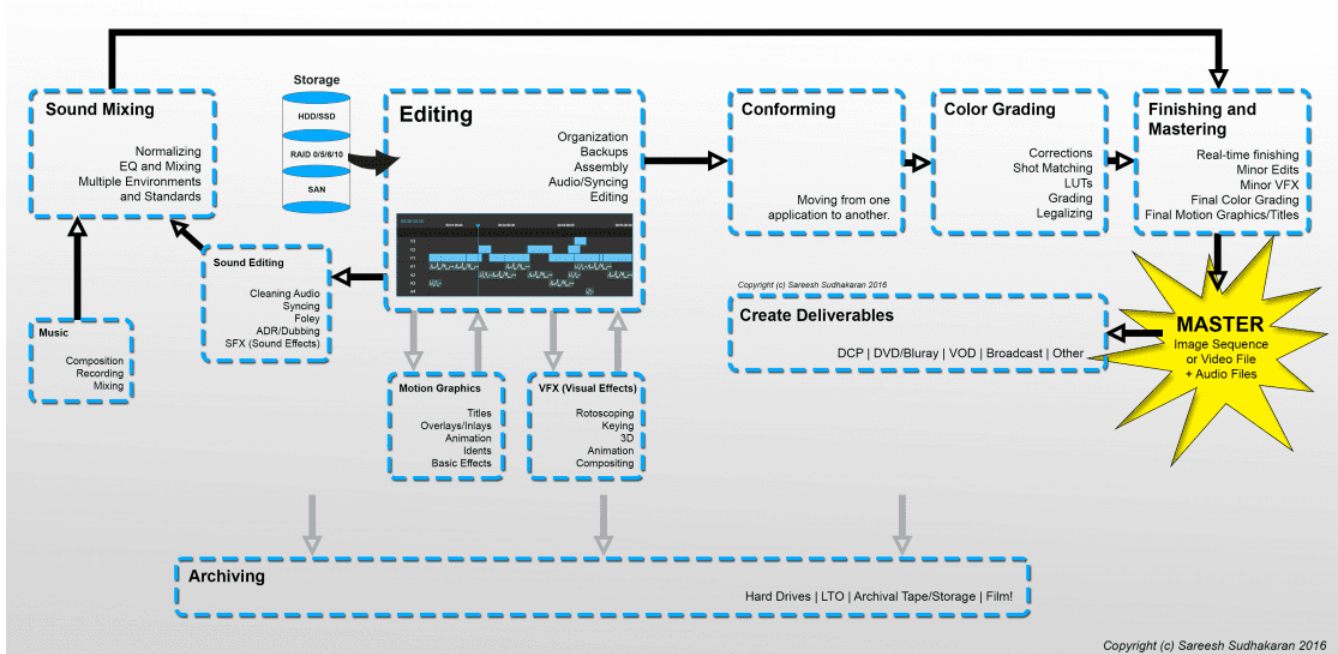


Figure 6: *What Is Post-Production? Definition, Tutorials & How To Do It Right* (2022, June 10). Filmmaking Lifestyle. <https://filmlifestyle.com/what-is-post-production/>

Chapter 6. Distribution Channels

Thanks to the possibilities provided by technology nowadays, there are plenty of distribution options available for filmmakers. It is a unique and impactful way to address and promote environmental issues, as billions of people have on a daily basis access to the internet and are familiar with using several platforms and websites. At the same time, raising awareness through filmmaking and distributing it on the web constitutes a way that can help people realise the vicinity of the problems of climate change and motivate them to be more active and take initiatives that can help in facing this crisis.

The process of making a film/video/documentary available for viewing by an audience is called distribution and as a distribution channel we can define the network of individuals and organisations involved in getting a product of filmmaking from the producer to the customer. A distribution channel can be a platform in which filmmakers can upload their product, but also an application or a social media or even a festival with a theme related to the film/video that needs to be distributed.

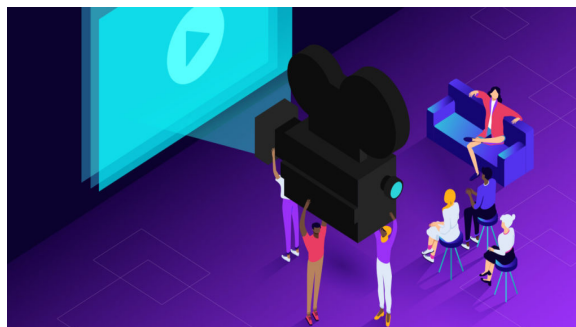
Here are some useful and easy-to-use channels for distributing films and videos and the advantages of deploying each one:

Film Festivals:

Different film festivals have different categories of film. Many festivals across Europe, but also the world focus on environmental issues managing to raise awareness and promote discussion of matters relating to nature and the environment.

FilmFreeway is a helpful tool for browsing thousands of the world's film festivals and contests and to get you submitted into these festivals.

While searching into the festival circuit, you can filter by genre, film festivals, screenwriting contests, and others.



https://filmfreeway.com/?gclid=CjwKCAjw97P5BRBQEiwAGfIV6aghCtvY_UoZJf94kALMmCg1IzOH7osrDaQx41SlapqxvoyxyOJQBoCTWsQAvD_BwE

At the same time, with all of these amazing online distribution opportunities, don't overlook the power of local, grassroots independent film networking. Local film festivals and events can

be a good opportunity for distributing a product of filmmaking and promoting the discussions on climate change issues at local level, in a way that people get motivated to adopt sustainable environmental habits. If a town doesn't have a meetup for filmmaking or an established local film screening program, it is easy to organise one. All that needs to be done is to approach a manager at a movie theatre or other venue that could set up a projector.



Advantages:

- ✓ Lasting impact.
- ✓ Promotes discussion between the participants.
- ✓ Policy at the international and local levels can be more aware of the climate crisis.
- ✓ Platform for filmmakers to present their creative ideas and have an impact on the spread of the importance of environmental awareness.
- ✓ Space for dialogue between filmmakers, science, stakeholders and the public through cinematographic works in order to realise the importance of environmental issues: short film contests, interviews about untold stories and experiences and documentaries about the different environmental challenges that we face as humanity.

YouTube:

Youtube, as the largest and most popular video platform with more than 2 billion users, is one of the most important distribution channels. It is simple to use due to the fact that what needs to be done is to connect to an account, press create and upload a video.

Advantages:

- ✓ Free unlimited cloud storage for your video file.
- ✓ Building opportunities with 2 billion users through YouTube search, recommendations, and subscriptions.
- ✓ Potential for a big impact.
- ✓ Content that is never deleted.
- ✓ Easy to access.
- ✓ Popular for all kinds of target groups.

- ✓ Subtitles can be added automatically from the platform.

Social Media:

Social Media are incredibly popular channels for video distribution. And while YouTube might be the first thing that crosses your mind when you think of videos, other social media channels, such as Facebook, LinkedIn, Instagram, TikTok, Twitter, and Pinterest can also prove to be great for distributing videos since billions of users have daily access on these applications.

Advantages:

- ✓ Big number of daily users.
- ✓ Easy access.
- ✓ Unlimited free video hosting.
- ✓ Share videos and interact directly.
- ✓ Great chances to have a big impact.
- ✓ Use of hashtags.
- ✓ Address easily to the audience on social media platforms.



Vimeo:

Vimeo is a video-sharing website that allows members to view, upload and share videos. The platform is ad-free. Vimeo is a channel that can help in sharing the content with audiences and making creative, high-quality content. All is needed is a Vimeo account, which enables uploading up to 500 MB of content per week.



Advantages:

- ✓ Allows you to create high quality, professional videos
- ✓ Reach audiences worldwide.
- ✓ It is straightforward and similar to YouTube. Users can upload videos, watch videos, create playlists, save videos, comment, like and so on.
- ✓ Promotes meaningful, artistic content.
- ✓ Subtitles can be added automatically from the platform.

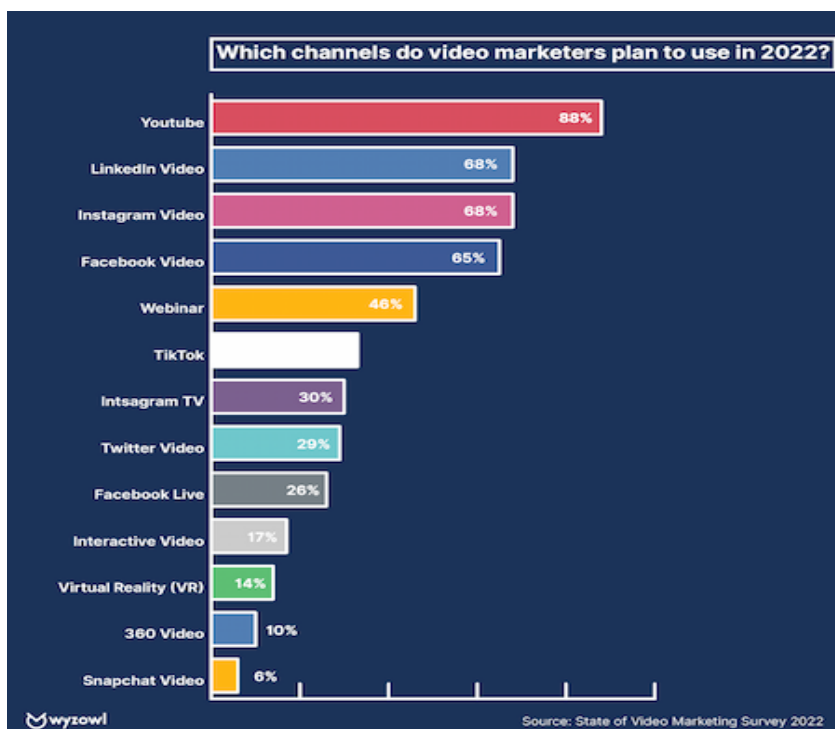
Dailymotion:

Dailymotion is the second largest platform for watching videos online. It provides a place where video-lovers can discover a mix of individual videos, channels and professional content from around the world about many diverse topics.



Advantages:

- ✓ Provides all the features and services to build a video ecosystem without any programming knowledge.
- ✓ Allows users to upload, share, and video videos with ease.
- ✓ Millions of videos on Dailymotion and lots of fresh content is updated every day with high-quality videos.
- ✓ Subtitles can be added automatically from the platform.



Let's have a look on some cases that confirm the big impact that distribution channels can have on raising awareness about the importance of environmental issues through the art of filmmaking:

- ✓ Here you can find an example of the power of the World Wide Web and of how it helped two sisters to raise awareness about social issues taking place in the Democratic Republic of Congo by sharing a video they recorded themselves on social media:
<https://www.voicesofyouth.org/blog/using-video-raise-social-awareness>
- ✓ At the same time, a video campaign of Greenpeace on Internet activated 1 million people in a way that they achieved to put an end to an inappropriate for the environment deal of LEGO:
https://www.youtube.com/watch?v=qhbliUq0_r4&ab_channel=GreenpeaceInternational

Finally, as we can observe, distribution channels- like festivals or social media- obviously play a significant role in helping humans communicate, including spreading knowledge about the danger of climate change. With the growing number of climate movements and actions, the messages could create more awareness and reach the policymakers. All these channels, then, might give us hope for the future fight against climate change.

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