

Film / video



TYPE OF TOOL: **AUDIOVISUAL**



Goals

- ▶ Call Attention, Sensitization, Advocacy
- ▶ Education, Call to Action and/or Behavior Change
- ▶ Experience Capitalization
- ▶ Showcase Achievements



Targets

- ▶ General Public
- ▶ Institutions, Donors, Funders
- ▶ Researchers, Technical Partners



Steps for Creating

DESIGN

Identify the objectives, the targets, main messages and the type of film/video to be made, e.g., a film for capitalization on an experience, sensitization, sharing information, education/training, institutional, sketch, fiction, current news, or documentary and the format for sharing this story or information, i.e., sketch, fiction, documentary, news report, etc. Write a synopsis of the story to share with the Producer, then write the script, outlining the story, the characters, actions, places, etc. You may want to do a storyboard, visually outlining the story scene-by-scene. The film length must be adapted for the target audiences and also the means by which it will be broadcast. If possible, make two versions, a full-length version and a shorter version that can be shared via various platforms such as the Internet and Social Media. If a DVD version is planned then packaging is to be considered including designing the cover jacket and, if to be included, an inside the DVD case booklet.

Key points:

Think about the language to be used in the film and for the subtitles. Be sure to get signed authorizations from all persons filmed who will appear in the film. Finally, the Producer is the one who gives the authorization for the film to be aired and the mediums for broadcast. "Think A lot about the film"...well before the production even gets underway.

PRODUCTION

The former requires the bringing together of skilled professionals, specifically a Producer, Sound Engineer (sound recording, music, mixing, etc.), perhaps an animator for special effects, a camera operator, as well as a sound person (for capturing live sound during the filming) and, if this is to be used, someone to do Voice-Overs. Post-production requirements will include need for editing equipment and possibly use of an editing studio. NB: Be present during the editing sessions, if possible, to make sure the edits are following the logic and plan of the film. If planning to use Voice-Overs, then the text will have to be written. The same goes for sub-titles. (Be sure to have someone proof any written text to check for mistakes/typos). The DVD cover jacket/booklet should include the contact information for the organization (name, address, website, logo, etc.) as well as that of partners.



Content

Focus on a coherent theme/subject. Avoid trying to address too many topics.

MESSAGES

Call Attention. Educational messages. Training. Sensitization. Advocacy. Experience Capitalization. Success Stories, Testimonials.

IMAGES

Assure that there is high filming quality, i.e., the shooting, framing, lighting, resolution, etc. The same goes for sound quality for both indoor and outdoor sound recording.

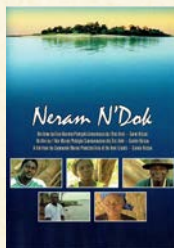


Showings

Internet (YouTube, for instance.), Social Media Networks (a shortened version of the film can be used as a trailer to promote the film; TV, Public Projections (open-air, conferences, seminars, etc.); also making the film available via DVD and USB flash drive.

Examples

- **Neram N'Dok**
documentary film about the Urok Community (Bijagós Islands, Guinea Bissau) marine protected areas (MPA) project. Co-production of IMVF, Tiniguena, FIBA. See Example Worksheet and the **DVD cover**.
- **Musical video + reporting "Nô Matu"** (UICN, Tiniguena, IBAP).
- **Bemba di vida** (IBAP)
- **RIQUEZAS PARTILHADAS** (IBAP)
- **Plant Your Tree (Plante Ton Arbre)** (Oceanium)
- **Arguin, Saloum, Bijagós**



Indicators

Number of Internet downloads. Number of Internet views. Number of DVDs distributed. Number of USB flash drives distributed.

EXAMPLE Film

TINIGUENA “NERAM N'DOK” DVD

Context

Established in 1991, Tiniguena is a non-governmental organization (NGO) in Guinea Bissau which was founded to promote participative and sustainable development based the conservation of natural and cultural resources and exercise of citizenship. “Neram N'dok is a documentary about the Urok (Bijagós Islands) community marine protected areas (CMPA) project and how this came to be, from its creation, its participative management, and the processes implemented to achieve social acceptance and ownership of the project by the local communities.

Type of Tool

Audiovisual

Language

Portuguese; Subtitles in French, English.

Technical Characteristics

A 40 minute documentary film DVD; packaged in a hard plastic case, includes an information jacket cover; Produced in 2013.

Targets

General Public

Geographic Scope

International

Key Messages

- “Neram N'dok” – a Bijagós expression which means, “Take it with you and keep it with you”.
- Preservation.
- A community can take charge and act together on behalf of its own future.

Usability

● ● ● ●

Requires access to a DVD player and electricity.

Adaptability to various contexts

● ● ● ●

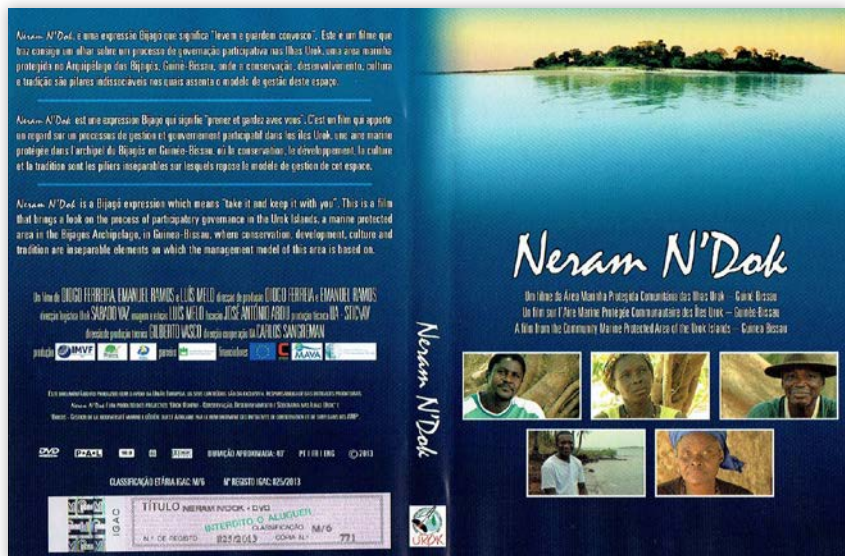
Use over time

● ● ● ●

Replicability*

● ● ● ●

The concept of Experience Capitalization could be employed in other contexts. The methods used to gather information could be replicated as well as the use of personal testimonies which is very effective.



Goals

To provide a look at the participative management processes undertaken in the Urok Community MPA in the Bijagós Islands in Guinea Bissau.



- The movie provides important essential details about the information and sensitization processes, the implementation and overall management of the entire project (the different steps, public meeting, the participatory process, the key actors and stakeholders, etc.).
- Multi-lingual; Accessible to a wide audience (Portuguese; Subtitled in English, French).
- Good production quality (images, filming, etc.).



- The film is a bit too long and thus risks losing the attention of its audience.
- This type of tool is very costly to produce.

* Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.)