



4001 N. Ravenswood Suite 204-C • Chicago, Illinois 60613 • USA  
voice 773.857.7300 • fax 773.857.7301 • [www.beyondmedia.org](http://www.beyondmedia.org)

### Pre-Production Worksheet

At Beyondmedia, we understand how overwhelming a video project can feel in the beginning, so we have prepared a suggested pre-production guide to help with discussion/brainstorming for your project before you receive the toolkit. The toolkit, itself, will include video equipment and an instructional pamphlet that will specifically deal with the technical aspects of shooting video.

The following guide will help with the logistical aspects of shooting video such as generating ideas for your video, figuring out what type of video you want to create, and basic steps to help plan for the actual production or video shoot.

#### **Brainstorming Ideas**

Initially you may want to have a discussion about the topic. Here are a few questions to start you thinking about the topic:

- How have you experienced violence towards women and/or girls?
- Why do you think there is violence toward women and /or girls?
- What does violence towards women and girls look/sound/feel like in your community?
- Where do you see it?
- How have you prevented or encouraged violence towards women and/or girls?
- What will it take to decrease or end violence towards women and girls?
- What can you do to make your community/school safer for women and girls?

After brainstorming on this topic, start thinking about what you would like to focus on in your video. This is your standpoint on the issue or specifically what you want to say in the video.

## **Video Forms and Styles**

Once the focus of the video is established, you can now begin thinking about how you will articulate it, particularly looking at what form/style your video will take.

The following are some examples of video forms and styles:

### **Documentary/News Style:**

Documentary or news style is the type of footage you see in newscast or in documentary films/television. They include interviews and taping of events.

-Participants can interview each other or outside subjects. This can be on the street interviews where participants act as reporters or sit down interviews where participants set up a location to hold an interview with a specific person.

-Participants can also tape an event or planned action such as a rally, march, demonstration, or protest.

### **Staged Video:**

Staged video is any footage that participants tape that has been created before shooting.

-Participants can write and stage a skit/scene or short story and tape a performance of it.

-Participants can also tape other performance pieces such as dance, spoken word/poetry, or a song.

### **Experimental/Montage:**

Experimental and montage videos are free forms of video that uses various images that are accompanied with audio. A music video is an example of a montage.

-Participants can collect various images such as photographs and footage they have staged/documented and then add a song/poem, or write a voice over narration.

These are just suggestions to get the ideas flowing. Be creative! Feel free to combine different styles and forms or even create your own. Play around with different ways of expressing your ideas. See what hidden talents participants have that they can showcase in their video.

## **Planning for the shoot**

The final video should be between 30 seconds and 3 minutes long. After you have decided what your video will be, it is time to prepare to actually shoot your video.

-Plan ahead what days, time, and location you will shoot and what you will shoot on those days.

-Determine what role each participant will perform (who will be in front of the camera, who will operate the camera, who will write the script/interview questions/etc.)

As always Beyondmedia is available for any additional support you may need. Don't hesitate to contact us.

Beyondmedia Education  
773.857.7300  
[www.beyondmedia.org](http://www.beyondmedia.org)

Rebecca Connie  
Project Staff  
[rebeccac@beyondmedia.org](mailto:rebeccac@beyondmedia.org)

Tara Malik  
Project Staff  
[tara@beyondmedia.org](mailto:tara@beyondmedia.org)