

# MAKIN' MOVIES

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[http://discoveryeducation.typepad.com/digital\\_storytelling](http://discoveryeducation.typepad.com/digital_storytelling)




We're all born to tell...



Smile! A newborn perks up on camera



# But why?

-  Help all students better express their deepest understanding of core classroom content

Adopted from <http://www.afl.edu/docs/missionresearch.pdf>



# But why?




Harness the appeal of technology and media to engage students and help them learn

Adopted from <http://www.afj.edu/docs/missionresearch.pdf>



# But why?

 Enable all kinds of students to master the literacy necessary for life and work in the 21st century

 “Professional Language of the Future” NY Times 3/6/05



# How?



PSA's - Public Service Announcements

"Protection" <http://sfett.com/home.php?id=iCan5>



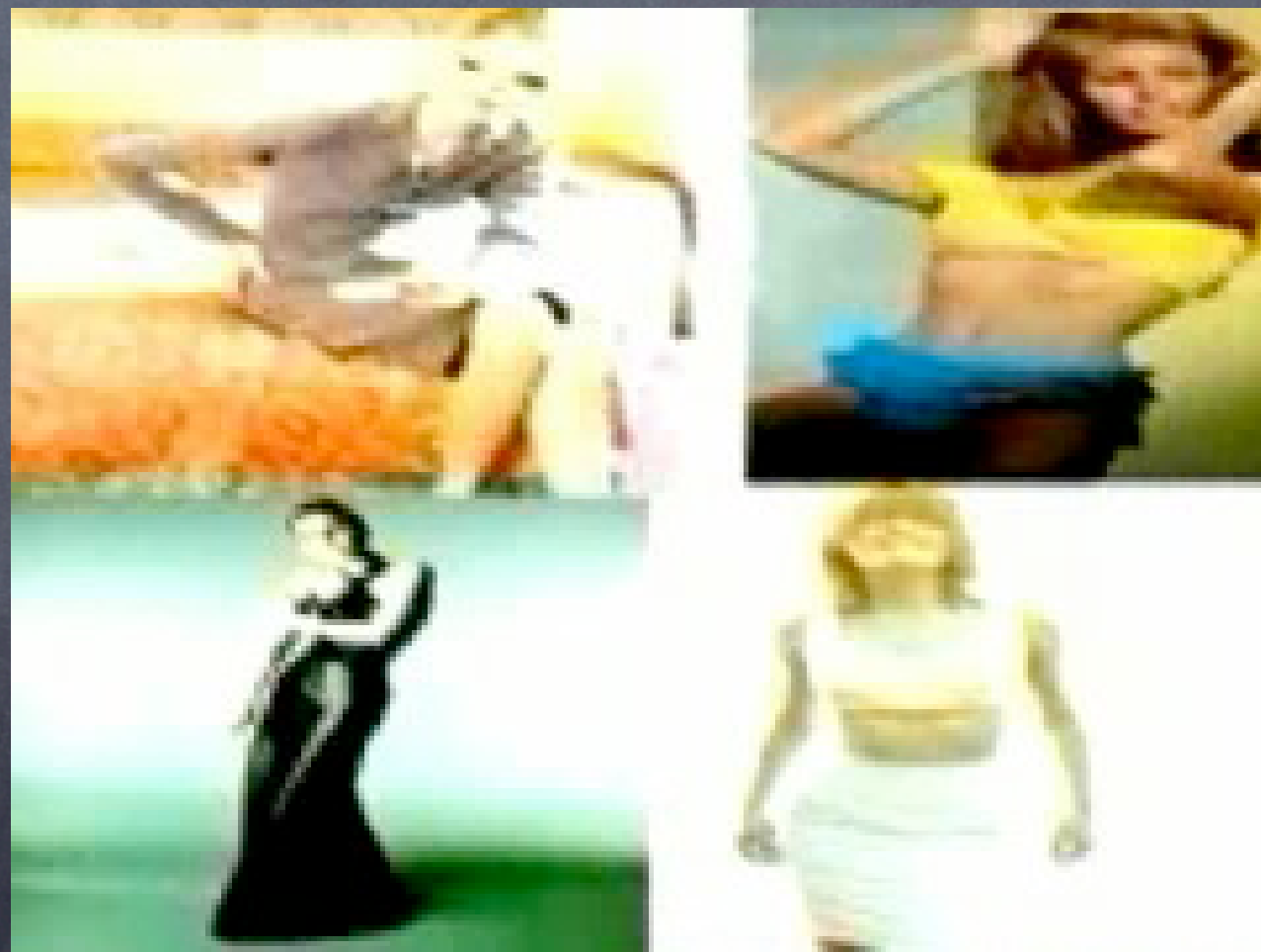


# How?



## Documentaries

“Grilled” <http://sfett.com/home.php?id=iCan1>





# How?

• News



• “Olds” – historical “you are there”



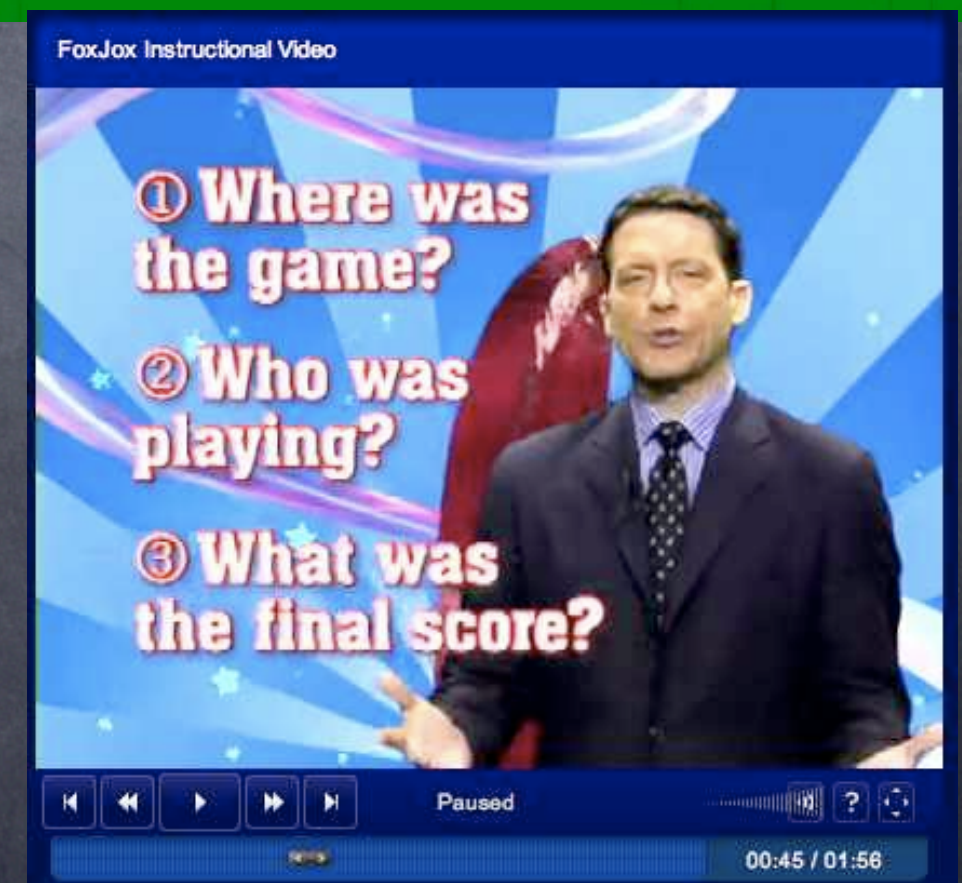
# How?



Movie trailers



You shoot it,  
They'll share it!  
[foxjox.com](http://foxjox.com)





# Visual Grammar

- A shot is a sentence  
“The Quickest Way to Rent” from National
- A group of shots is a scene/paragraph  
“The Quickest Internship” from National
- Pans and zooms are run on sentences
- Transitions and effects can be run  
away commas and conjunctions
- Well organized scenes are a movie  
Danier Leather commercial



# Hollywood Tips

📌 Establishing shot – topic sentence

📌 Close-up

📌 Two shot  
–Letterman



Super Bowl promo

📌 P.O.V. – Point of view  
–IKEA Lamp commercial





# Hollywood Tips

## What's your angle?

- Long shot – establishes context
- Zoomed, not zooming
- Dolly shot – camera goes to the action
- High angle – looks down
- Low angle – looks up



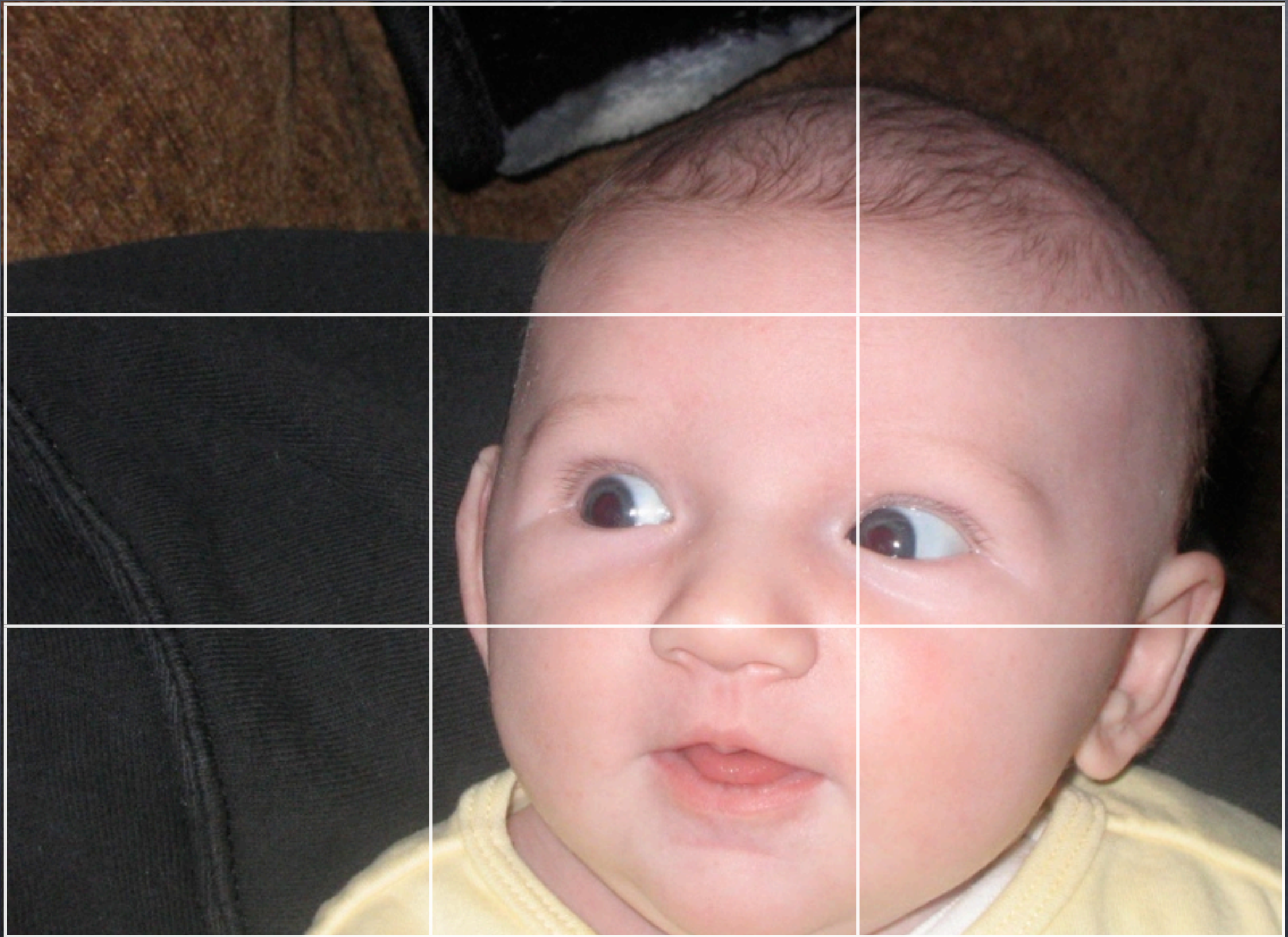


# Rule of Thirds

It's not tic-tac-toe		
	Avoid the middle	
		Use the intersections



# Rule of Thirds





# Thanks to

- The American Film Institute  
Screen Ed Program: [www.afi.edu](http://www.afi.edu)
- “21st Century Educator’s Handbook:  
Protocol and Materials Guide  
to the Screen Education Process”
- Download a copy from the AFI  
website or from unitedstreaming

