



Storytelling for Change

A Filmmaking Campaign

ABOUT

Adetola Tamunokubie is a movie and content producer, media practitioner, and marketing specialist. Adetola has an undying love for exceptional radio, television, and film production. She has produced dramas, talk shows, and other entertainment programs with content running on stations across Nigeria and other African countries.

She is an associate member of the Advertising Practitioners Council of Nigeria (APCON), as well as a member of the Electronic Media and Content Owners Association of Nigeria (EMCOAN). Adetola also has a degree in chemical engineering technology. She is a founding partner at Eltee Media Services and has been in the media industry for over 15 years. Adetola is happily married with three lovely children.



FILMMAKING PROCESS

Storytelling is the way in which a filmmaker presents a story to the audience.

It's an opportunity to tell a meaningful story, while storytelling is mostly associated with entertainment, education, and culture, it is more important that you do so by telling a compelling but simple — i.e. “understandable story.”

FILMMAKING STAGES

- Development
- Pre-production
- Production
- Postproduction
- Distribution



1. DEVELOPMENT STAGE

This is where the project is birthed.

It starts the moment a Producer thinks of a project or a Writer starts penning words on a page.

It is the creation, writing, organizing and planning stage of a project. In development, a preliminary budget is made, key cast are attached, key creatives are chosen, main locations scouted or recce and multiple script drafts may be written. It's all the groundwork to show what the project will be and how much it will cost to make.



2. PRE-PRODUCTION

Pre-production (or 'pre' as it's called) is where scripts are amended, budgets are adjusted, actors are cast, locations scouted or recce, the crew employed, shooting schedules amended, sets designed and built, costumes made and fitted, and everything to do with the shoot is planned and tested.

It also includes storing footage, shooting formats, types of cameras, understanding resolutions and making money decisions, understanding the gear list (light, camera, sound basics), navigating technical conversations with your director...e.t.c



PRE-PRODUCTION ESSENTIALS

- Educate while entertaining
- Connect emotionally with your audience
- Infusing humor into the story can make a huge impact
- Create some unexpectedness in your story
- Know your audience
- Know your platform
- The music matters, the soundtrack behind a story can define its success, right songs for an opening-session video or the closing keynote, remember how important music is in setting the mood.



PRE-PRODUCTION ESSENTIALS – CONT'D

Filmmaking is a visual medium, so "show it, don't tell it"

Production design can be such a great storytelling tool because of the visual elements it employs

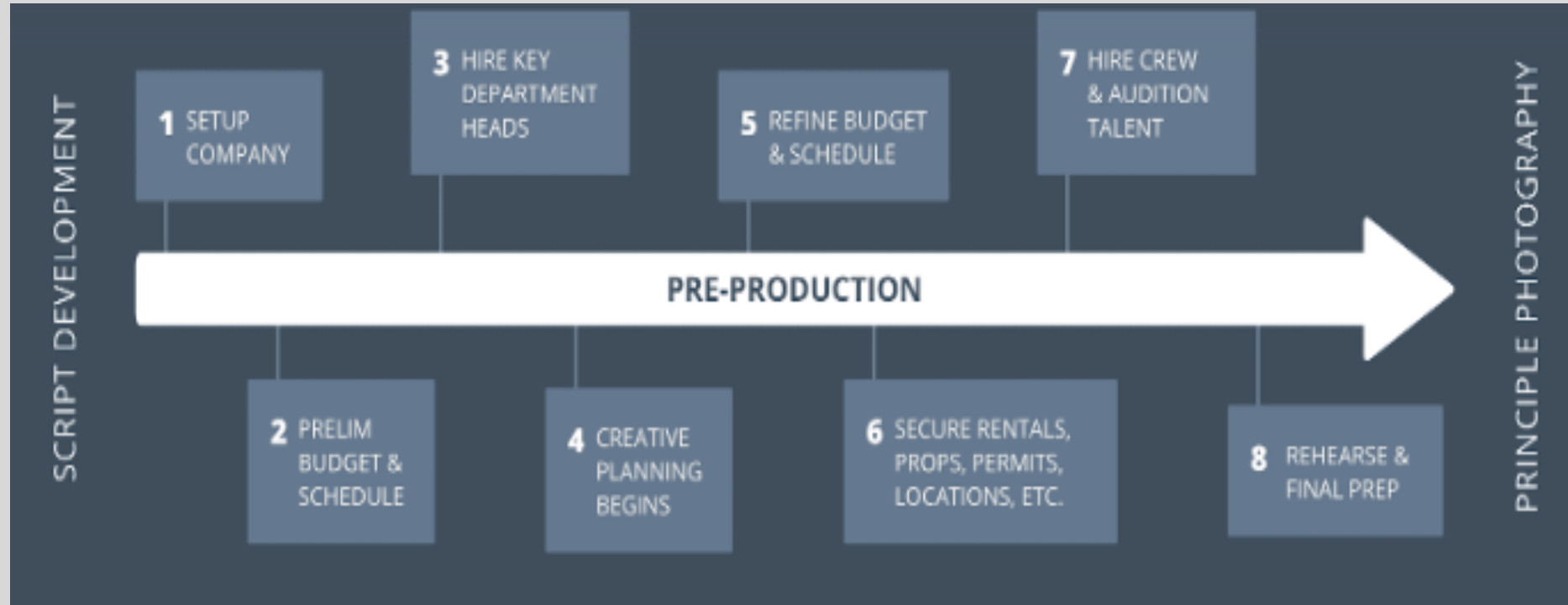
Mood: How do you want your audience to feel when watching a certain scene? Fearful? Sad? Tranquil? Whatever it is, that is the "mood" of the scene and production design can really help establish it.

A production set can depict scary, dark, decayed, old, and broken mood.

Costumes also tells the audiences the identity of the character through appearances.



FILM PRE-PRODUCTION WORKFLOW



3. PRODUCTION

The Writer, Director, Producer, and countless other creative minds finally see their ideas captured on film, one day at a time. Production is usually the shortest of the five phases, even though it is paramount to the film and where most of the budget is allotted. Production is the busiest time.

PRODUCTION ESSENTIALS

- You should shoot a bit more than you need
- Monitor /watch the footage – check your video camera angles, look out for shadows, noise
- Watch what you've filmed and check it's OK before you leave the location.



PRODUCTION – CONT'D

- Is the color right?
- Frame rates, is the framing right?
- Have you got all the shots you need?
- If you're recording live sound, pay particular attention to the sound quality and make sure to record some background sound or 'ambience' which will help with the editing.



POSTPRODUCTION

This is where the footage is edited, the sound is mixed, visual effects are added, a soundtrack is composed, titles are created, and the project is completed and prepared for distribution.

- editing, editing machines,
- Quality Control for different broadcast channels
- (YouTube, Netflix, cinemas)
- What to flag – bars, colour grading, sound mix



DISTRIBUTION

Distribution is the final stage in a project for producers looking to make a return-on-investment. This can be from cinema distribution, selling to a TV network or streaming service, or releasing direct to Social media.

Whatever the distribution plan is, the producers will have spent many hours planning and marketing their piece to ensure the biggest audience and largest return.

With the digital age and rapidly converging technologies, viewers are watching content in new and different ways, meaning that the distribution phase is constantly evolving.



THANKS FOR YOUR
TIME!!!