

ENVIRONMENTAL Issue Advocacy

Environmental Advocacy Film Project

Environmental advocacy is one of the most important, creative and challenging forms of filmmaking we have today. **Communicating science** and getting people to **ACT** or **CHANGE THEIR BEHAVIORS** is **DIFFICULT**. But it's essential in the 21st Century. Film and video producers need to up their games to have more of a positive impact.

This is your chance to develop a film about an issue (or issues) which relate directly to nature, the environment, and the health of the earth. The guidelines for this film are fairly straight-forward and include the following:

Basic Guidelines/Requirements:

- ✓ **FOCUS! A Significant/Important environmental ISSUE (or issues) which has A DIRECT CONNECTION** to course content (the environment, nature, adventure & health).
- ✓ **AUDIO TRACK BASELINE!** This film will be based on a **STRONG AUDIO** mix, including:
 - a. Voice-over narration at key points in the film
 - b. Incorporating NAT Sounds
 - c. Appropriately chosen music.
- ✓ **The film should only be 5-7 minutes long!** (NO longer). Your focus should be on quality delivery of audio and imagery. This means it will need to be tightly edited.
- ✓ **Interviews x3: You should have at least 3 interviews.** **One of them** should be with a representative of an organization which deals with the issue(s) you are chronicling. **One of the interviews** should be with a knowledgeable "authority" who has background in the larger context of the issue(s). This may include an SMC faculty/staff person. One interview should ideally be with someone who is impacted by the issue(s). "Person on the street" interviews are also an additional possibility.
- ✓ **A PERSUASIVE use of EXCELLENT ILLUSTRATIVE B-ROLL which supports the concepts and ideas being presented in the AUDIO TRACK.**
- ✓ **DATA VISUALIZATION:** In addition to your B-roll imagery, your film should harness the power of RELEVANT and cross-referenced scientific data/STATISTICS. These stats should be used conceptually, creatively and graphically in your film to **DRIVE HOME important arguments** (or sub/side arguments) related to your larger issues.
- ✓ **SIGNIFICANCE & Shelf-Life!** Does your issue have a shelf-life which would make it relevant **TODAY** and also **TEN years from now?**
- ✓ **Screen Recordings.** You may want to use screen recording clips to accentuate your own B-roll. No more than 20% should come from SRs.
- ✓ You should have a **creative and STYLIZED look/aesthetic** to the film.
- ✓ Creatively edited **set-piece and/or MONTAGE sequences**.
- ✓ It should be compelling to a **GLOBAL Netflix/Vimeo audience!**

**85% of all
farms in Asia
are smaller
than
25 acres
(The AVG U.S. farm is 444
acres)**



Due Dates:

✓ **TUESDAY, NOV 19TH:** **RESEARCH & TREATMENT-DESCRIPTION** 2-pages (single-spaced) Film Research-Concept-Treatment. This includes descriptions of: (1) the specific issue(s) along with back ground research info/data; (2) your cinematic approaches using images, audio, archival footage, interviews, editing, time-lapses, etc.; (3) Interviewee and location descriptions; (4) dataVIS, stats, and other graphic approaches; and (5) your arguments and "take homes."

✓ **TUES DEC 3RD:** **SCREENING CUT DUE: 2 HIGHLIGHT INTERVIEW EDITS + 1 B-ROLL MONTAGE**

✶ **Thursday DEC 5th: COMPLETE FILM DUE (2 Versions - Master + Mobile Device)**