## **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 21<sup>st</sup> 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:

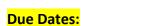
## **Basic Guidelines/Requirements:**

- ▼ FOCUS! A Significant/Important environmental ISSUE (or issues) which has A

  <u>DIRECT</u> 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.
- 85% of all farms in Asia are smaller than 25 acres (The AVG U.S. farm is 444

acres)

- 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!



▼ TUESDAY, NOV 19<sup>TH</sup>: 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 3<sup>RD</sup>: SCREENING CUT DUE: 2 HIGHLIGHT INTERVIEW EDITS + 1 B-ROLL MONTAGE** 

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

