

STORYTELLING TIPS

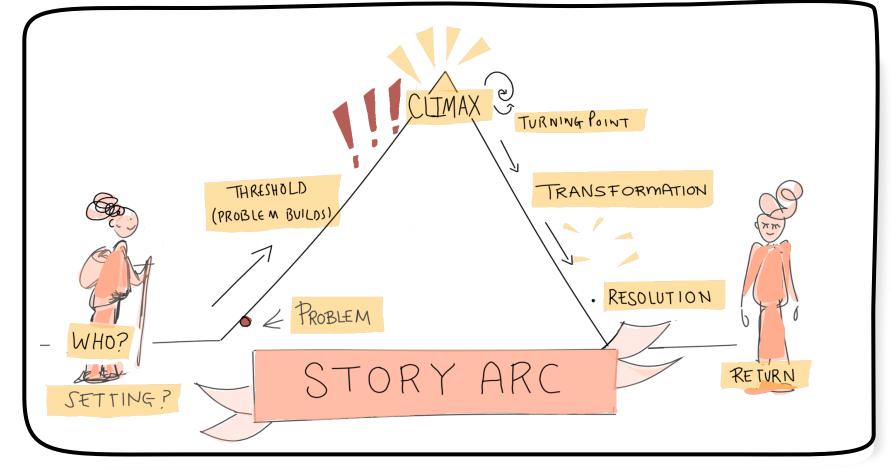
A GOOD STORY HAS A CLEAR BEGINNING, MIDDLE AND END



USE A STORY ARC (PICTURED RIGHT) TO STRUCTURE THE NARRATIVE FLOW



SET THE SCENE BY PROVIDING RELEVANT CONTEXT INFORMATION; (PLACE, TIME, SETTING)



IDENTIFY A SIGNIFICANT MOMENT/DETAIL TO HIGHLIGHT

ENGAGE THE SENSES; CONVEY SOUNDS, SIGHTS, SMELLS, TEXTURES-HELPING TO CONNECT THE AUDIENCE WITH THE SCENE

USE SUSPENSE AND PAUSE, LET INTRIGUE ARISE IN YOUR AUDIENCE

USE A KEY CHARACTER TO CONNECT WITH THE HUMANITY OF YOUR AUDIENCE; ENCOURAGE EMPATHY

Make it Grow: supporting community-based food initiatives to access grants through participatory video proposals. Contact: makeitgrow.pv@gmail.com

