

Appendix E: Ideas & tips for making & taking film

It can be very powerful to film the stories of prominent community people. For example why and how people in the community have lost weight and/or become more active; stories of people buying/hunting/collecting, preparing and cooking food – in the bush or in the community; people telling the story of their experience being diagnosed and/or managing a chronic disease. Other ideas might include footage from health and cultural events, children's performances and sporting activities.

If a community group are interested in making a film about a food-, health- or wellbeing-related topic, following are a few tips that may facilitate the process.

General Tips for Telling Stories:

- Use a narrative approach – it is a traditional approach, and can inspire empathy. (See Section 5.3).
- It's easy to incorporate still photos or pictures of local and familiar foods, people, places to help build the story.
- Cartoons and/or puppets are often well received by both children and adults.
- Incorporate humour that is developed and owned by local people, and appropriate to the style of communication.
- When giving a message – less is better. One to three main messages – One key message may be best.
- People share stories and entertainment; they don't share advertising and negative messages that are generally seen as 'preaching'.

If you have no, or limited funds available, you or the group might like to:

- Think about who else in the community has relevant experience, skills and equipment that could assist or become involved.
- Enquire at a local university if there are film students that might be interested to take on projects.
- Think about posting the project on Pozible – www.pozible.com a crowd-funding platform and community for creative projects and ideas.
- Try contacting an Aboriginal and Torres Strait Islander television outlets or broadcasters (such as *Imparja*, *Goolarri (GTV35)*, *National Indigenous Television* and *Larrakia TV*). It is possible that they will work with organisations and communities to help develop social marketing materials.

General Tips for Filming

- Always consider lighting
- When filming people with dark skins:
 - Use a reflective board (even some cardboard covered with foil) under the face to reflect light up under the eyes
 - Spray water lightly on the face to add shimmer
- To make one or more people look more powerful, film them from below; position the camera to look up at them
- To make people look more quirky or a bit silly, film them from above, or have them looking up
- Film at eye level to have the person being filmed look direct and engaging
- To depict movement, walk with people as you are filming
- Bumping = film with 2 smart phones from different angles, eg. one in close and one out from an angle, then share the footage and edit
- When recording sound, use an earphone microphone or get a separate recorder/microphone
- Watch out for background noise that can ruin audio such as cicadas or wind
- To find music to add to the footage, look up "free music" sites that list many songs you can safely use without potential copyright issues.
- For smart phone 'apps' – 3 minutes is a good length of time for downloads – no longer
- *FILMiC PRO* is an app that allows you to take greater control of the camera in your phone.
- Keep in mind the 'rule of thirds' when composing visual images. This technique can create more tension, energy and interest in the composition, rather than simply centring the subject in the frame.
- 'Lead room' or 'nose room' refers to the space in front and in the direction of moving or stationary subjects. Well-composed shots leave space in the direction the subject is facing or moving.