

INTRODUCTION

- Louis Neethling
- You

MY BACKGROUND

- South Africa
- UK
- France
- Ireland
- Sweden
- USA
- Director
- Producer
- Short Film
- TV drama series
- Documentary
- Children
- Factual







REAL-TIME EDITING IN THE STUDIO





**BRITISH SIGN LANGUAGE
BROADCASTING TRUST
PRESENTS**

SMALL WORLD PROMO



WWW.BSLZONE.CO.UK

THIS WEEK TIMETABLE

- DAY 1 – MEDIA & SOCIAL MEDIA (VLOGS AND OTHER FORMATS)
- DAY 2 – DRAMA & DOCUMENTARY (DEVELOPMENT, PRE-PRODUCTION) & PITCHING
- DAY 3 – PRODUCTION & POSTPRODUCTION& SHOOT
- DAY 4 – EDITING & FILM PREMIERE

INTRODUCTION GUEST ARTIST



- ETIQUETTE
- PLEASE ARRIVE ON TIME FOR THE COURSE.
- PLEASE KEEP ALL DISCUSSIONS THAT HAPPEN HERE ON THE COURSE IN-HOUSE AND NOT TELL PEOPLE FROM OUTSIDE – IT'S IMPORTANT FOR PEOPLE TO FEEL SAFE TO TRY OUT ANYTHING ON THIS COURSE.
- PLEASE HAVE RESPECT FOR EACH OTHER'S POINTS OF VIEWS.
- THERE ARE NO STUPID QUESTIONS.
- WE'RE ALL HERE TO LEARN. AND THE BEST WAY TO LEARN IN FILM MAKING IS TO LEARN FROM YOUR MISTAKES.

WHAT IS MEDIA?

- THE DEFINITION OF MEDIA IS THE DIFFERENT WAYS OR THE CHANNELS OF MASS COMMUNICATION WE USE IN SOCIETY. HOW DO WE COMMUNICATE TO A LOT OF PEOPLE AT THE SAME TIME? WE USE BROADCASTING, PUBLISHING OR THE INTERNET. OVER TIME, THE WAYS IN WHICH WE COMMUNICATE AND INFORM PEOPLE HAS CHANGED. FOR EXAMPLE, ANALOGUE TO DIGITAL, TO ONLINE, TO SOCIAL TO MOBILE.
- NEWSPAPERS ARE NOW ONLINE. TV IS STILL BROADCAST BUT WE CAN ALSO WATCH IT ANY TIME WE LIKE NOW AND ALSO ANYWHERE. ADVERTISERS CAN TARGET AN AUDIENCE WHILST PEOPLE ARE LOOKING AT THEIR INSTAGRAM PAGE...THERE ARE ENDLESS POSSIBILITIES FOR MEDIA.
- FOR ME MEDIA CAN MEAN DOWNLOADING A SERIES AND THEN BINGE WATCHING THROUGH THE NIGHT/COUPLE OF DAYS ON MY IPAD OR LAPTOP.
- MEDIA ALSO MEANS THE FRUSTRATION - THAT THERE ARE NO SUBTITLES ON SKY+ AND QUITE A FEW OTHER CHANNELS... STILL! IN 2020!
- MEDIA ALSO MEANS GETTING CRICKET UPDATES ON MY APPLE WATCH.
- WATCHING A DEAF VIDEO ON FB.

SUGGESTION

- NOW, I'M GOING TO MAKE YOU WORK - TELL ME YOUR UNDERSTANDING OF MEDIA AND WHAT IT MEANS TO YOU.
- IS IT AN INSTAGRAM MAKE-UP TUTORIAL?
- OR A HEALTH AND FITNESS VLOG?
- COOKERY PICTURES ON TIK TOK?
- IS IT FAKE NEWS ON SOCIAL MEDIA AND HOW THOSE IN POWER AND OUT OF POWER MANIPULATE NEWS AND STATISTICS?
- IS IT EDUCATIONAL OPPORTUNITIES FOR PEOPLE WHO WOULDN'T NORMALLY BE ABLE TO GO ON TO HIGHER EDUCATION THROUGH ONLINE DISTANCE LEARNING?

TELL ME YOUR UNDERSTANDING OF MEDIA AND WHAT IT MEAN TO YOU.

SO, THE WAY PEOPLE ARE WATCHING TV AND FILM HAS COMPLETELY CHANGED. THEY WATCH TV AND FILM THROUGH A VARIETY OF PLATFORMS FROM A STREAMING SERVICE LIKE NETFLIX TO FACEBOOK AND YOUTUBE AND ON A VARIETY OF DEVICES LIKE MOBILE, IPAD OR LAPTOP. THERE IS ALSO NO SET TIME FOR VIEWING A FILM OR PROGRAMME WHICH OFTEN TAKES PLACE DURING THE DAILY COMMUTE TO AND FROM WORK AND THEREFORE IT'S ESSENTIAL TO CAPTURE THE AUDIENCE'S INTEREST IN THE INITIAL 2-5 MINUTES OF A FILM OR PROGRAMME. THINK ABOUT HOW OFTEN YOU START WATCHING SOMETHING ON YOUTUBE OR INSTAGRAM AND THEN YOU START SCROLLING OR AN ADVERT BREAK APPEARS, AND YOU STOP WATCHING OR MOVE ONTO THE NEXT THING. THIS IS WHAT PROGRAMME MAKERS, FILM MAKERS, ADVERTISERS AND NEWS PEOPLE – MEDIA PROVIDERS ARE UP AGAINST IN GETTING AN AUDIENCE'S ATTENTION AND THEN MAINTAINING THAT INTEREST.

NOWADAYS,
PEOPLE ARE
WATCHING
ONLINE VIA:

Input from participants:

- Netflix
- Apple +
- Facebook
- YouTube
- Instagram
- Amazon Prime
- Selfie
- Self-created the story/Vlogging
- Twitter
- Hashtag #
- Mobile

FRANCE ONLINE

Euronews

France 24

TV5
Monde

Arte

RTBF

BFM TV

LCP

TF1

M6

France TV

Eurosport

Play TV

UK STREAMING

BBC
iplayer

BSLZONE

4 seven

All 4

Itv hub

Sky +

AUSTRIA STREAMING

ORF
Eins

Orf III

Gipsy
TV

Orf 2

Orf
Sports+

WNTV

ITALY STREAMING

WHAT ABOUT DEAF MEDIA?

- WHAT'S HAPPENING IN DEAF MEDIA – ARE WE, THE DEAF AUDIENCE, BEING CATERED FOR WITH PROGRAMMES, FILMS, VLOGS ETC.? ARE THERE DEAF PROGRAMME MAKERS PRODUCTION COMPANIES OUT THERE? TELL ME ABOUT YOUR EXPERIENCES OF DEAF FILMS, PROGRAMMES AND VLOGS.
- WHERE IS IT FOUND?
- ONLINE, TWITTER, INSTAGRAM, TIK TOK, YOUTUBE, VIMEO, FB, DEAF ORGANISATION WEBSITE, MAGAZINE?



THE DEAF TV AND FILM INDUSTRY

U K

- MUTT & JEFF PICTURES (MJP)
- BSLBT (BSLZONE)
- BBC – SEE HEAR
- FLASHING LIGHTS MEDIA
- EYEWITNESS
- VS1
- ITV SIGNPOST

FRANCE

- L'OEIL ET LA MAIN
- MEDIA'PI!
- WEBSOURD
- ELIX
- SOURDS.NET
- SURD INFO
- MÉLANIEDEAF

AUSTRIA

- DANIELE LE ROSE (WWW.MITOROSE.COM)
- CHRISTOP KOPAL (2HANDWORLD – YOUTUBE)

ITALY

- DEAFMEDIA
- VLOGSORDI
- CINEDEAF
- EMILIO INSOLERA

SOME EXAMPLE OF DEAF SOCIAL MEDIA & DEAF VLOGS:

- JAZZY
- YOULEANMEUP
- NATHAN ROLLINSON
- VLOGS FROM PARTNER COUNTRIES

CREATE VLOG

- YOU CREATE YOUR OWN VLOG
- GROUPS
- PLANNING YOUR VLOG
- TOPIC FOR YOUR VLOG
- BEGINNING, MIDDLE, END OF THE TOPIC OF YOUR VLOG
- WHAT ARE YOU GOING TO SAY THAT'S GOING TO GRAB YOUR AUDIENCES
- WHO IS YOUR TARGET AUDIENCE?
- REMEMBER INOFFENSIVE TOPIC AND LANGUAGE.

CREATE VLOG

- FRIENDS, FAMILY, DEAF COMMUNITY?
- THE HEALTH CONSCIOUS?
- PEOPLE LIKE TRAVELLING?
- FASHIONISTAS?
- HOW WILL YOU PRESENT THE VLOG?
- TALK TO AN INTERVIEWER?
- ARE YOU PRESENTING ANYTHING TO CAMERA? (COOKING, HEALTH PRODUCTS ETC)

CREATE VLOG

- HOW WILL YOU SET UP THE CAMERA?
- IS THERE SOUND? MICROPHONE?
- WILL YOU HAVE MUSIC? IS IT COPYRIGHT FREE?
- WILL YOU EDIT THE FILM? OR WILL YOU DO IT IN ONE TAKE AND UPLOAD IT?
- DURATION OF VLOG? – REMEMBER GETTING A VIEWER'S ATTENTION AND THEN KEEPING THEIR ATTENTION ON WHAT YOU'RE SIGNING/SELLING/ADVERTISING/HIGHLIGHTING IS YOUR AIM!

CREATE VLOG

- WHAT PLATFORM WOULD YOU IDEALLY LIKE TO POST THIS VLOG ON AND WHY? FB, INSTAGRAM, TWITTER, TIKTOK ETC. (REMEMBER FOR THIS PRACTISE VLOG YOU WILL BE POSTING ON THE SIGNMEDIA PLATFORM)
- REMEMBER FOR THIS PRACTICE VLOG YOU WILL BE POSTING ON THE SIGNMEDIA PLATFORM
- HOW WILL YOU TAG YOUR POST? REMEMBER YOU WANT MAXIMUM NUMBER OF PEOPLE WATCHING YOUR VLOG...

CREATE VLOG

- THEN WE CAN UPLOAD THE FILMS TO A SIGNMEDIA SITE AND THEN WE'LL WATCH THEM.
- REMEMBER, THIS IS A SAFE ENVIRONMENT AND MISTAKES ARE PART OF LEARNING.

DAY 2 TV & FILM

- WE'RE GOING TO LOOK AT DRAMA AND DOCUMENTARY TODAY.
- WHAT IS THE DIFFERENCE BETWEEN A DRAMA AND A DOCUMENTARY?
- PITCHING