

PUBLIC MEDIA

WGUV

A Service of Grand Valley State University

WGVU Digital Storytelling Workshop

LGREI Project for Groundswell



Groundswell



POST-PRODUCTION

The work on video, such as editing, voice over, etc, that takes place after recording is completed.



<https://www.youtube.com/watch?v=44GIl-AHLBs>

Story

A collection of moments that show change over time.

- Fewer moments = shorter story
- The shorter the story is, the more important it is to thoughtfully consider what shots to use to send a message

Pacing

A tool to guide emotion.

- Pacing is, in essence, the ease of progression of the video.
- Pacing is about building, character development, and more importantly, retaining your audience.

Editing

On its most fundamental level, editing is the art, technique, and practice of assembling shots into a coherent sequence.

Must consider:

- Images
- Story
- Dialogue
- Music
- Pacing
- Performance

