Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Improvement Lesson#1 recap:

**Improvement Lesson #2: You Must Have Intent**

Intent \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Examples:*

*To raise a lot of money*

*To show absurd behavior on the boardwalk*

*To change high school students' perceptions about vaping/recycling...*

Exercise: Let's watch the following videos and determine the director's intent and how you know.

1.

2.

3.

**Improvement Lesson #3: Know Your Audience**

***THINK BEFORE YOU SHOOT: (Group Activity)***

WHO is your audience, literally?  Male? Female? What do they like to do?   Why will they be interested in what you have to show them?  Where do these people live? How old are they?

WHO is the competition?

WHAT does the audience want?  What interests your target audience?  Information?  Inspiration?  What entertains them?  What's in it for them?

WHEN will they be watching?  During school?  At home in their spare time?

WHERE are most people going to see your video?

WHY use video?  What will it show the audience that you can't show them in any other way?

Exercise: Click on the link below.  Check out the graphics the movies use and the little descriptions they provide.  Look at the first 3 trailers that seem interesting to you.  Then click on 3 more you know nothing about.  Finally check out 3 that you know, just from looking at the posters, you are completely and unalterably not interested in.

Link:   <http://trailers.apple.com>

Answer the following questions:

 Can you see which movies are aimed at you?  List them and explain how.

Can you see which movies are clearly NOT aimed at you?  List them and explain how.

What is the difference?

What is your favorite movie? Tell me the story about it below. You will share with the class so be prepared.

**Improvement Lesson #4: Know Your Story**

A story has four elements: A hero, a beginning, a middle, and an end.  The beginning of any story introduces us to the hero and what situation he's in.  The middle tells what happens to the hero next.  The end is how it all turns out.

Hero: "Who" the video is about. Can be someone or something.

Beginning: Introduce the hero, tell where we are right now, and give some sense of where we're headed and why we're watching.

Middle: Something happens.  It doesn't have to be complicated, but the story must progress.  A challenge to a character sweetens the pot.

End: What do you want to leave your audience with?  Endings should have some sort of resolution and closure.

THE HERO’S JOURNEY:

In most well-constructed stories, the hero wants something. How he tries to get it is the story we tell about him/her. So it is with many videos:

Beginning: The hero expresses a desire or a need. Middle: He struggles to fulfill it. End: He overcomes the trouble and gets it.

No all heroes are like Luke Skywalker. Sometimes the hero is your friend, learning to ride a skateboard. He wants to ride at the skate park with his friends but he falls a lot. And finally he makes it into the bowl and out without falling on his face. It is a complete hero’s journey.

There is also a tragic hero’s journey – in the end, the hero does not get what he/she wants. Think about *Hamlet* – they all die in the end. That’s also the structure for the comic hero’s journey like the one found in *America’s Funniest Home Videos* . Boy wants candy. Boy is blindfolded and swings at the piñata. Boy hits father in the groin. A tragedy, indeed, but it is hilarious nonetheless.

Middle

Beginning

End