

The Art Of Sharing Stories With The Masses

Alejandro Gomez-Meade

In partnership with:



THE ART OF SHARING STORIES WITH THE MASSES

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-

Introduction



Alejandro
Gomez-Meade

Documentary filmmaker
and photographer



Samma Abu Sharar

Majed Abu Sharar Media
Foundation

Introduction

Alejandro Gomez-Meade

Documentary filmmaker and photographer

Samma Abu Sharar

Majed Abu Sharar Media Foundation

-

1.8 Billion



1.8 Billion

-

Over 1.8 billion photos are uploaded to the internet every day. Over 1 billion videos are watched everyday on youtube. How many images or video did you see today before coming here? Do you remember what they were? What they look like?

-

Image Credits: Upload Photos by Ryan Beck from the Noun Project



Pablo Ernesto Piovano, 2015.

The Human Cost of Agrochemicals 2015 - Pablo Ernesto Piovano

-

Of all the images in your life can you remember an unforgettable image or video you've seen? Something that could have changed your life?



Sebastião Salgado, 1986.

Serra Pelada Brazil, 1986 - Sebastião Salgado

-



Bruce Davidson, 1980.

Subway 1980 - Bruce Davidson

-

“Photography is a foreign language everyone thinks he speaks.”

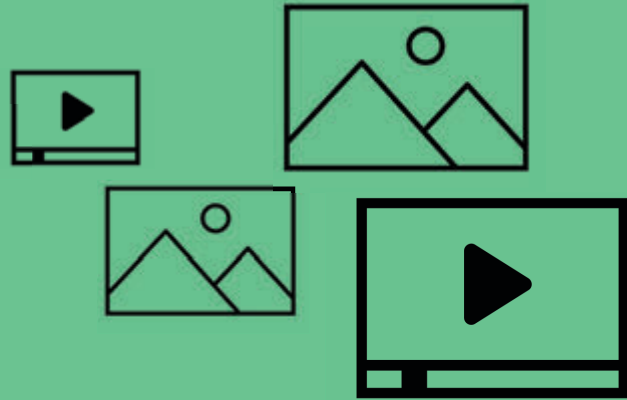
- Philip-Lorca diCorcia

“Photography is a foreign language everyone thinks he speaks.” - Philip-Lorca diCorcia

-

Anyone with the proper tools can take a photo or take a video. Just like anyone can paint or draw a picture. Of all the modern arts today perhaps photography is the easiest to create and share with a large audience. What makes an image art? What gives an image a story? It's not pushing a button on a camera. From the perspective of a filmmaker and photographer an image is never taken, it is made. Let me repeat that. Photographers and filmmakers make images. We control what you see and it's all based on a complex language. A small part of this language is scientific. It's the techniques that have existed for hundreds of years. The other part exists in the heart. When you can connect the two and make a series of calculated choices in the split second that's when you've truly spoken the language of photography. Like any language this is a process that takes enormous amounts of time and practice.

Making Unforgettable Images



Making Unforgettable Images

-

There is also something very interesting about this language of making an image that should be noted: Learning all the technical aspects and rules, the things I can teach you in this class is only a tiny step in learning this language. It is a foundation, like roots of a tree. The true language of this art is already inside you, it is shaped by the things you've seen, endured, and overcome. It's driven by your curiosities and your fears. It is a language entirely unique to the rest of the universe but somehow when you make that image it touches a part of us so deep inside it becomes a moment that's unforgotten. For that split second we as image makers are connected to that person on the other side of the camera. When a viewer sees this image in a gallery or a theater or on their Facebook feed it has the same potential to reach out and grab their heart and their mind. **Make unforgettable images.** This is the magic of it all and only you have the power to unlock it and those brave enough to take this journey, you will realize your story in front of and behind your lens.

-

Image Credits:

Image by Alfa Design from the Noun Project

Video Player by Adrien Coquet from the Noun Project

Documentary



Badge#P95081
2012



No Justice No Peace
2015



Peru Streets
2015

Documentary

[Badge#P95081 - 2012](#)

[Conflict Speaks - 2015](#)

[No Justice No Peace 2015](#)

-

Documentary in relationship with photography and filmmaking is about capturing a moment in real life, "documenting it". It can be a place, a person, a thing, an idea or an event. You are witnessing a moment and with your camera and you make the conscious decision to record that memory in history.

Documentary Story



Pablo Ernesto Piovano | The Human Cost of Agrochemicals Argentina. 2015

Documentary Story

[Pablo Ernesto Piovano | The Human Cost of Agrochemicals Argentina. 2015](#)

-

A series of images that revolve around a subject. That subject could be a person, a place, an issue, a thing. While each individual image must say something, the series of images say something greater as a whole.

Documentary Story



Sebastião Salgado | Serra Pelada Brazil. 1986

Documentary Story

[Sebastião Salgado | Serra Pelada Brazil. 1986](#)

-

Documentary Story



Bruce Davidson | Subway New York City, USA. 1980.

Documentary Story

[Bruce Davidson | Subway New York City, USA. 1980.](#)

-

Your Objective:

Document and present a visual story using the skills you learn in this workshop.

Objective:

Document and present a visual story using the skills you learn in this workshop.

-

Overview	
Theory	<ul style="list-style-type: none"> • What makes a powerful story
Practical Skills	<ul style="list-style-type: none"> • How to make and edit photo and video using a mobile phone
Application	<ul style="list-style-type: none"> • Create 6 images that shares a story • Create 1-3 minute video that shares a story
Completion	<ul style="list-style-type: none"> • Present your project to the class • Share your story with the world

Overview

Theory

- What makes a powerful story

Practical Skills

- How to make and edit photo and video using a mobile phone

Application

- Create 6 images that shares a story
- Create 1-3 minute video that shares a story

Completion

- Present your project to the class
- Share your story with the world

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Expectations

- Respect everyone's opinions and views
- Present a finished project

Expectations

- Respect everyone's opinions and views
- Present a finished project

-

There is no excuse not complete this workshop without a project. We are here to create something this is #1.

-



Questions?

1

FIND YOUR STORY

2

EDIT YOUR STORY

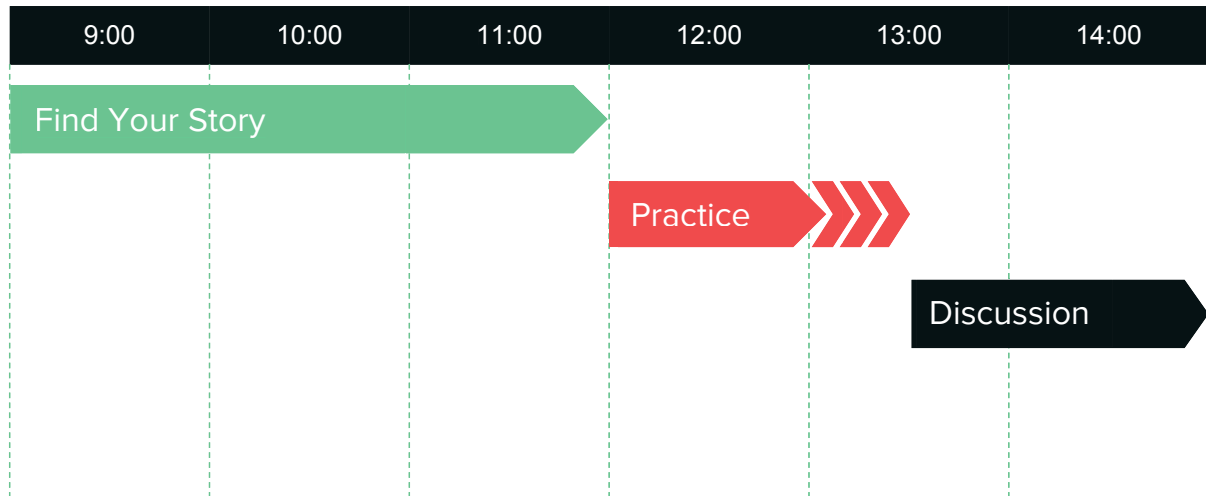
3

SET IT FREE

1. FIND YOUR STORY
2. EDIT YOUR STORY
3. SET IT FREE

-
This workshop is broken down into 3 sections with a free day in between “2” and “3” to capture and finalize your story.

Today's Schedule



Today's Schedule

Find Your Story

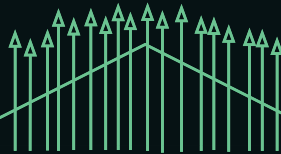
Practice

Discussion

-

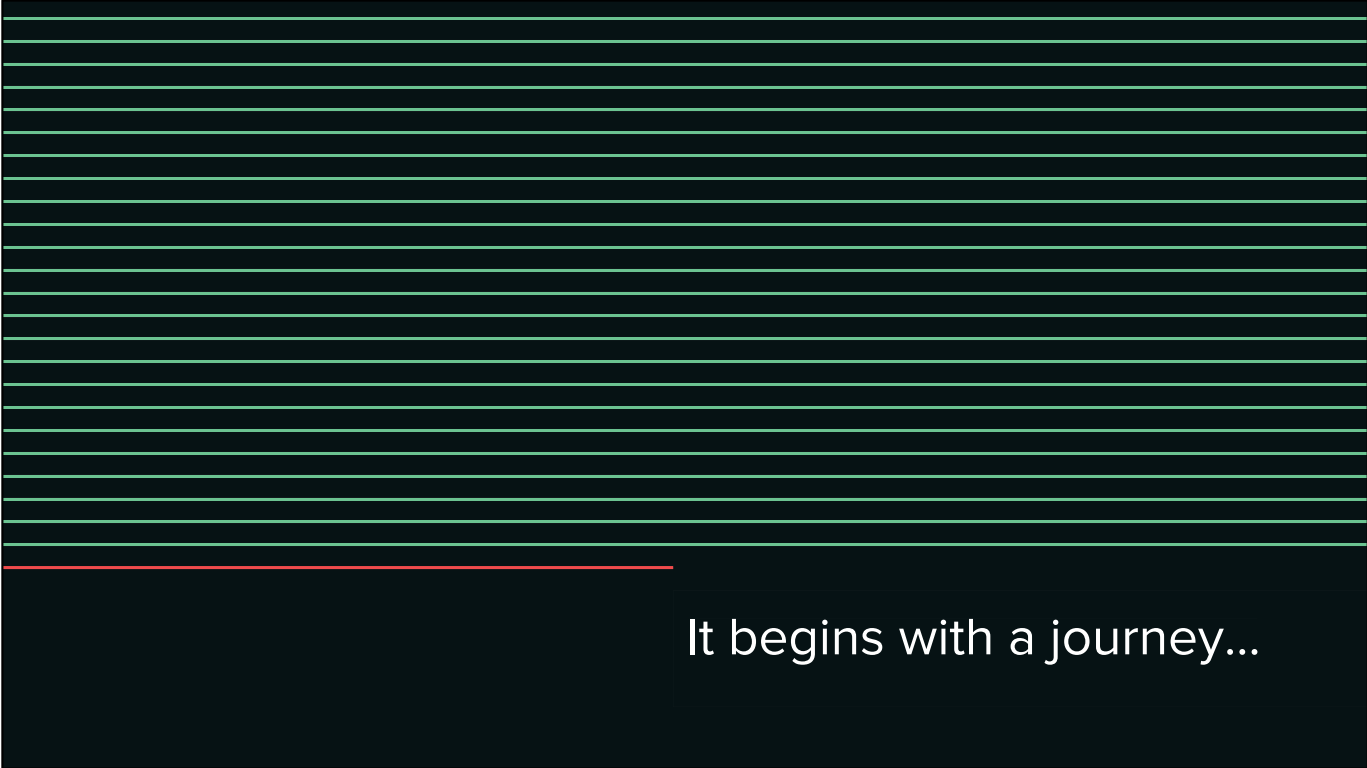
“The human heart is a dark forest.”

- Tobias Wolf



“The human heart is a dark forest.” - Tobias Wolff

-



It begins with a journey...

It begins with a journey...

-

Discussion: Ordinary world & call to adventure

It's the moment your life changes. It's the moment everything you find comfort in is no longer there and you can't help it, you must find something else, you must find a greater purpose or truth. You must go on a journey. Every project you pursue will begin with your very own journey.

You cannot know what you discover on a journey, what you will do with what you find and what it will do to you.

-



Hebron



Rio de Janeiro



Denver

Hebron

Rio de Janeiro

Denver

-

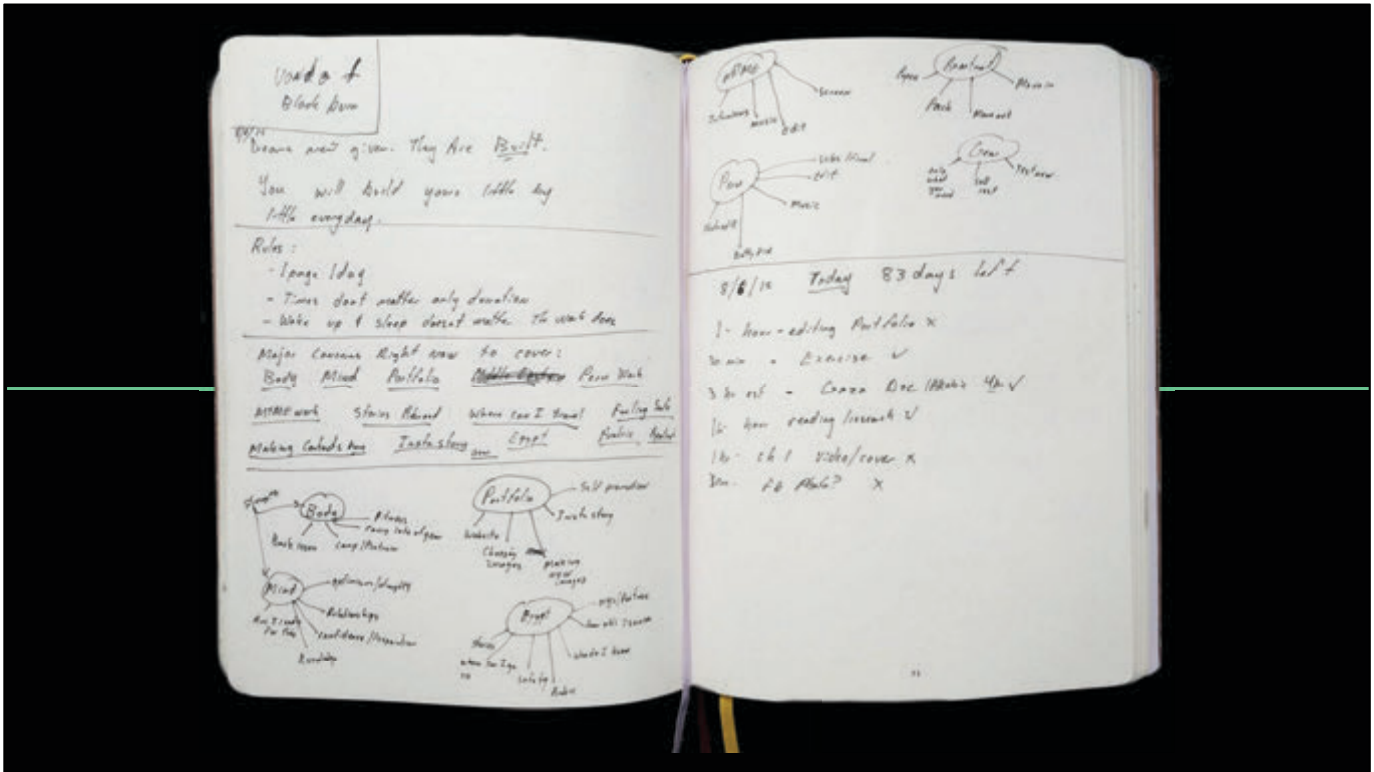
My Journey to Beirut.

Your journey is formed by all you've seen, wish to see, experienced, overcome, endured. It can happen across the world or a few steps from your home.

-

Image Credit:

Alejandro Gomez-Meade



- My journal entry 83 days before leaving.

- Discussion: Planning your journey

- Image Credit:
 Alejandro Gomez-Meade

To Gaza From Egypt

Your Journey Begins



To Gaza From Egypt
Your Journey Begins

-

What you will learn in the following sections can be applied to all forms of documentary, even commercial work. It's 4 years of film school and 8 years of experience in a few hours. Keep in mind though, this is only a foundation. No one can teach you to be a great filmmaker or photographer.

How did I end up here?

Discussion: Starting journey and finding conflict.

-

Image Credit:

Alejandro Gomez-Meade

Elements of a story

Central Character

- Key person the story revolves around.
- Doesn't need to be a person.



Journey

- Central character's path to achieving something.



Conflict

- The main challenge the central character faces on their journey



Elements of a story

Central Character

- Key person the story revolves around.
- Doesn't need to be a person.

Journey

- Central character's path to achieving something.

Conflict

- The main challenge the central character faces on their journey

-

Central Character - Key person, place or thing the story revolves around - Hero, Protagonist

Journey - What they are doing for most of the story. Keep in mind this can be very subtle, what's important is things are happening.

Conflict - Thing place or situation that drives the story - Villain, Antagonist. Again this can be very subtle, it can even be the central character.

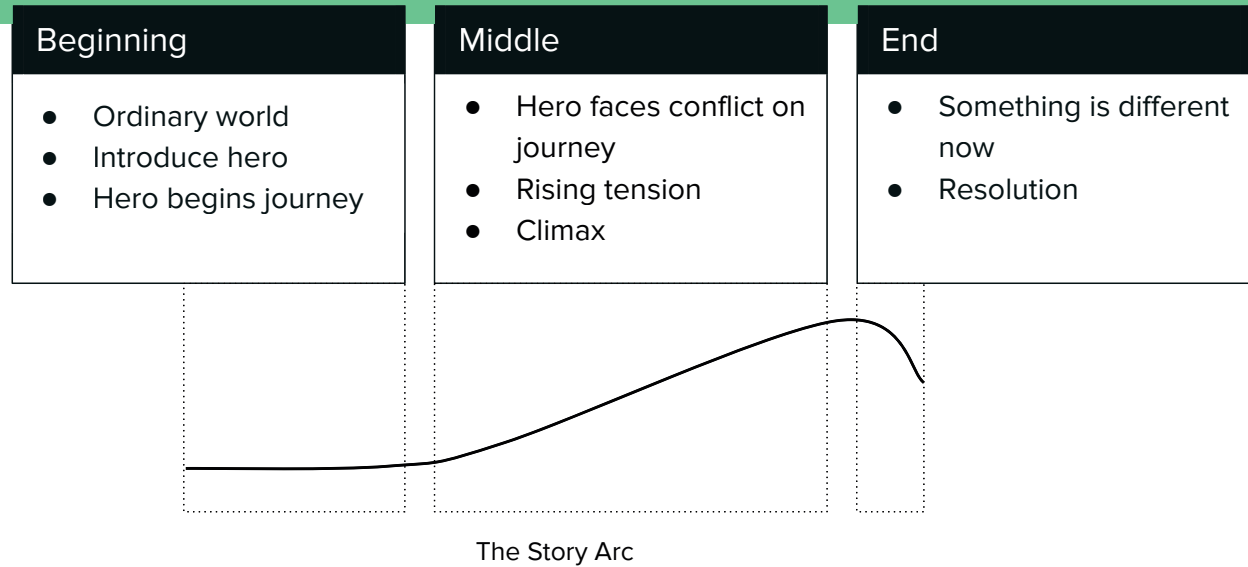
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Graphic Credit:

Superhero by Gan Khoon Lay from the Noun Project

Monster by Joel McKinney from the Noun Project

Story Structure



Story Structure

Beginning

- Ordinary world
- Introduce hero
- Hero begins journey

Middle

- Hero faces conflict on journey
- Rising tension
- Climax

End

- Something is different now
- Resolution

The Story Arc

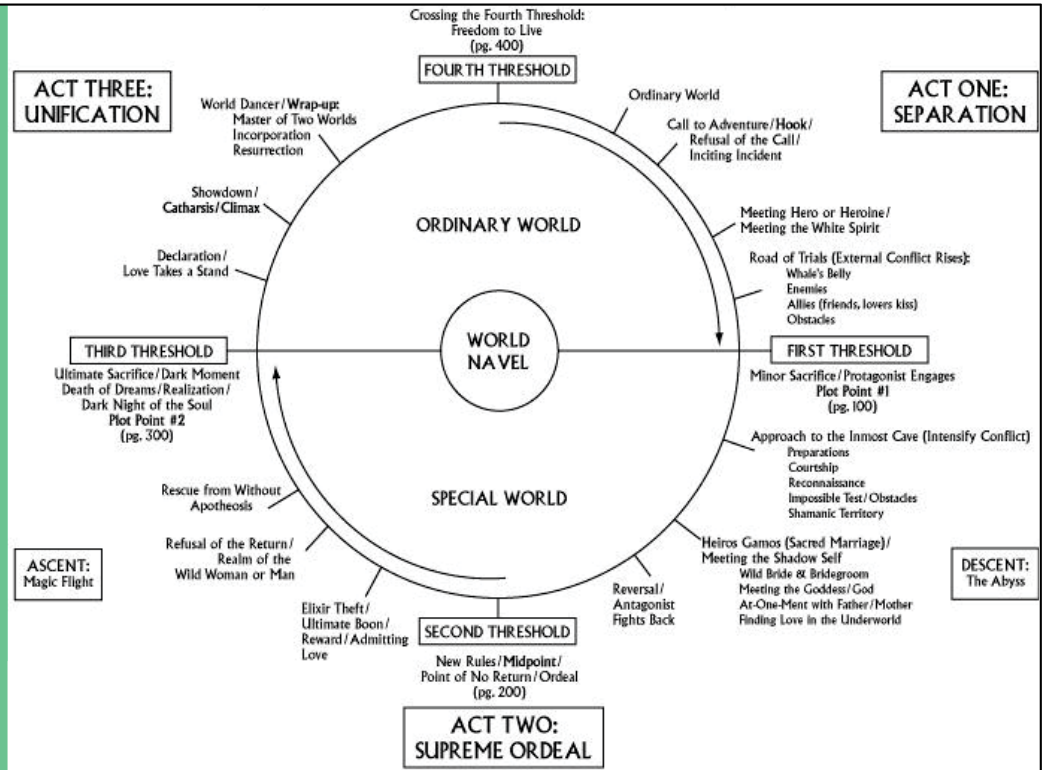
-

These concepts are often times not obvious. Pay attention to the time of each section of arc. Arc is sometimes called 3 Act Structure or Hero's Journey.

Discussion: Best part of a cheeseburger.

-

The Hero's Journey



The Hero's Journey

-

A more complex view of this concept.

-

Graphic Credit:

Lisa A Paltz Spindler

Finding Jack & Conflict Speaks

Tools To Make The Image



Finding Jack & Conflict Speaks
Tools To Make The Image

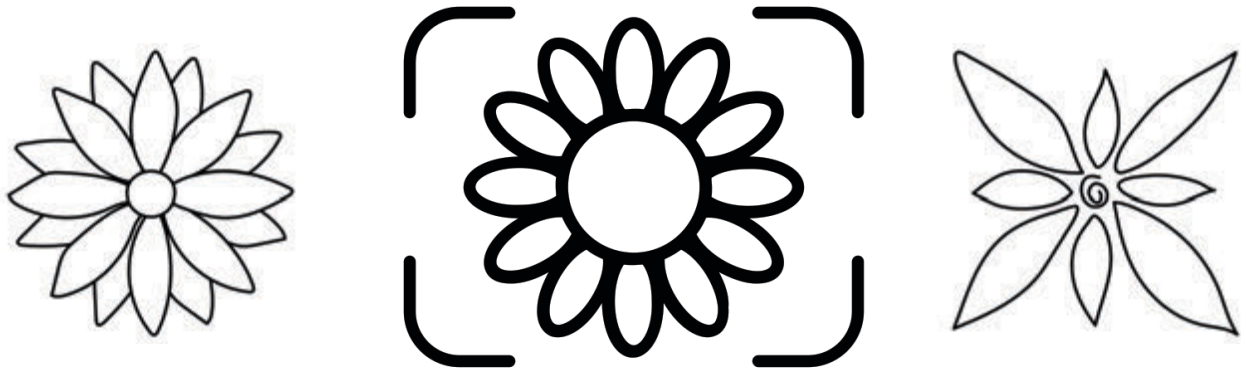
-

Discussion: Overcoming conflict, rising tension. How I ended up in Lebanon and began my first documentary project in Beirut.

-

Image Credit:
Alejandro Gomez-Meade

Storytelling Tools: Framing



Storytelling Tools: Framing

-

You control what the viewer sees. “Work the scene” - don’t be afraid to take many photos at different angles to get the image you want.

-

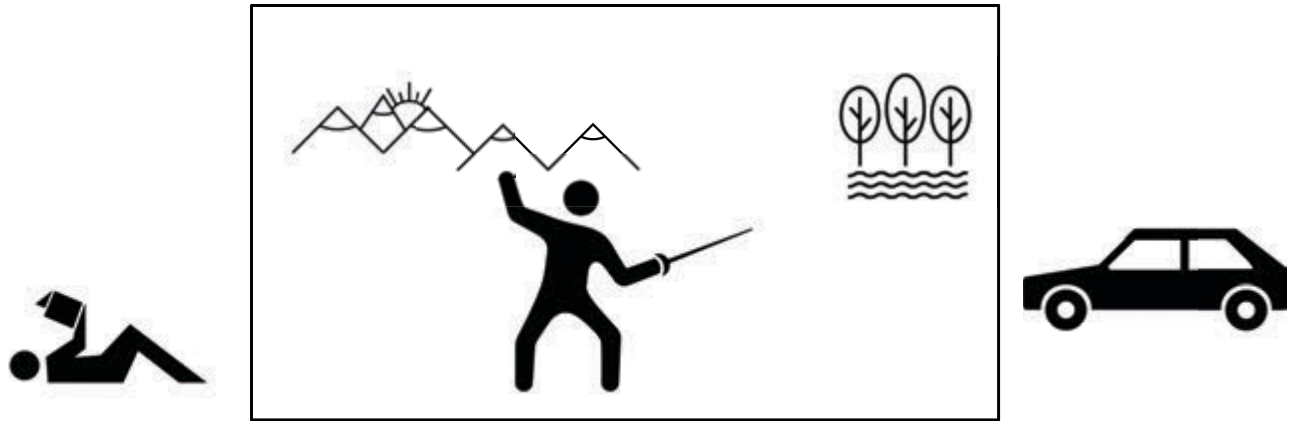
Graphic Credit:

camera focus by Juraj Sedlák from the Noun Project

Flower by Felipe Alvarado from the Noun Project

Flower by Felipe Alvarado from the Noun Project

Framing: Wide Shot



Framing: Wide Shot

-

Notice what is included and excluded from your image.
“Hand Wave”

-

Graphic Credit:

Fencing by Bohdan Burmich from the Noun Project

Mountain5 by Prasad from the Noun Project

Mountains by Prasad from the Noun Project

trees by Made by Made from the Noun Project

Reading by Gerald Wildmoser from the Noun Project

Framing: Medium Shot



Framing: Medium Shot

-

I have a better view of your subject, I'm getting to know him/her/it.
"Hand shake"

-

Graphic Credit:

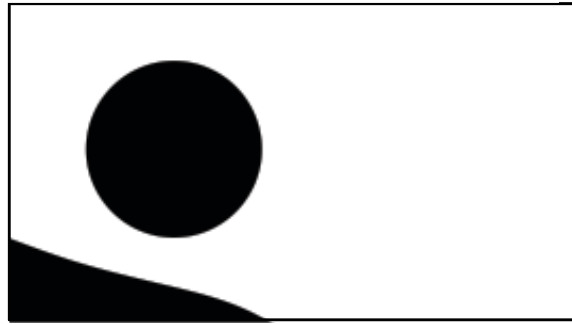
Fencing by Bohdan Burmich from the Noun Project

Mountain5 by Prasad from the Noun Project

Mountains by Prasad from the Noun Project

trees by Made by Made from the Noun Project

Framing: Close-up



Framing: Close-up

-

I can see closer than stranger could: intimacy.

“Hug”

-

Graphic Credit:

Fencing by Bohdan Burmich from the Noun Project

Mountain5 by Prasad from the Noun Project

Mountains by Prasad from the Noun Project

trees by Made by Made from the Noun Project

Storytelling Tools: What is your camera?

- Handheld
- Static



- High Angle
- Neutral
- Low Angle

Storytelling Tools: What is your camera?

- Handheld
- Static

- High Angle
- Neutral
- Low Angle

-

What is your camera? A person, an alien, a bird, a rock?

Is your camera moving? Why? How does that make the viewer feel?

Are you looking up at your subject, down or at the same angle? Why? How does that make the viewer feel?

-

Graphic Credit:

Phone by Kimmi Studio from the Noun Project

Poker face cathy moser

Storytelling Tools: Aesthetics

Color

- Black & White
- Color
- Light

Sound

- Music
- Environmental Sound
- Narration

Aspect Ratio

- 1:1
- 3:2
- 16:9



George



Robert

Storytelling Tools: Aesthetics

Color

- Black & White
- Color
- Light

Sound

- Music
- Environmental Sound
- Narration

Aspect Ratio

- 1:1
- 3:2
- 16:9

Examples:

My first two documentary films in film school. Notice how simple everything is. Main character and story arc are very obvious.

[George](#)

[Robert](#)

Additional films:

[Amar \(all great achievements require time\)](#)

Simple editing and sound. Subtle story arc.

-

Making an image is all about control. YOU make the story. The tools we covered today will shape how your story is told.

Show first videos from documentary class in film school.



Jack

[Jack](#)

-

Examples: shoot as soon as possible, wide, medium and close up. Build trust slowly. Think about the image when you make it and what you want the final story to be.



[Conflict Speaks](#)

-

Final project took 1 week. Features 9 different refugees connected by one subject: being a refugee in Lebanon. Interactive story with interviews and their OWN voice.



- Anything can be the **central character** of your story.
- Trust takes time. Start now.
- Know the story before you begin but be open to something better.
- Start wide and work your way in.
- Sometimes **journey** and **conflict** can be very subtle.
- Sometimes you don't know your story until you start editing.
- Work the scene, make as many images as possible. Film as much as possible.
- Work with what you have.
- Think about your audience.

- Anything can be the central character of your story.
- Trust takes time. Start now.
- Know the story before you begin but be open to something better.
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- Work the scene, make as many images as possible. Film as much as possible.
- Work with what you have.
- Think about your audience.

-

Some final tips for this section

- Anything can be your central character, a person, place, thing, even yourself.
- Powerful images are many times intimate images. Start building trust with your subject now.
- Know what you want your images to say before you begin, this will help guide your work but be open to something better that may appear. Don't forget this is all a journey, even for you.
- Make your subject comfortable before you get close.
- Elements of a story can be very subtle and they are not always 100% clear.

- Stop looking for the obvious.
- When in doubt keep making images and look for the story while editing. It could be as simple as a glance (Robert resolution example).
- Keep making images until you get the one that fits your story. It's not uncommon to make 1000+ images in one day and hours of video.
- Your camera is a tool, learn how to use it in a way that makes your story. A camera may be an excellent knife but a terrible spoon.
- Think about who you want to see your work. Will they speak your language? Will they be seeing your work online? All of these factors affect how you tell your story.

-

Graphic Credit:

Information by Andrew from the Noun Project

Your Journey Begins Now

Explore and Find Your Story



- 6 Images edited
- Title and description

or



- 1-3 Minute video edited
- Title and description

Your Journey Begins Now
Explore and Find Your Story

- 6 Images edited
- Title and description

or

- 1-3 Minute video edited
- Title and description

-

Reminder final project.

For today's practice let's walk around Shatila. Look and listen, think of ideas. Pretend this is your first time here. What is interesting?

-

Graphics Credit:

images by John Caserta from the Noun Project

Video by Adrien Coquet from the Noun Project



-

Discussion: What did you see today? Story brainstorming

-

Graphic Credit:

group discussion by cathy moser from the Noun Project

Homework

- Find a **central character**
- Start thinking of their **journey**
- Practice using all these tools for tomorrow's class
- Download & install software
- Charge your phone

Homework

- Find a central character
- Start thinking of their journey
- Practice using all these tools
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- Charge your phone

-

Download and Install

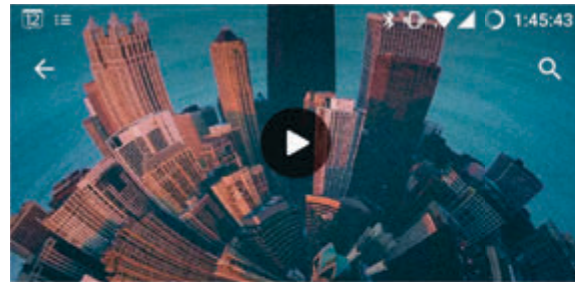


Adobe Premiere Clip

Adobe

Everyone

INSTALL



Adobe Photoshop Lightroom

Adobe

Everyone

INSTALL

Download and Install

-

Adobe Premiere Clip (video editing)

[Download Android](#)

[Download iOS](#)

Adobe Photoshop Lightroom (photo editing)

[Download Android](#)

[Download iOS](#)

1

FIND YOUR STORY

2

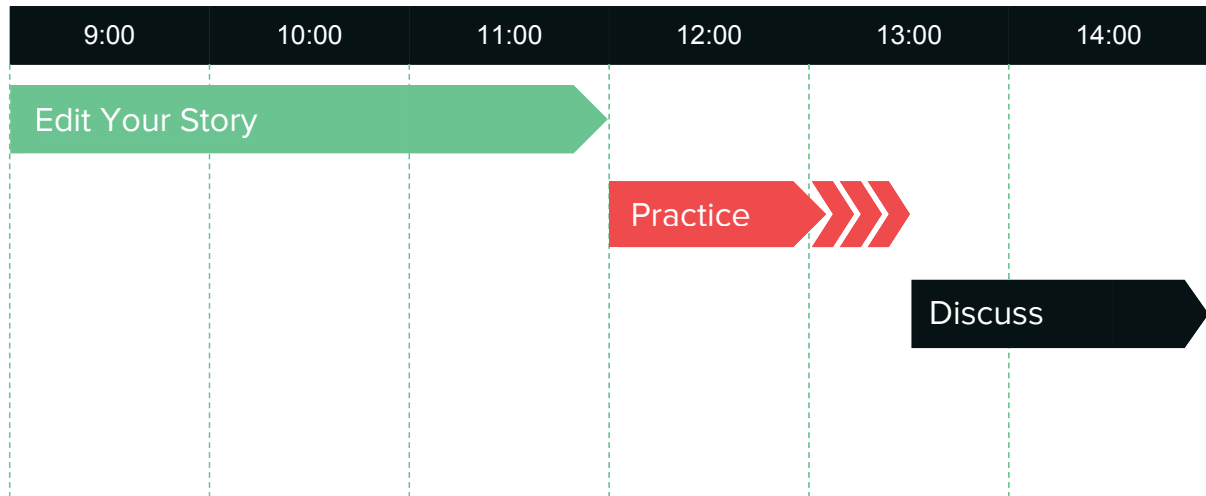
EDIT YOUR STORY

3

SET IT FREE

1. FIND YOUR STORY
2. EDIT YOUR STORY
3. SET IT FREE

Today's Schedule



Today's Schedule

Edit Your Story

Practice

Discuss

-

“Light is more important than the lantern,
The poem more important than the notebook”

- Nizar Qabbani

“Light is more important than the lantern, The poem more important than the notebook” - Nizar Qabbani

-

Camera History Lesson



Camera History Lesson

-

Story is Everything



Story is Everything

-

The camera doesn't matter, make the image don't take it.

It is not the camera, it is the brain behind the camera.

Example:

[5 Broken Cameras](#)

Oscar Nominated, made by ordinary person using 5 cameras and simple techniques.

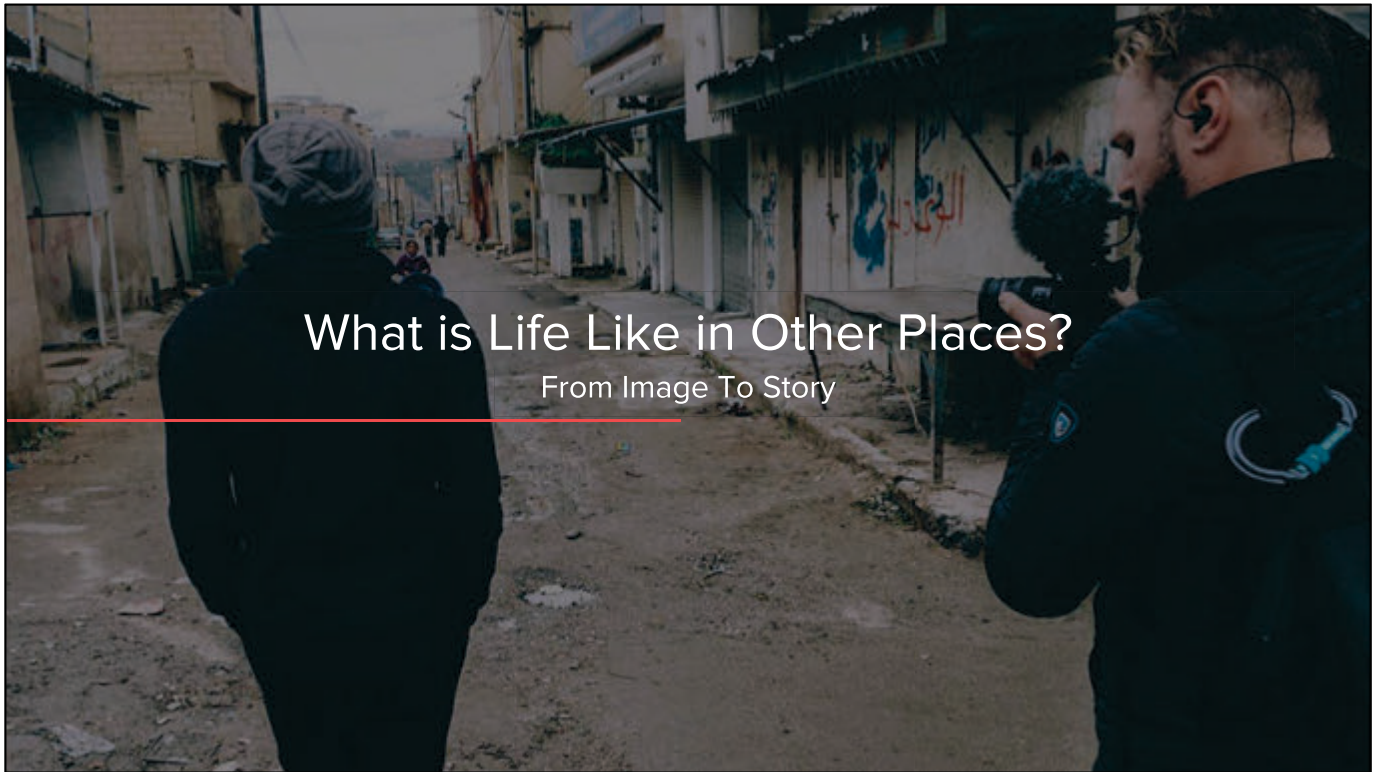
Story is everything.

-

Graphic Credits:

Camera Side View by Shawn Schmidt from the Noun Project

right brain by Dairy Free Design from the Noun Project



What is Life Like in Other Places?
From Image To Story

-

[This Is The Camp Trailer](#)

Discussion: Working with very little gear and following where the story takes you.
No amount of gear or editing can replace good camera technique and story knowledge

-

Image Credit:
Suzanne Mollner



Ahmad
Lebanon

Hisham
Palestine

Faisal
Jordan

-

Quiz time:

Trick question: Who is the central character of this story?

How many story arcs/journeys?

Sometimes you need to find your story in the editing room.

-

Image Credit:

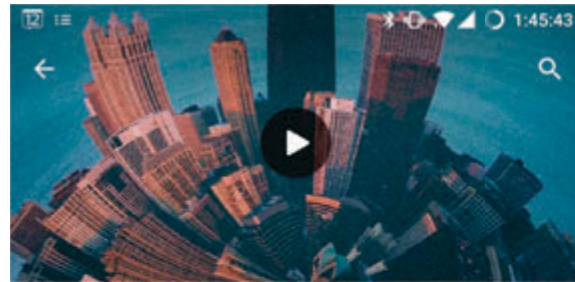
Alejandro Gomez-Meade

Download and Install



 **Adobe Premiere Clip**
Adobe
Everyone

INSTALL



 **Adobe Photoshop Lightroom**
Adobe
Everyone

INSTALL

Download and Install

-

Adobe Premiere Clip (video editing)

[Download Android](#)

[Download iOS](#)

Adobe Photoshop Lightroom (photo editing)

[Download Android](#)

[Download iOS](#)

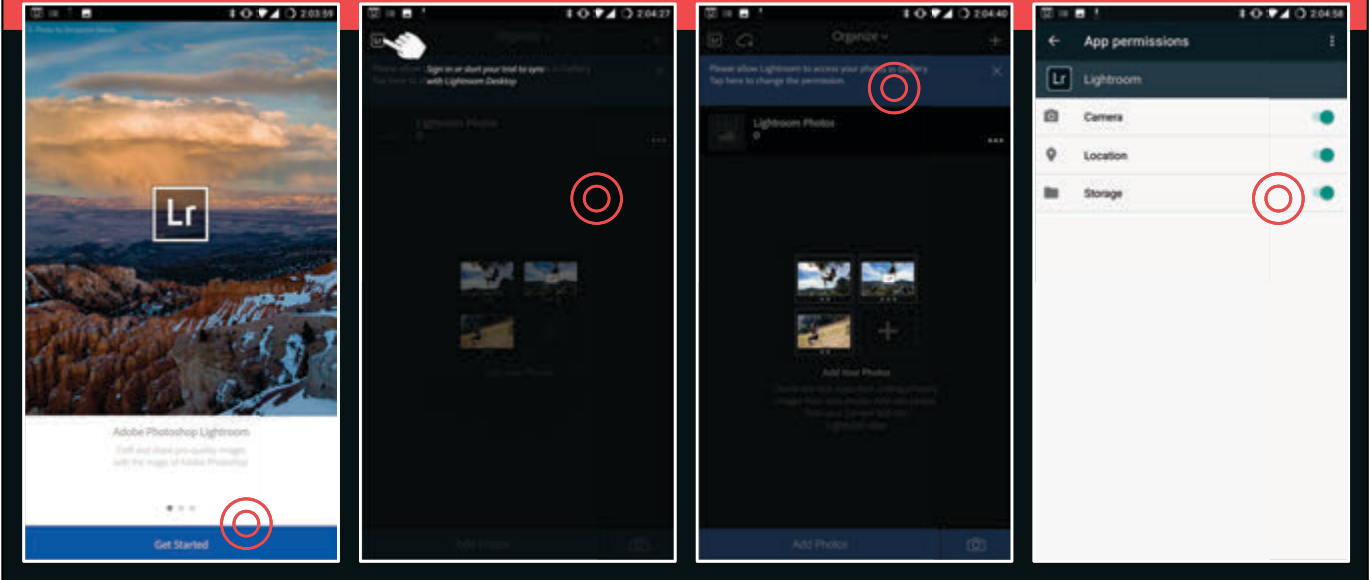
The software we'll be using for this workshop is Adobe Premiere Clip (for editing video) and Adobe Photoshop Lightroom (for editing photos).

There are many choices out there for editing so why are we using this?

- Can be sent to desktop versions of software for pro use
- Free no watermarks or extra purchases
- Available for both Apple iOS and Android
- They offer the very basic tools to get the job done

-

Adobe Photoshop Lightroom Setup



Adobe Photoshop Lightroom Setup

-

Photo Editing: Add Photos and Organize

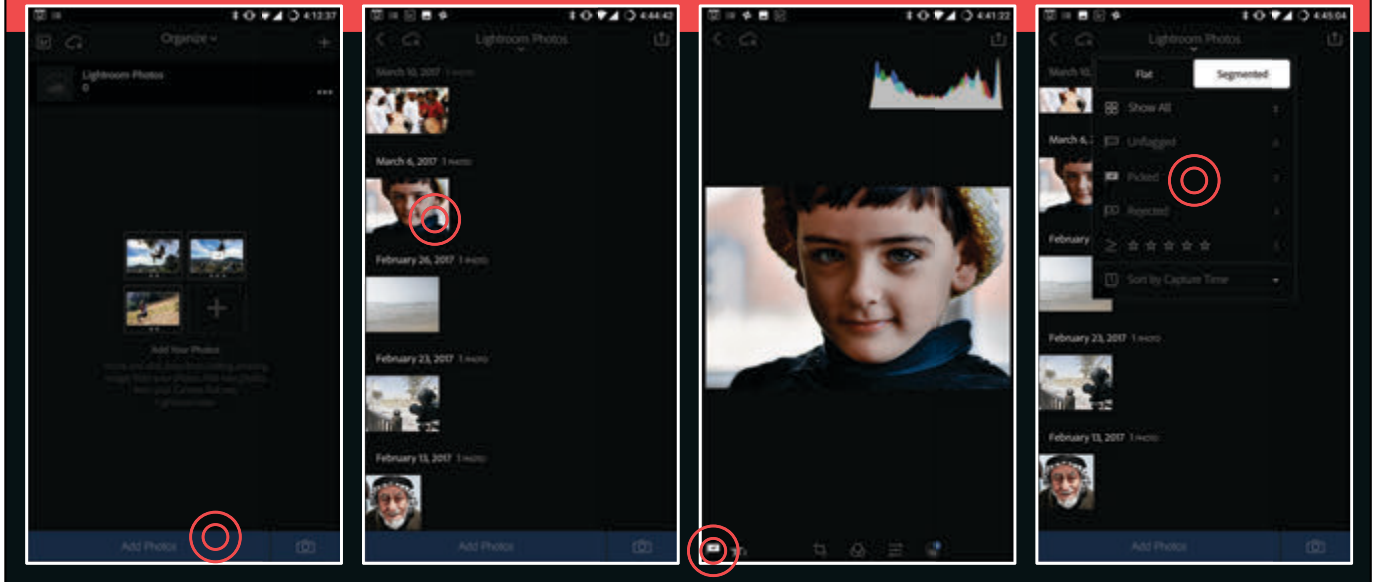


Photo Editing Tools: Add Photos and Organize

-

Find the images that you're thinking about including in your project. Rate or flag them until you have a workable amount.

-

Photo Editing: Crop

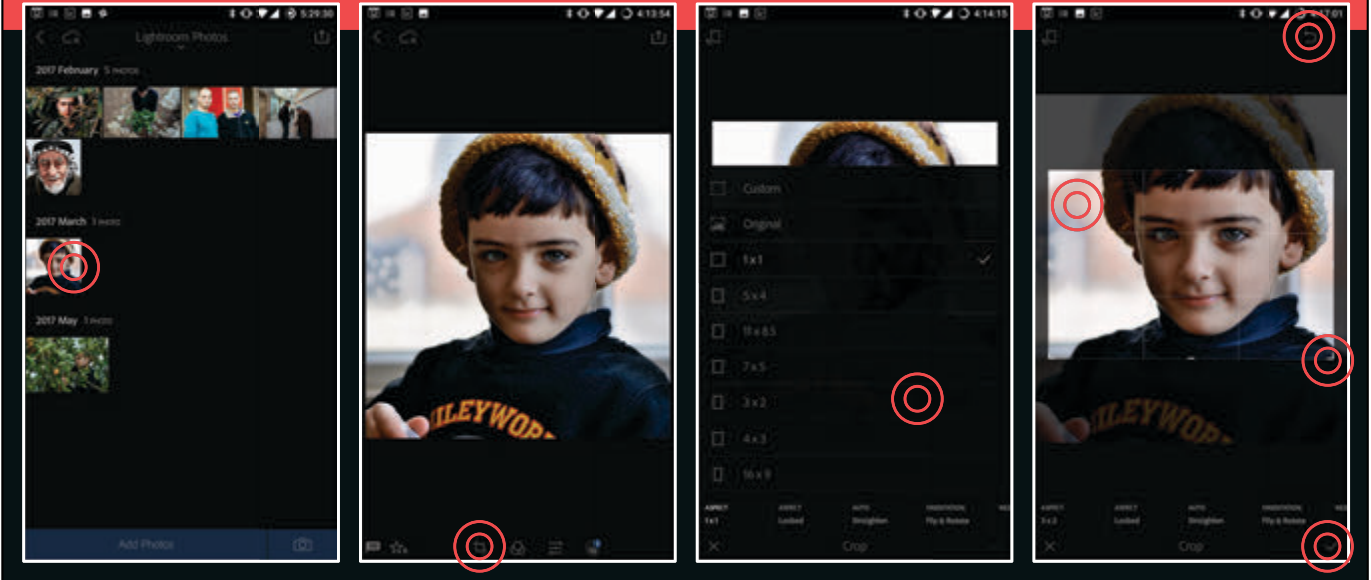


Photo Editing Tools: Crop

-

The best cropping you can do is with your feet before the image is taken. 3:2 is standard for most images. Be careful when you make pictures with your phone as many new phones take photos in 16:9. Make sure all your images are the same aspect ratio.

Discussion: Rule of thirds.

-

Photo Editing: Exposure

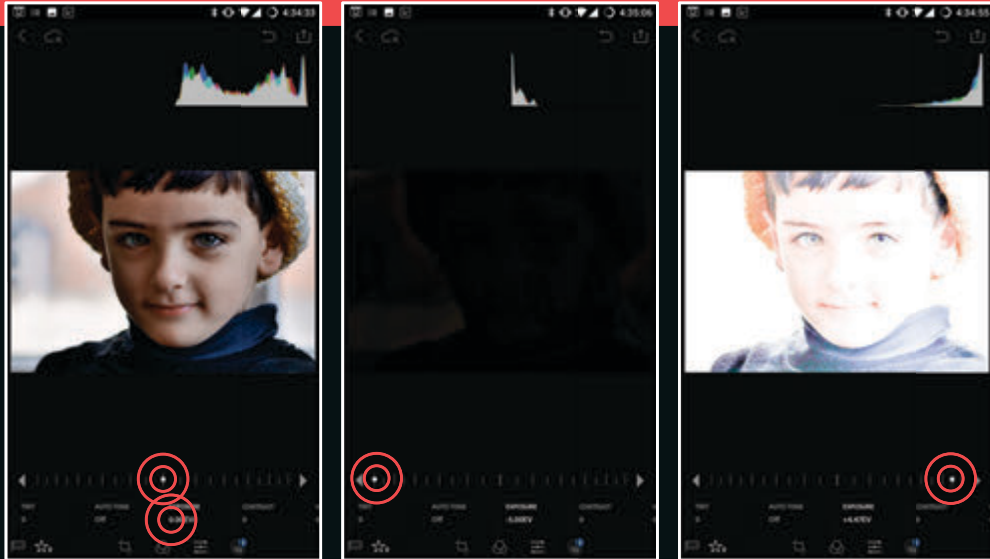


Photo Editing Tools: Exposure

-

Small adjustment to overall image brightness. Notice histogram on top right. Left side is black right side is white.

-

Photo Editing: Contrast

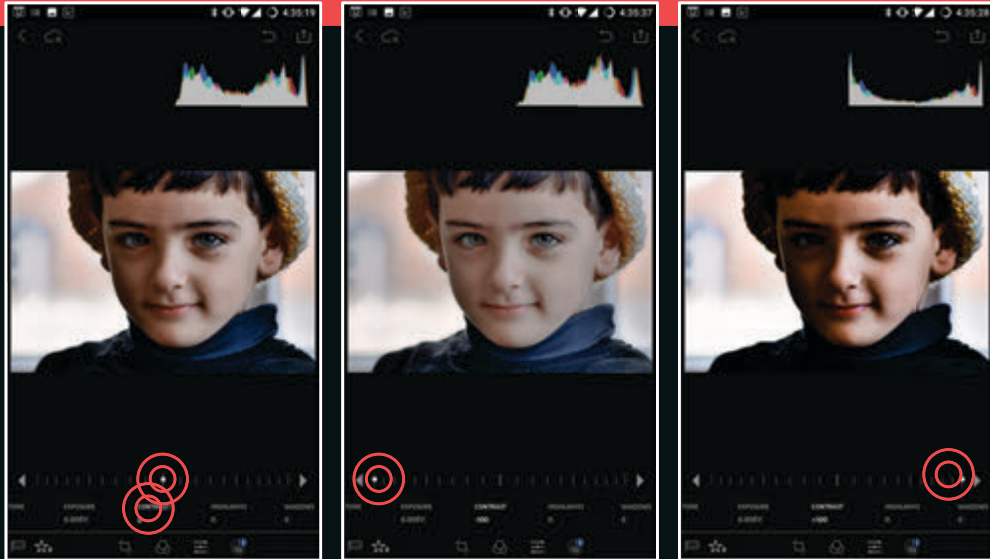


Photo Editing: Contrast

-

The difference between black and white in your image. Notice histogram behavior.

-

Photo Editing: Highlights

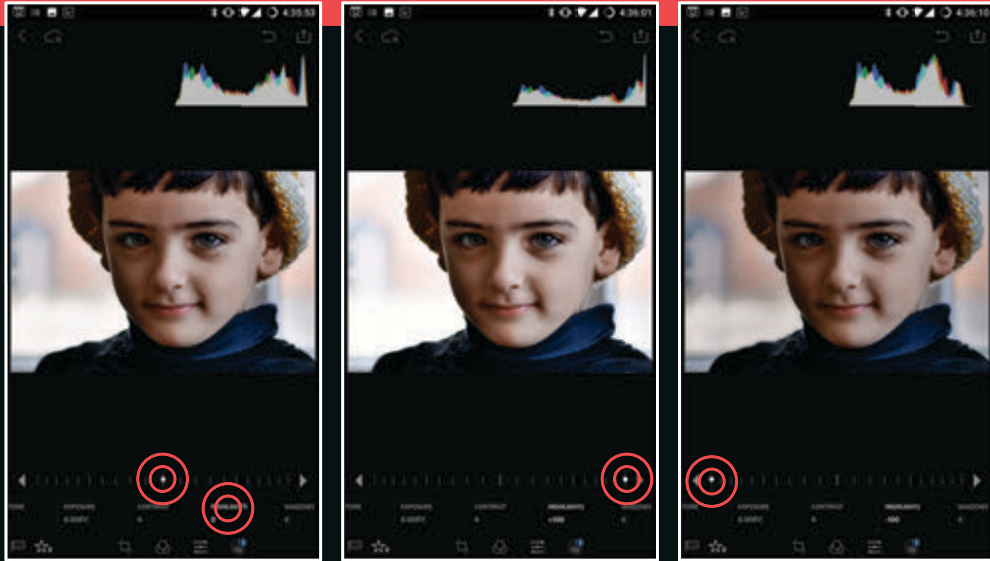


Photo Editing: Highlights

-

Adjusting the brightest parts of your scene. Notice how background changes to reveal less or more detail.

-

Photo Editing: Shadows

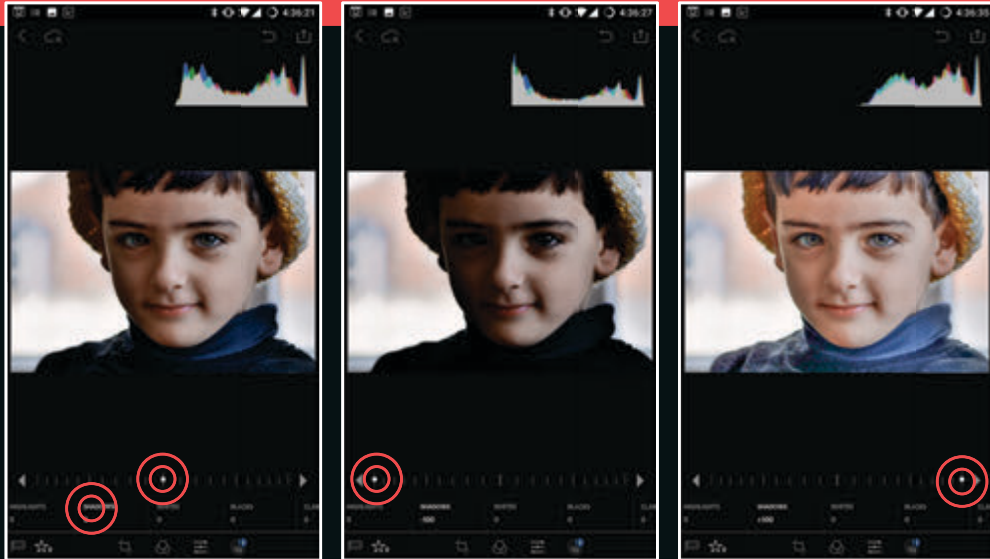


Photo Editing: Shadows

-

Adjusting the darkest parts of your scene. Notice how we gain or lose detail in the shirt.

-

Photo Editing: Saturation

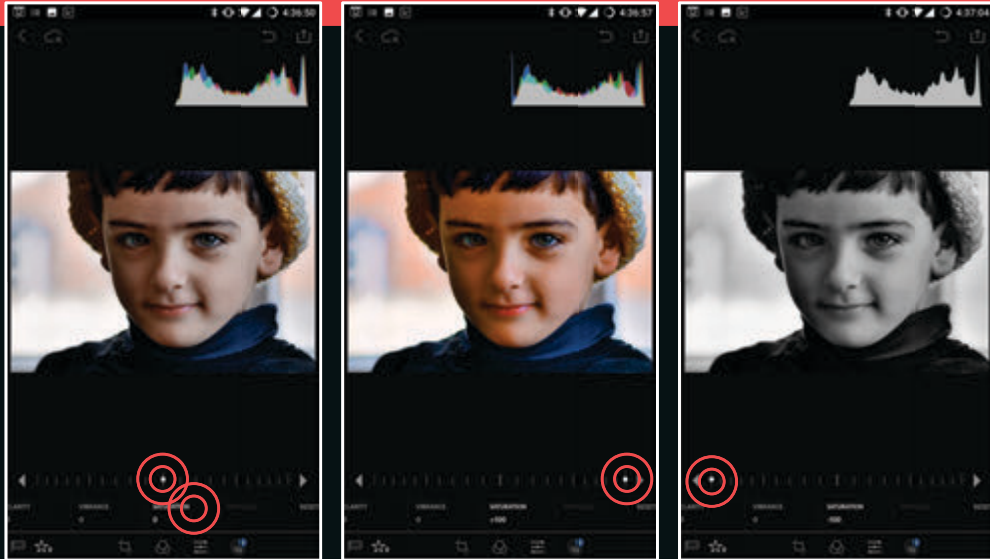


Photo Editing: Saturation

-

Adjusting how strong the color is in the image.

Discussion: B&W role in documentary photography

-

Photo Editing: Reset and Transfer Settings

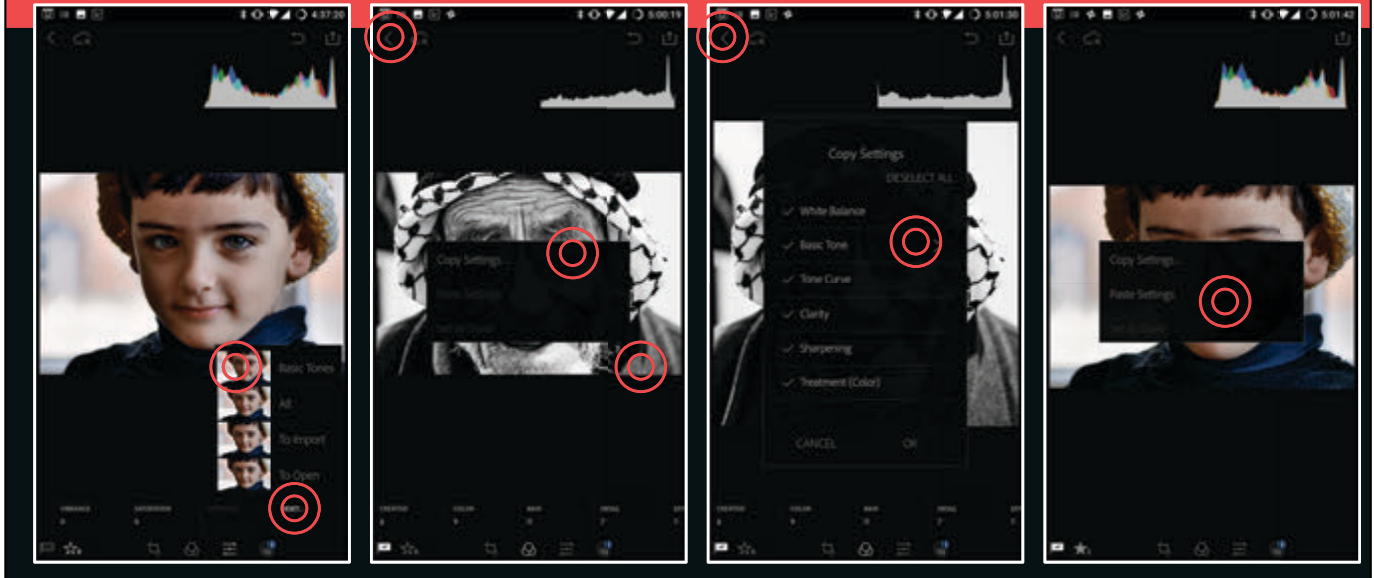


Photo Editing: Reset and Transfer Settings

-

Helpful for resetting changes.

Make sure all your images look consistent (similar tone, same aspect ratio).

If you are not sure if your final project will be in B&W do not set your camera to B&W.

Convert to B&W when you edit.

-

Photo Editing: Advanced Adjustments

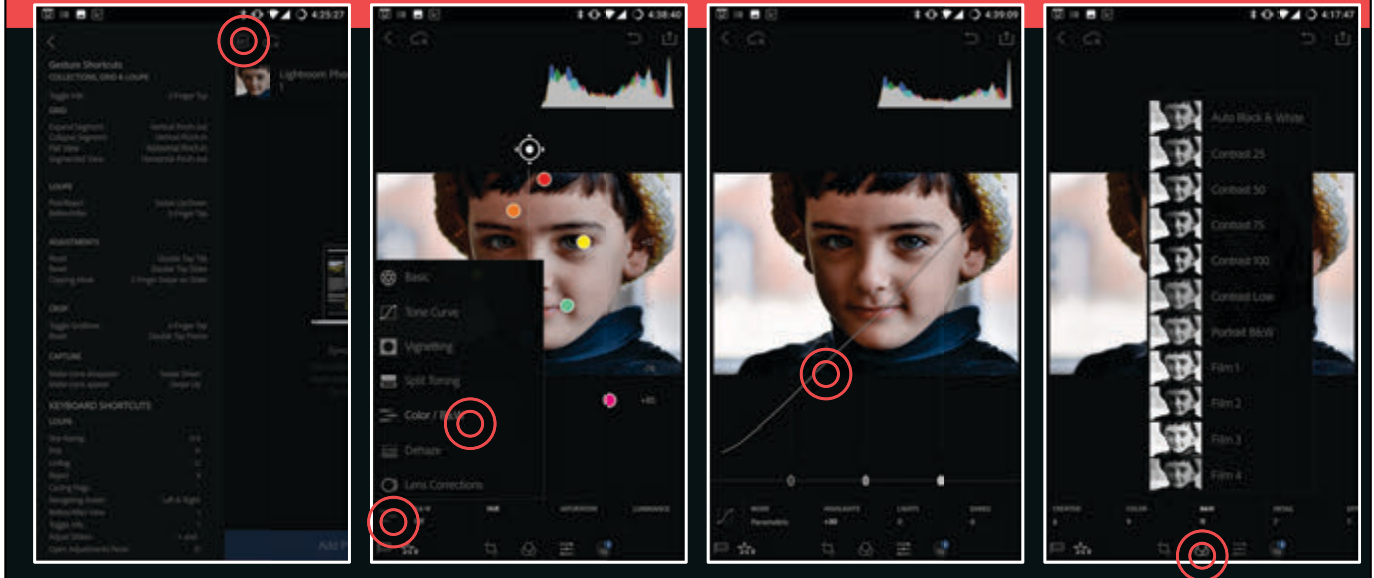


Photo Editing: Advanced Adjustments

-
- There if you want to experiment but not necessary.
-

Photo Editing: Export Images

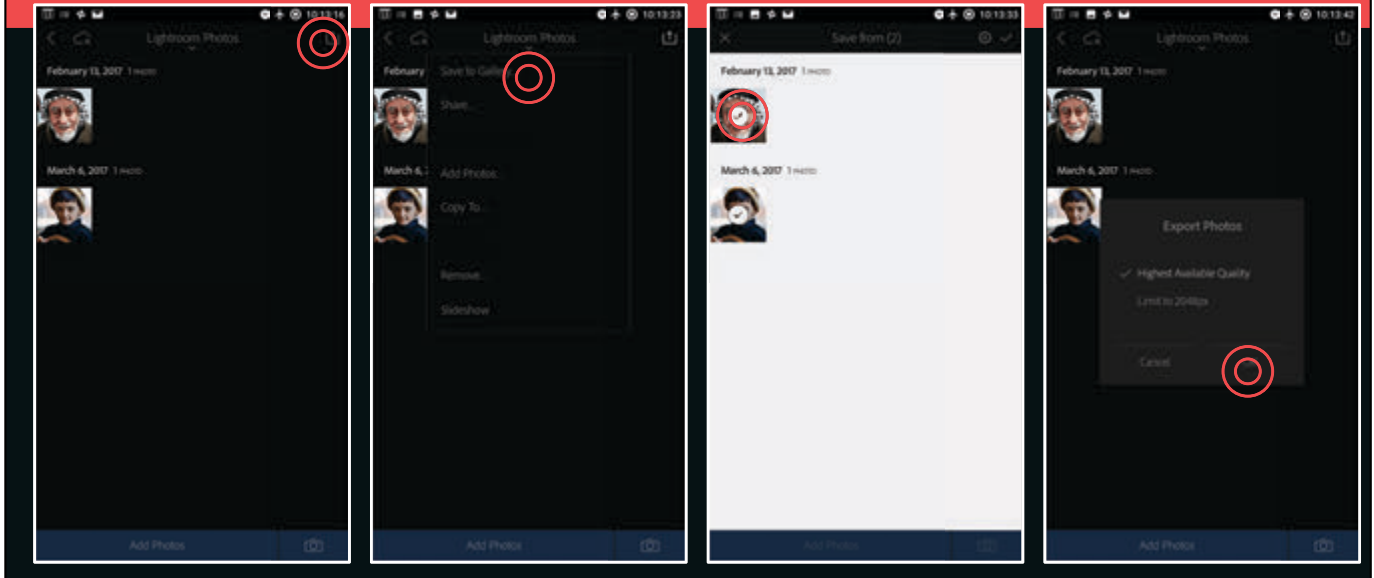


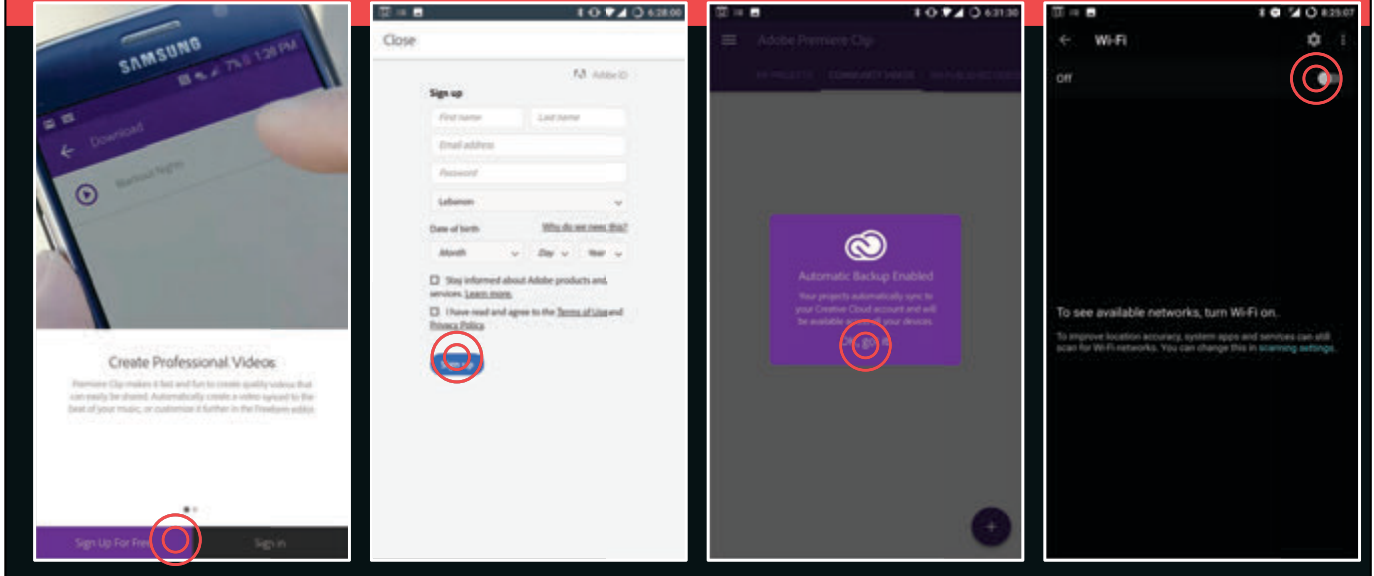
Photo Editing: Export Images

-
-



Questions?

Adobe Clip: Setup



Adobe Clip: Setup

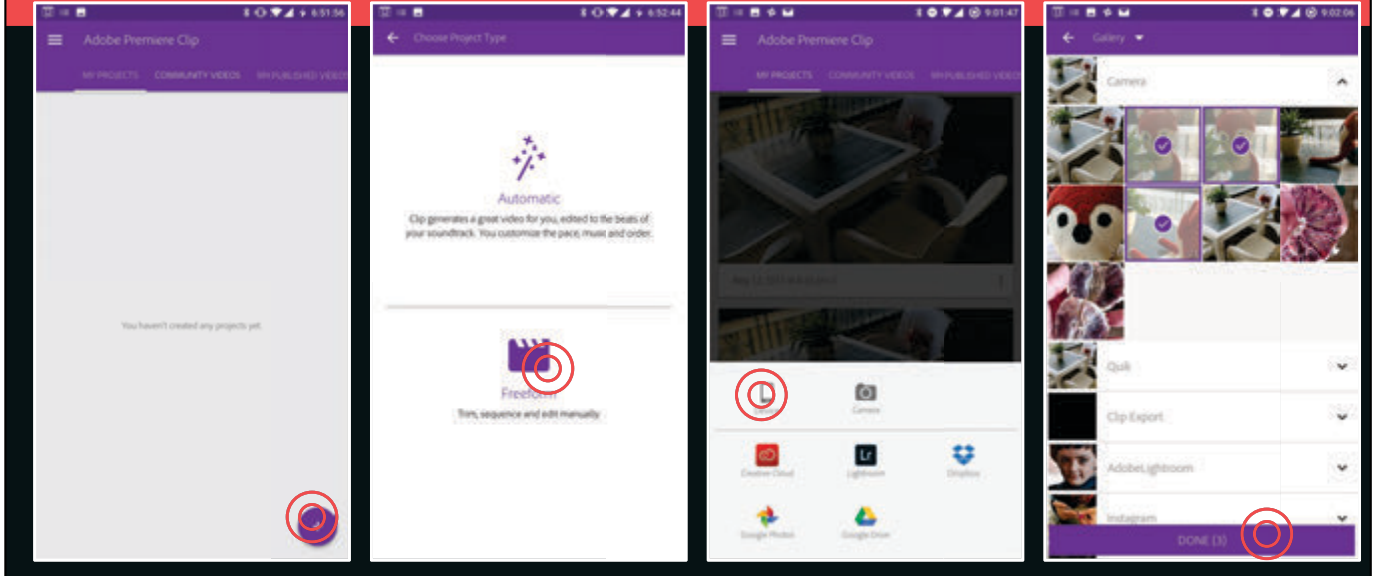
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Biggest downsides of Adobe Clip: Sign-up and Sync.

Turn off wifi when using. Application won't use cellphone data.

-

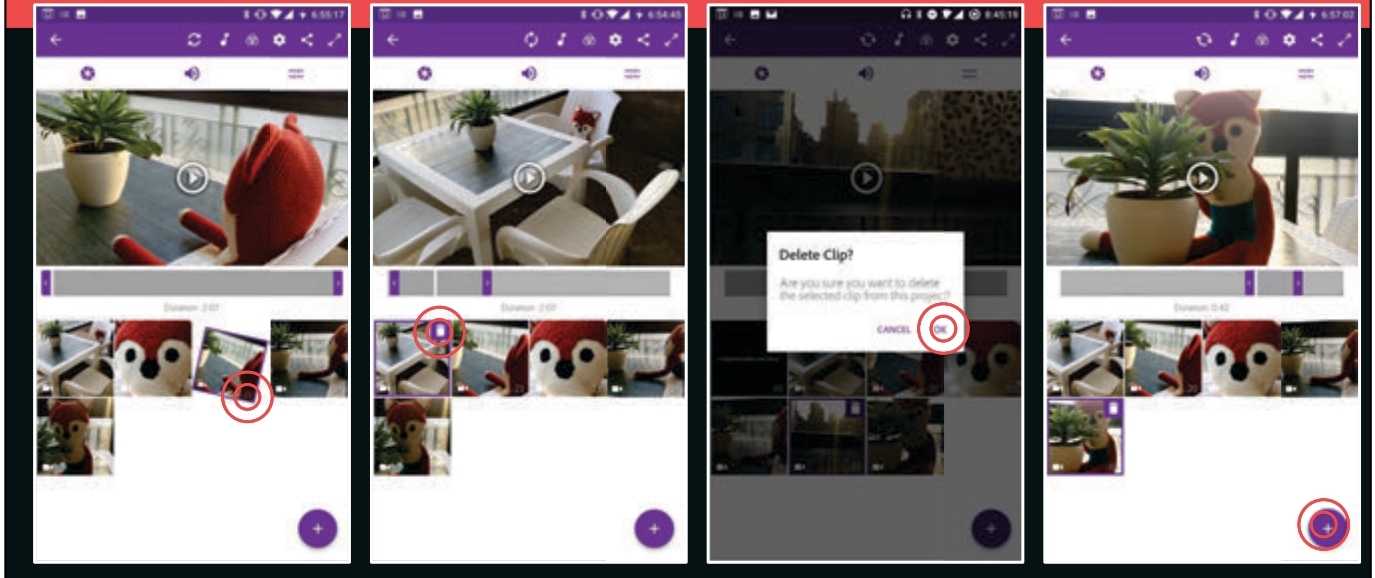
Video Editing: Import footage



Video Editing: Import footage

-
-

Video Editing: Arrange and Delete Clips



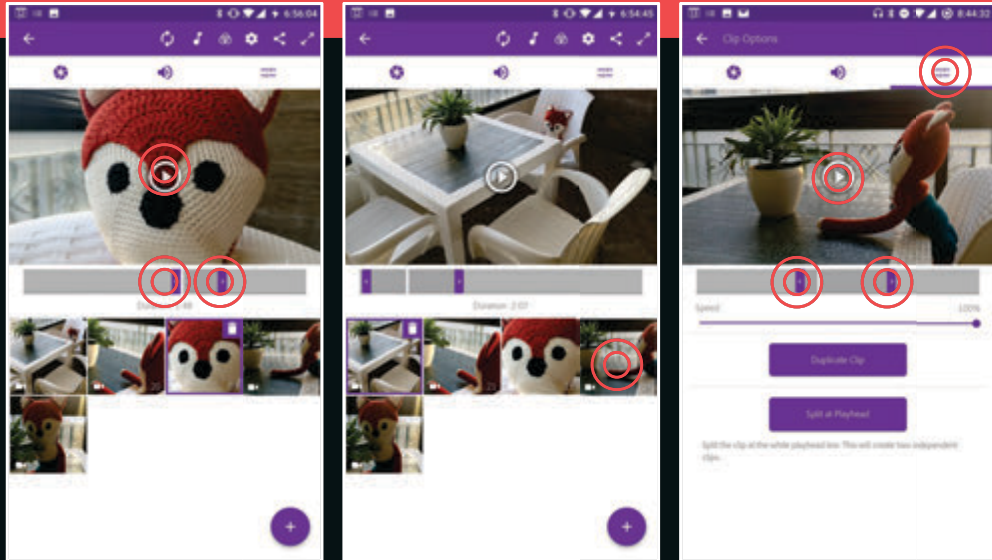
Video Editing: Import footage

-

Discussion: Walter Murch, feeling your way through the edit.

-

Video Editing: Adjusting Duration of a Clip



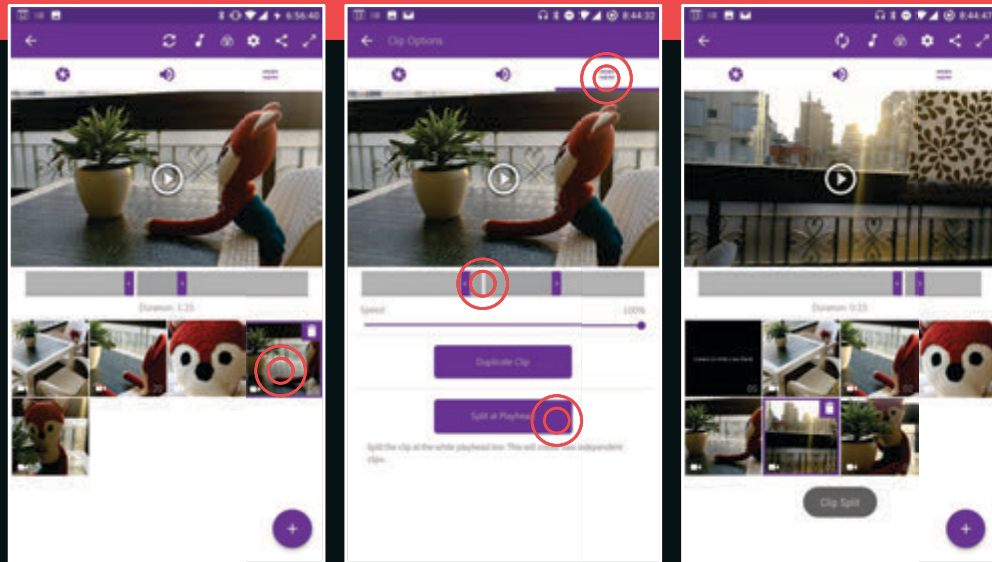
Video Editing: Adjusting Duration of a Clip

-

Can be done in project view and individual clip.

-

Video Editing: Splitting a Clip



Video Editing: Splitting a Clip

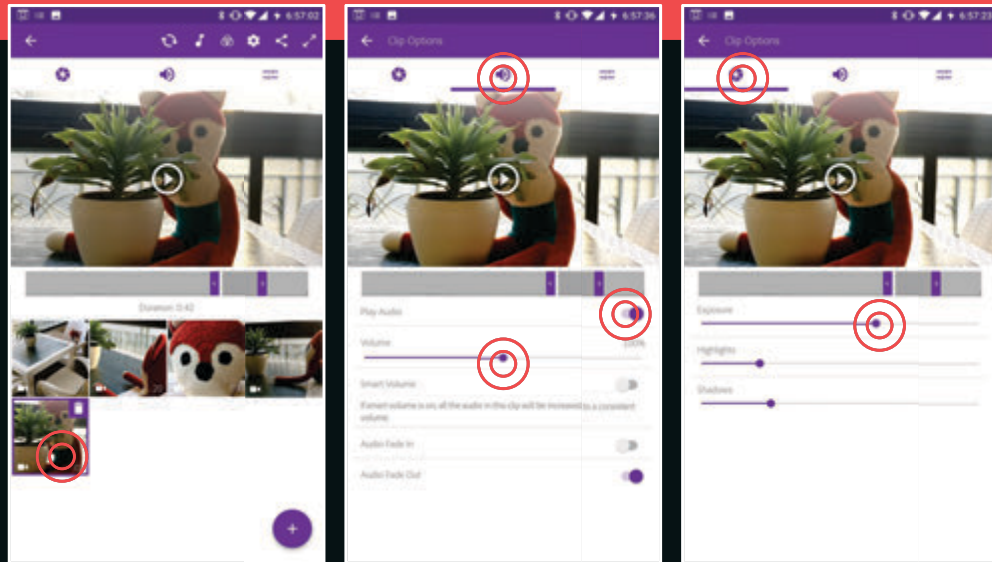
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Useful for long takes.

Discussion: Cutting on Action.

-

Video Editing: Clip Sound and Exposure



Video Editing: Splitting a Clip

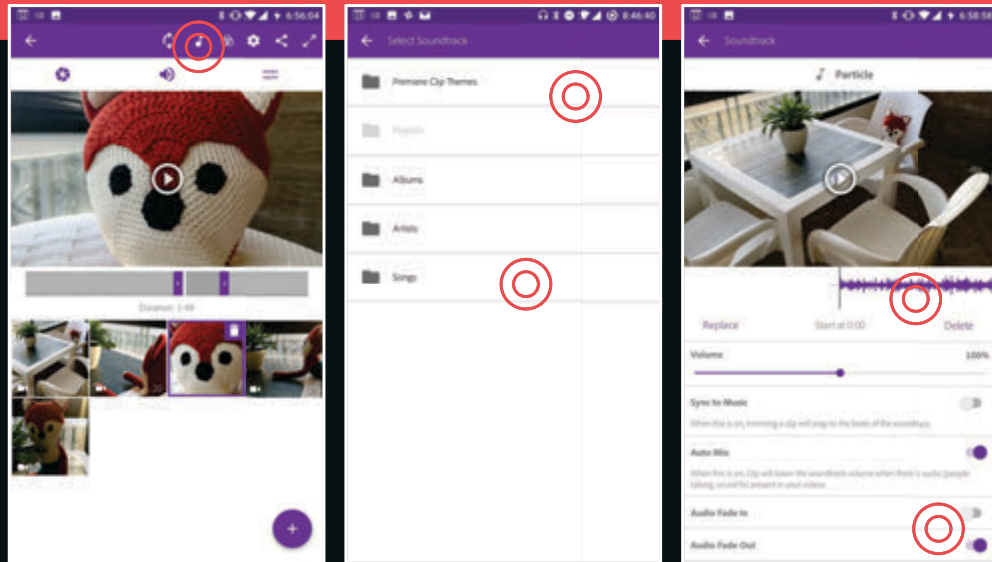
-

Consistency is important just like photos.

Discussion: What your audience hears is just as important as what they hear.

-

Video Editing: Soundtrack and Voiceover



Video Editing: Soundtrack and Voiceover

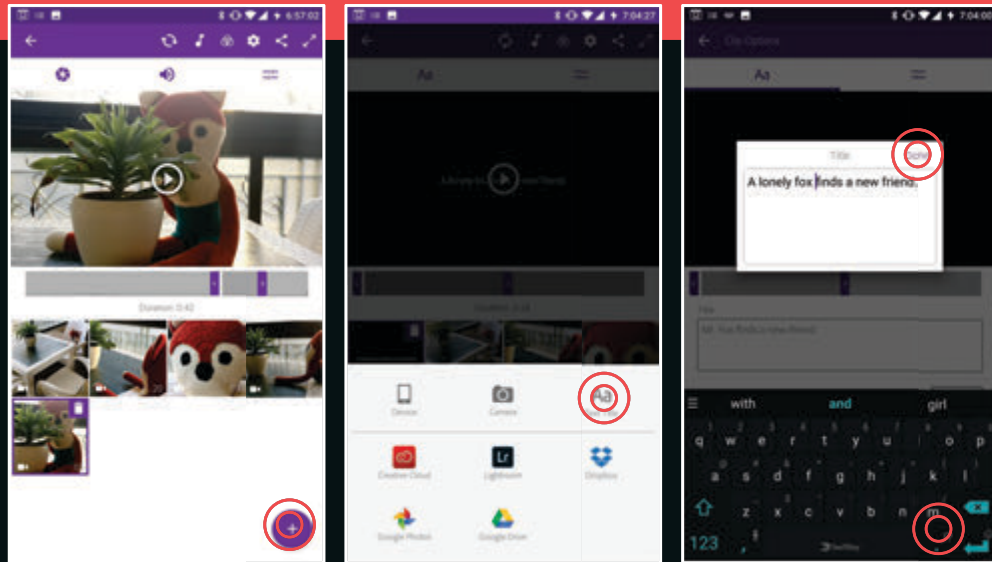
-

Not necessary for this workshop but you can record voiceover through other audio editing app and add it here.

Soundtrack is not necessary for final project. Do NOT use music you don't have permission/rights to use.

-

Video Editing: Title Cards



Video Editing: Title Cards

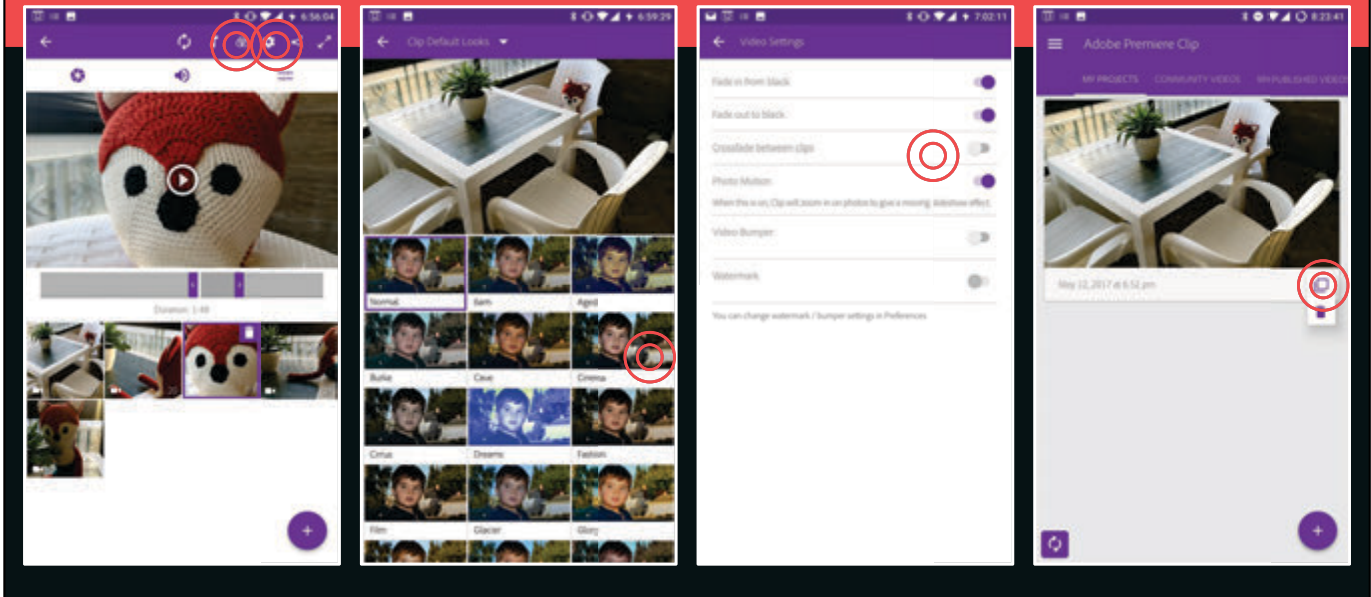
-

Not just useful for title but also dates, introducing people and necessary facts not included in film. Don't overdo it though.

Title card duration? Enough so you can read the text three times.

-

Video Editing: Additional Tools



Video Editing: Additional Tools

-

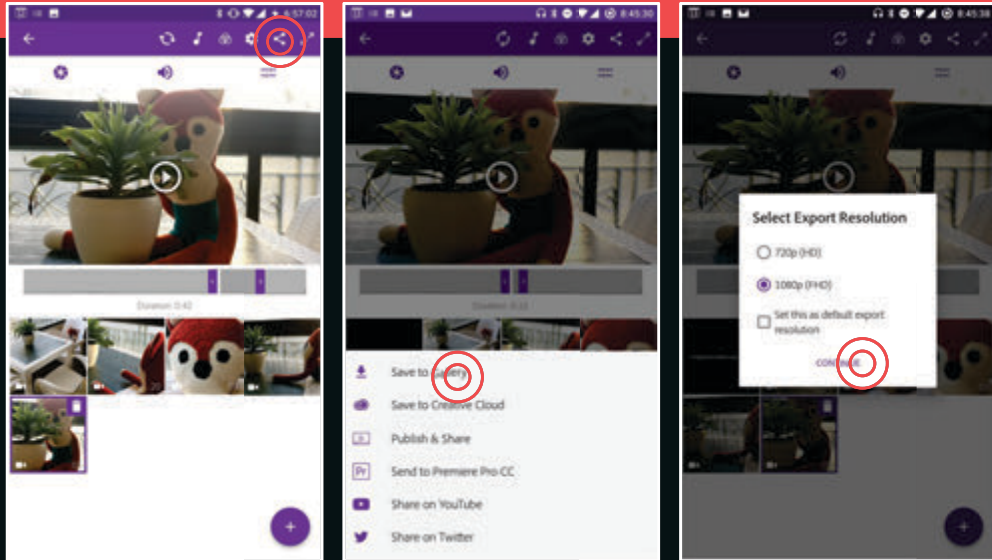
There if you want to experiment.

Save multiple versions of your edit, this allows you to go back if you want to experiment.

Discussion: Rough cut, fine cut, picture lock and final edit.

-

Video Editing: Export Video



Video Editing: Export Video

-
-



Questions?

Title and Project Description

- Title should say something about project
- 1-3 Sentences describing your project
- Should include
 - **Central Character**
 - **Journey**
 - **Conflict**
- Use present tense not past tense
- Your name, location and date



Project Description

-

1-3 Sentences describing your project

Should include

Central Character

Journey

Conflict

Use present tense not past tense

-

This will be included with the publication and gives viewers an idea what they will see and why they should take a look.

Example video:

[Occupied Pleasures - Tanya Habjouqa](#)

Finding a title and story.

[Sanyork Fair Trade - Pacompilla](#)

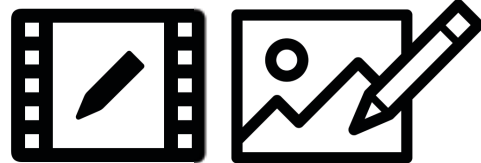
What a commercial (paid) documentary story may look like.

-

Graphic Credit:

write by Gregor Cresnar from the Noun Project

Start Editing



- Edit photo or videos you made yesterday
- Make some images now to edit

Start Editing

- Edit photo or videos you made yesterday
- Make some images now to edit

-

Reminder final project:

- 6 Images Edited
- Title and Captions

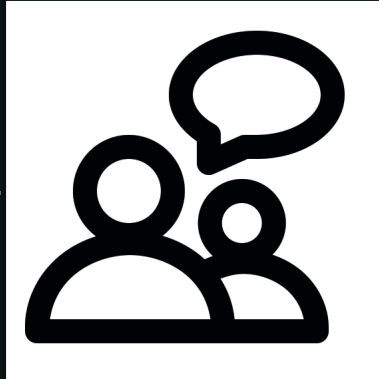
or

- 1-3 Minute Video Edited
- Title and Description

-

Graphics Credit:

Film Edit by Thomas Helbig from the Noun Project
edit by Garrett Knoll from the Noun Project



-

Discussion: Choosing and assembling your images to create a complete story.
Continuity in video.
Simple is always better.

-

Graphic Credit:
group discussion by cathy moser from the Noun Project

Your Project



- 6 Images edited
- Title and description

or



- 1-3 Minute video edited
- Title and description

Your Project

- 6 Images edited
- Title and description
- or
- 1-3 Minute video edited
- Title and description

-

Reminder final project.

For today's practice let's walk around Shatila. Look and listen, think of ideas. Pretend this is your first time here. What is interesting?

-

Graphics Credit:

images by John Caserta from the Noun Project

Video by Adrien Coquet from the Noun Project

1

FIND YOUR STORY

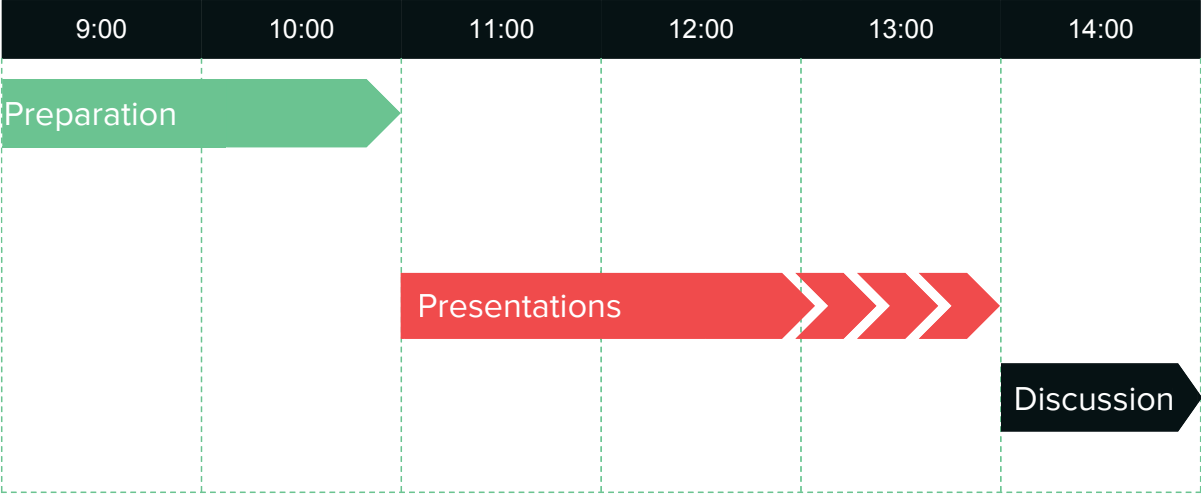
2

EDIT YOUR STORY

3

SET IT FREE

Today's Schedule



“When you shoot an arrow of truth, dip its
point in honey”

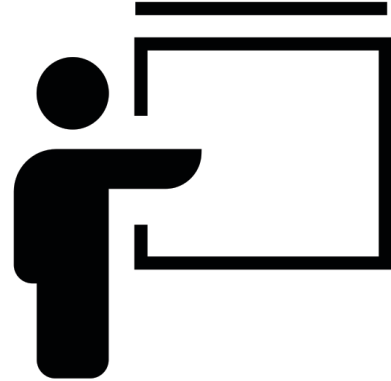
- Arab Proverb

“When you shoot an arrow of truth, dip its point in honey” - Arab Proverb

-

Presenting Your Work

- Be prepared
- Let your work speak
- No excuses
- Listen don't argue
- Feel free to ask why and accept the answer
- Use criticism and praise to make adjustments



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-

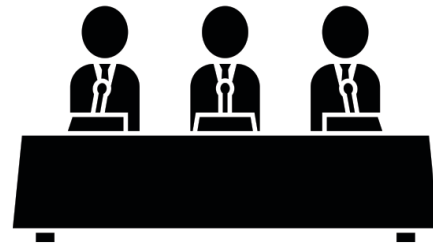
Graphic Credit:

Presenter by Oksana Latysheva from the Noun Project

-

Critiquing Other's Work

- Find two good things for every bad
- Art is subjective
- Don't make enemies
- Learn from other's mistakes and success
- Find inspiration and new friends



Presenting Your Work

- Be prepared
- Let your work speak
- No excuses
- Listen don't argue
- Feel free to ask why and accept the answer
- Use criticism and praise to make adjustments

-

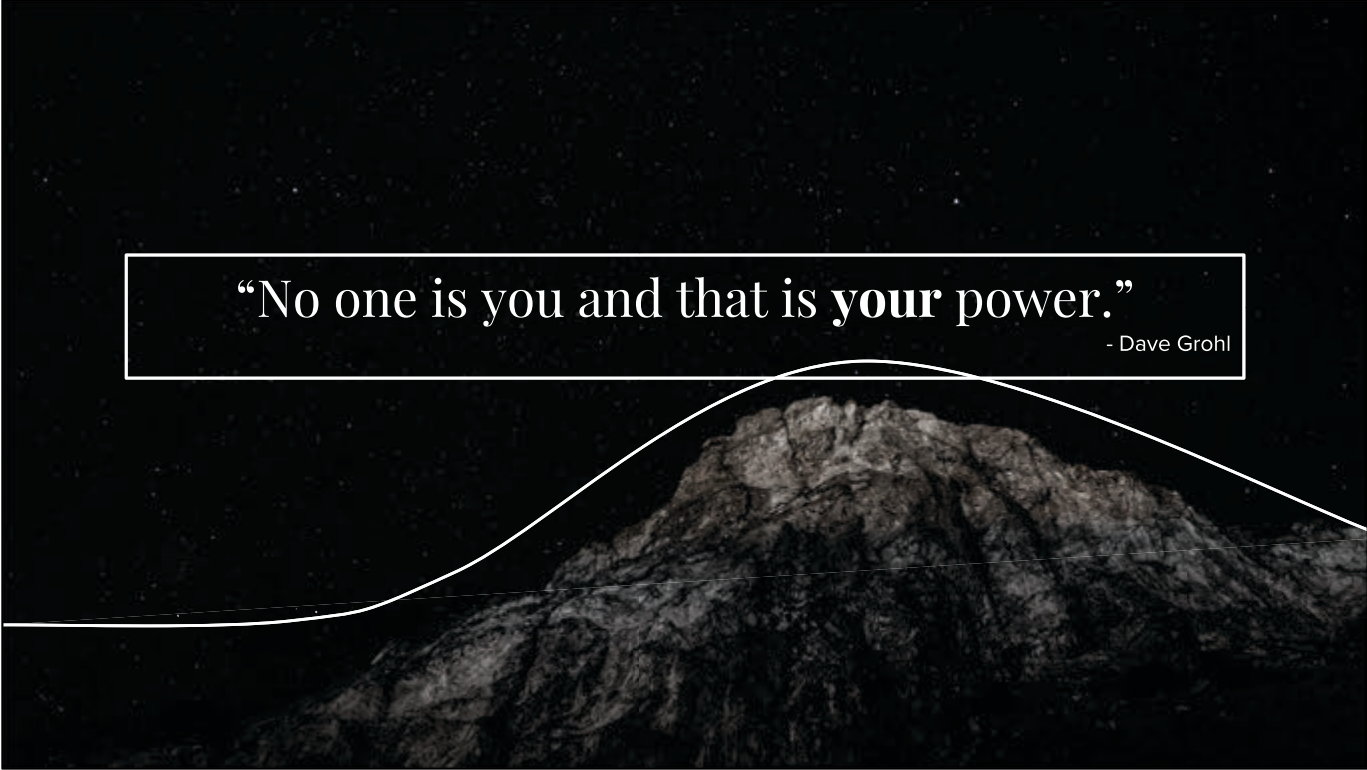
-

Graphic Credit:
committee by Krisada from the Noun Project



-
Let's begin

-
Graphic Credit:
Strong heart by Dávid Gladiš from the Noun Project



“No one is you and that is **your** power.”

- Dave Grohl

“No one is you and that is your power.” - Dave Grohl

-

Final wrap up.