PLAN INTERNATIONAL

www.planindia.org

# DIGITAL MITRA

## LEARNING MODULE - 1

# INTRODUCTION

We at Plan India believe in the power and voices of young people. Through our work with young people especially girls we know their stories alone can create impact and positive change towards creating a gender equal world.

Plan India through its work is impacting 20 million girls and young women through gender-transformative programmes and influencing public policy. We take pride that we have created an environment conducive for girls to learn, lead, decide and thrive in the communities that we work with. We measure our effectiveness by the victories of people, especially children and girls, as powerful drivers of change. We have seen heartening shifts in mindsets and discriminatory practices, led by changemakers who are transforming their own lives as well as that of others.

As technologies advance and become easily accessible, Plan India seeks to train girls to use smartphones as the main tool in producing impactful stories on issues that matter to them and to their communities.

Digital Mitra Learning Module is a comprehensive guide aimed at empowering young people through practical knowledge and tools on digital storytelling. Through key concepts, tips, and activities on taking photos and videos, creating digital content, writing for social media, and inclusive reporting, we hope that the Learning Module will help shape the youth to be better storytellers, advocates, and agents of change.

# TABLE OF CONTENTS

## Module 1


About Digital Mitra 4

What is Digital Storytelling? 5

Learning Mobile Photography 7

Learning Mobile Videography 18

Learning Blog Writing 26

Exercises 29

# MODULE - 1

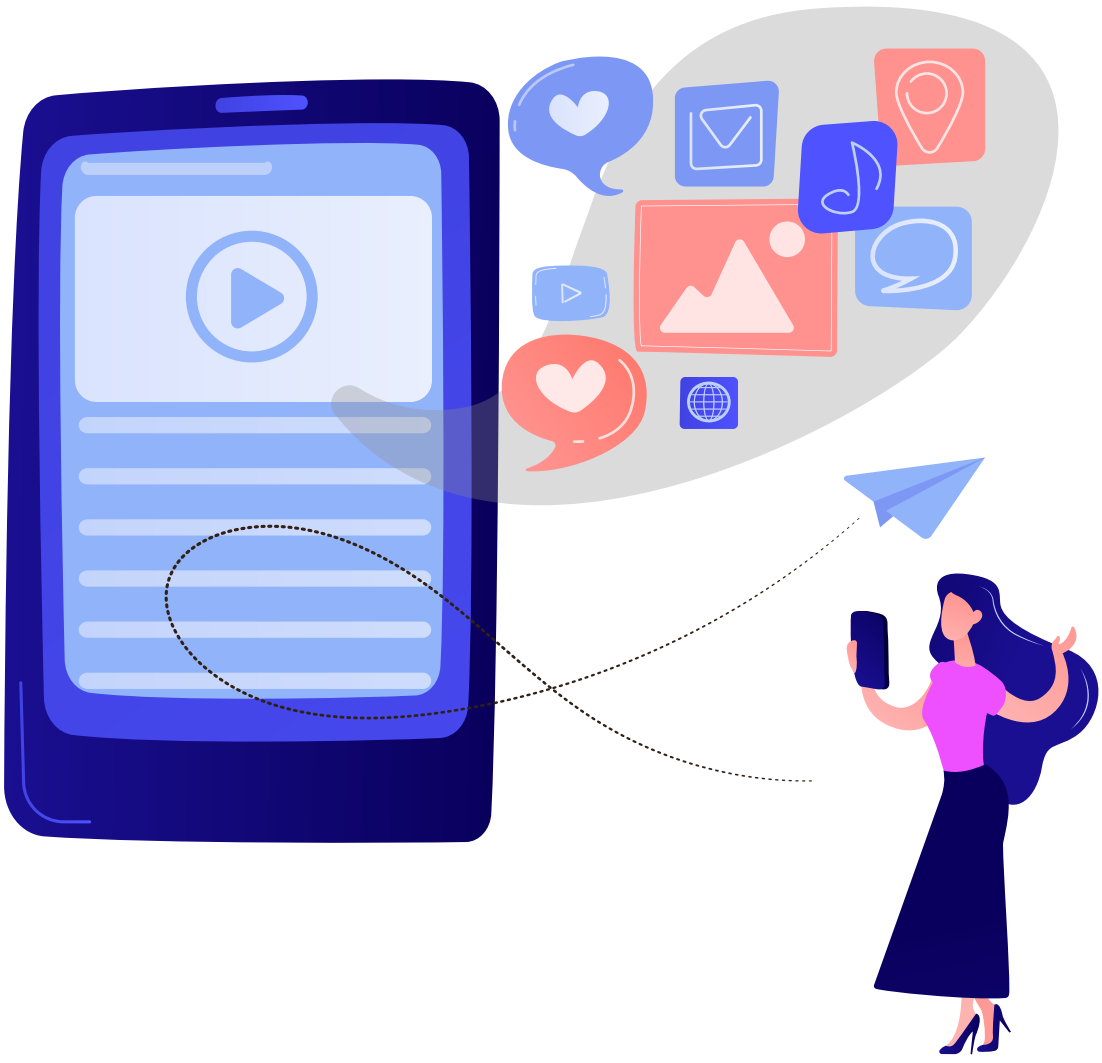
# ABOUT DIGITAL MITRA

Plan India is committed to advancing rights, equality and justice for all girls and young women through gender-transformative intervention in inclusive and quality education, household and economic security, sexual and reproductive health services and rights, maternal and child health, safety for girls, child protection, nutrition, early childhood development and resilience in emergencies.

Digital Mitra is Plan's initiative to equip young girls with the understanding and knowledge of Digital Storytelling and help them in bringing positive social change and gender equality. Through this project, we seek to enable them to identify and highlight gender-related issues such as child marriage, child labour, menstrual hygiene, girl child education etc. using a Digital Storytelling approach. Apart from gender, the project focuses on imparting fundamental knowledge of content creation and online publishing tools which includes photography, videography, blog writing and using social media platforms.

# WHAT IS DIGITAL STORYTELLING?

When you are able to share stories, inspiring events and positive changes around you with the audience through the use of media that includes photos, videos, audio and even text, that's when it becomes digital storytelling. Think of it as a channel to the rest of the world which allows you to share your unique experiences, challenges and solutions to various important issues related to the rights of girls and young women.



# WHY IS STORYTELLING IMPORTANT?

For one, stories inspire us, they create an emotional connection between people. Through these connections, we are able to share stories of positive change in the society, talk about inspiring events, acts and people who make the world a better place and discuss how to bring impact into everyday life. Stories also help in connecting us with new people who are doing something great and we can learn from their example.

# HOW DO YOU BEGIN TO TELL YOUR STORY?

- You begin by identifying the core of the story
- Next, you'll define the audience of your story by asking questions like

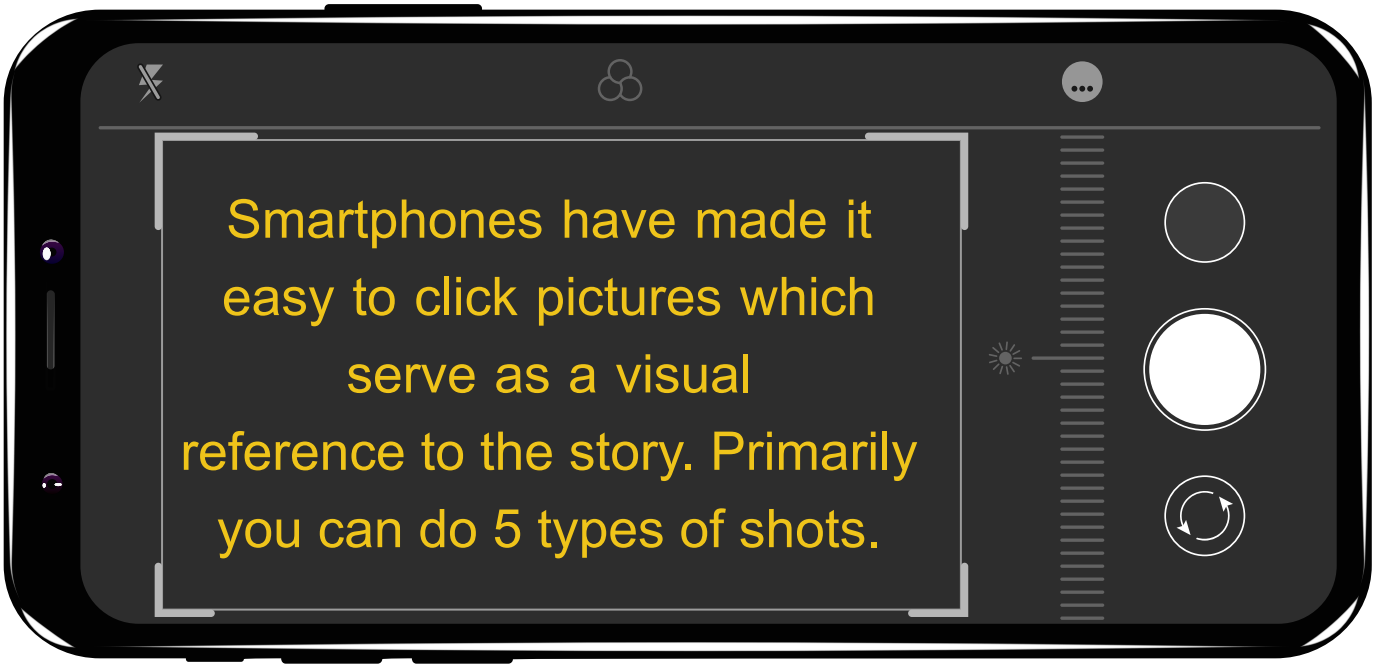
  Who will see your content?

  How old is your audience?

  Where do they live?
- Now arises the main question, what are the mediums of your story through which you will share it with the world?

  There are 3 basic ways of doing it. Photos, videos or writing about it in a blog

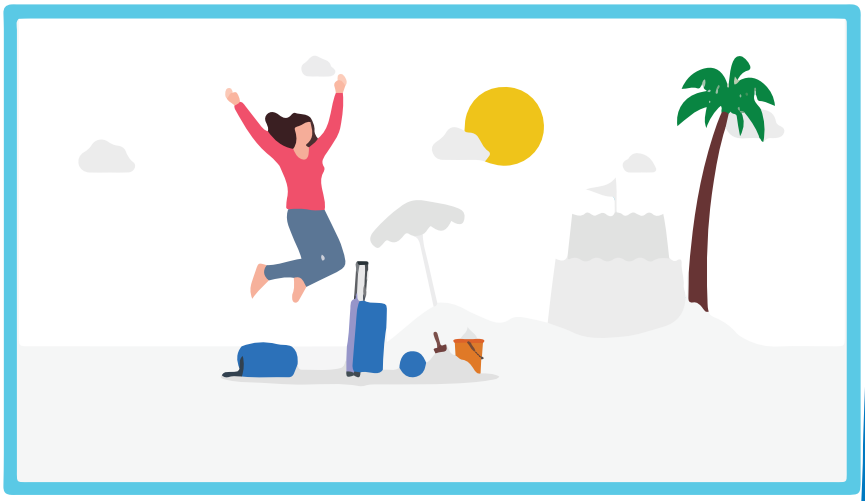
# LEARNING MOBILE PHOTOGRAPHY



1

## EXTRA WIDE SHOT

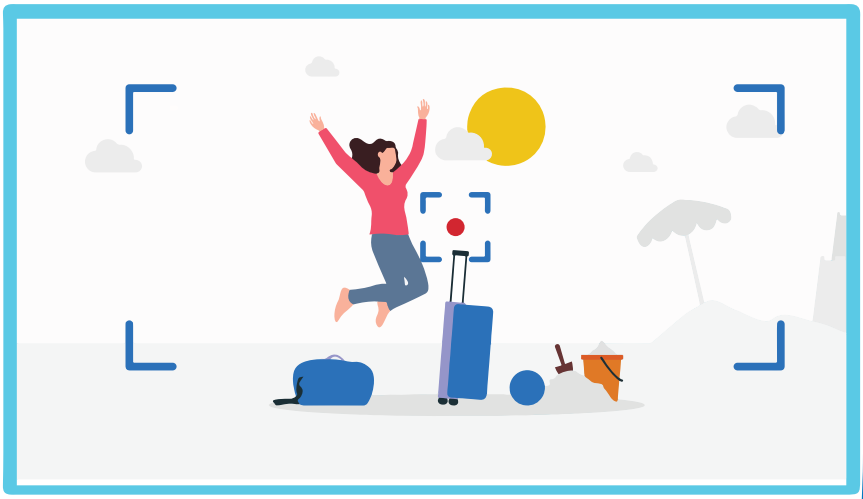
This helps to establish the scene for your story. It also shows the main character against the background.



2

## WIDE SHOT

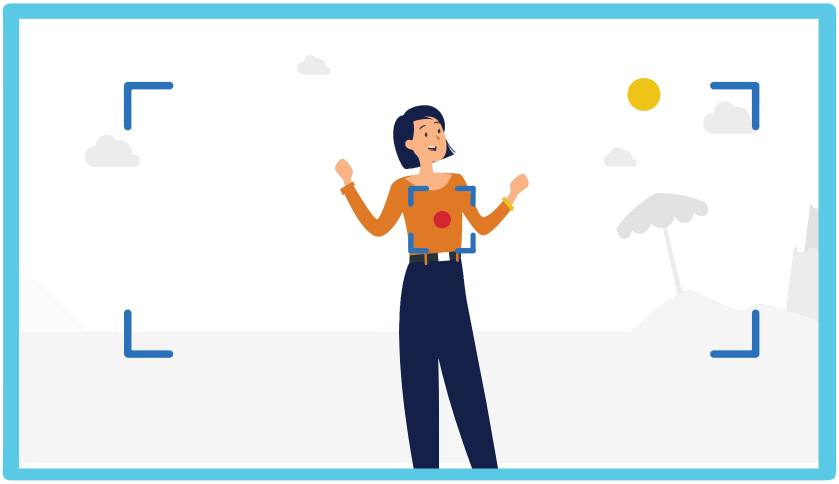
This shot is wide enough to bring the protagonist into the focus with just enough background to set the scene.



3

## MEDIUM SHOT

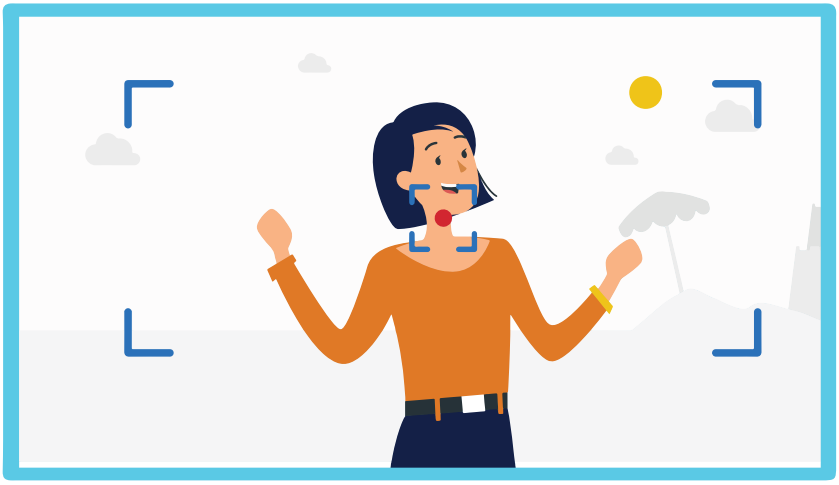
It shows the subject from the waist up and is meant for character.



4

## MEDIUM CLOSE-UP SHOT

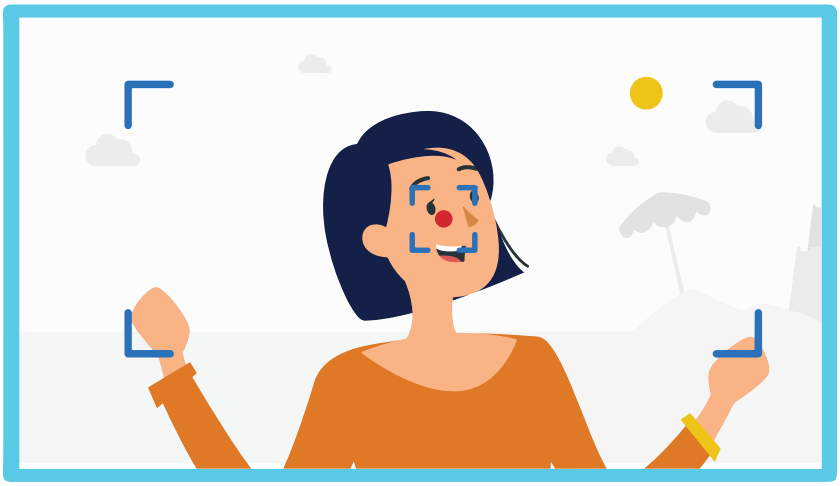
It shows the subject from chest-up to capture the reaction.



5

**CLOSE-UP OR TIGHT SHOT**

This shot fills up the screen with the subject's face and is meant to capture the subject's reaction or emotions closely.

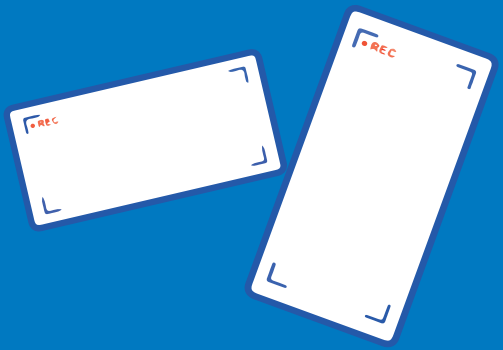


# RULES OF FRAMING A PHOTOGRAPH

Modes - There are two primary modes of capturing.

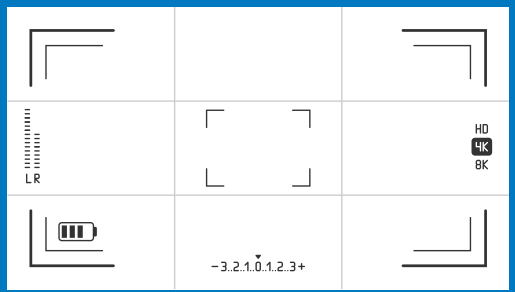
Landscape

Portrait




Perspective means the creative angle of clicking photographs.

Symmetry means keeping the lines in the image aligned.



# LIGHTING IS ESSENTIAL

Time your photographs for the best lighting.

Best time to shoot is at dawn and dusk. These are the golden hours.

Avoid shooting in harsh daylight.

Use natural light sources for taking pictures.

Capture photos with pleasing silhouettes.

Creative use of shadows.

# EXPOSURE IS THE KEY

Use the exposure bar to adjust the brightness.

Tap on the dark area and balance the exposure till you get the desired exposure.

Press the focus point to lock focus.

The processing time of images depends upon the light falling on your subject.

Press the shutter button and keep the phone still for a few seconds.

# HOW TO TELL STORIES THROUGH PICTURES?

Start small and progress with more photographs.

Use characters and people in your photographs.

Keep the viewer engaged by creating mystery.

Establish the geography first if needed.

Keep pictures that capture slice of life.

## RETOUCHING PHOTOGRAPH APPLICATION

Photoshop Express

Picsart

Lightroom

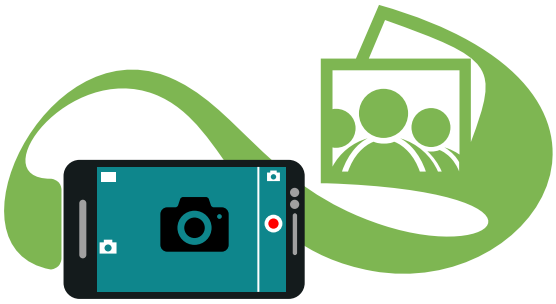
Vsco

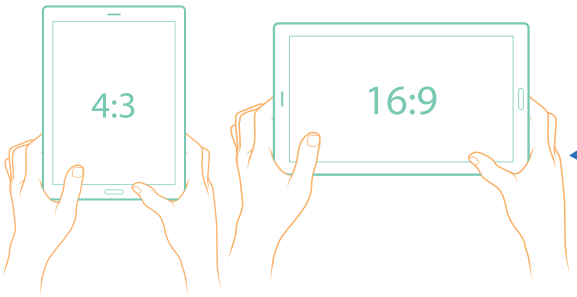
Snapseed

# TAKING PHOTOS DO'S AND DON'TS

## DO'S

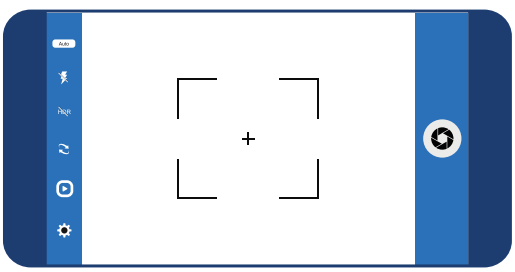
Decide what you want to shoot by focusing on one subject at a time.






Keep the aspect ratio at 4:3 or 16:9.

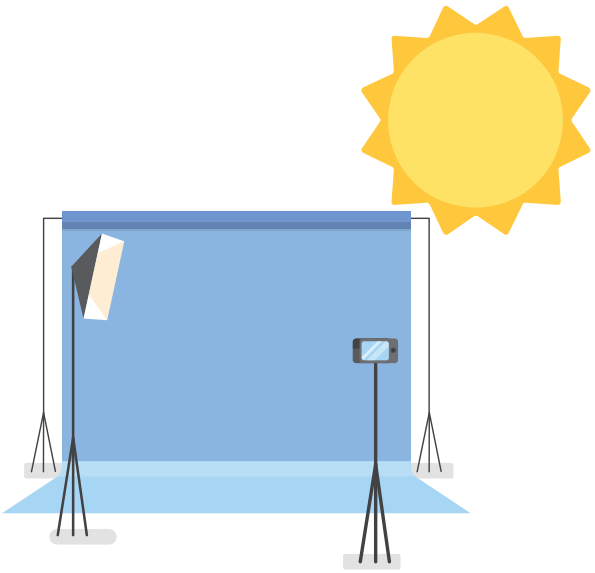
Always wipe the lens before clicking pictures.

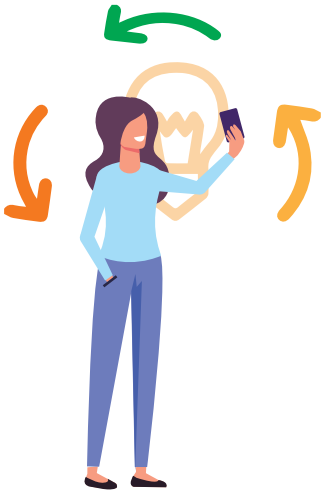


Always use the camera app on your phone and avoid using applications with in-built camera.

# DO'S

Try to click pictures in natural or artificial room light. Avoid clicking photos without enough light.



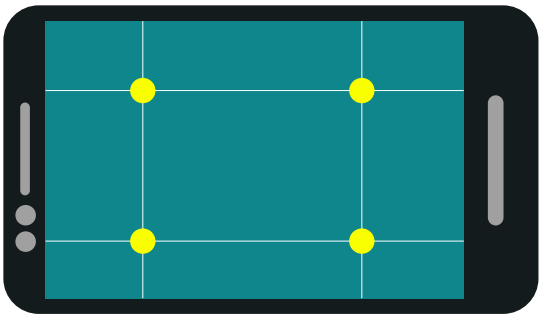


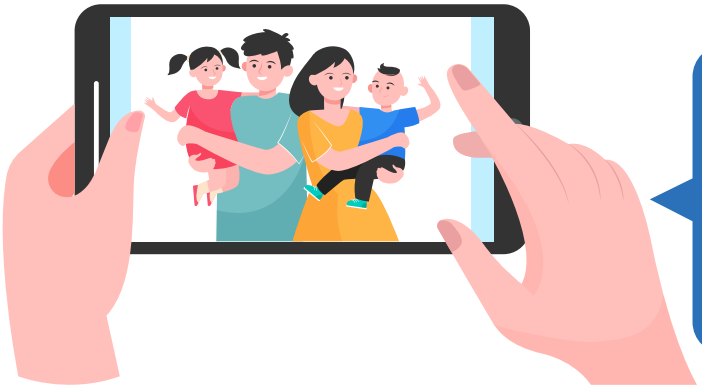
Always be aware of your surroundings.

Look for the unusual or create what you imagine instead of plain point and shoot.

# DO'S

Rule of Thirds: Imagine the screen is divided into a grid of 3x3 and place your subject within the grid according to the demand of the story.





Try to click pictures when your story is in action.

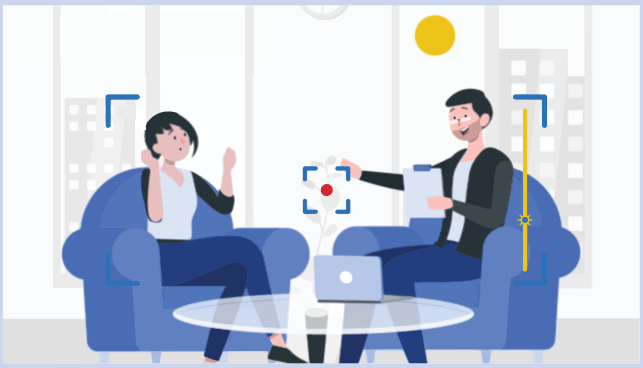
Avoid elements like garbage or clutter in the background that may spoil the look of the photo.

# DON'TS

If your photo looks too bright and the colours don't look sharp, you need to adjust the brightness by long pressing the subject and lowering the parameter.

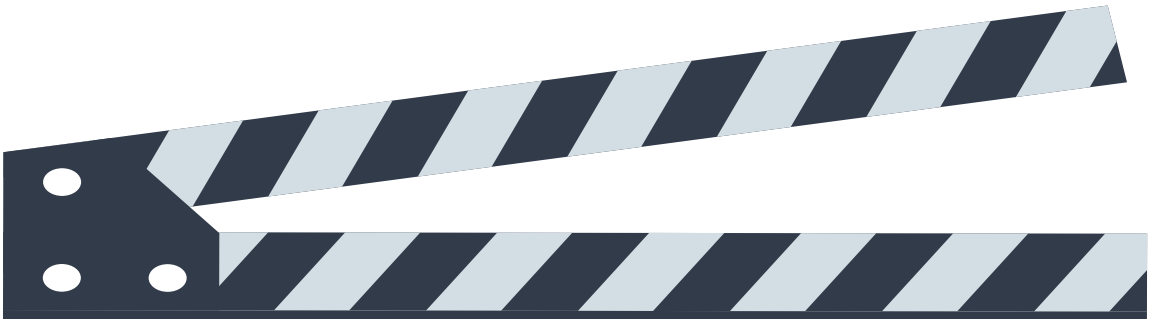
When the subject in your photo appears too dark, it happens when there's a source of light right behind the subject. This can be corrected by long-pressing the subject to adjust brightness.

Avoid clicking photos that leave excess space above the head, or to the right and left of the subject. Similarly, take care not to cut the head of your subject.



Do not zoom to get a closer image, move closer or crop later.

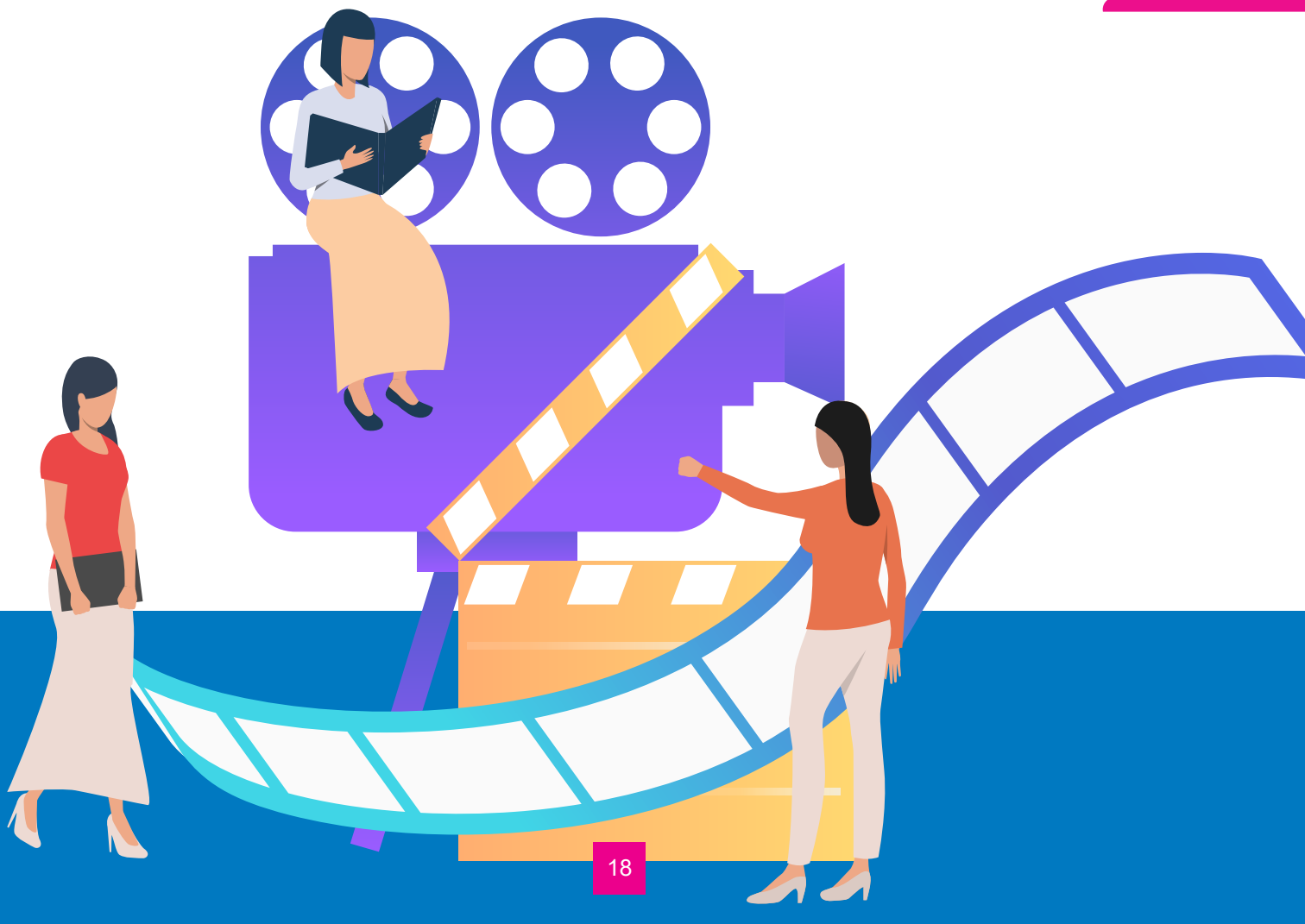
# LEARNING MOBILE VIDEOS



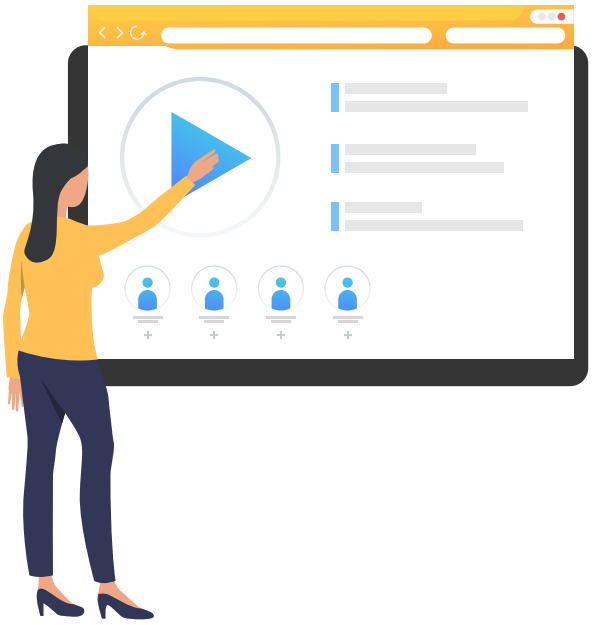
Another interesting way to tell stories is through videos. Videos are used widely on social media as the audience enjoys watching videos. Videos appeal to the public as they capture the action in motion and make the storytelling wholesome and impactful.

Vertical format is useful for posting on Instagram or Facebook stories, or Snapchat.

However, before you start shooting, it is important to know some basics that will help you produce better quality videos.



# BASICS

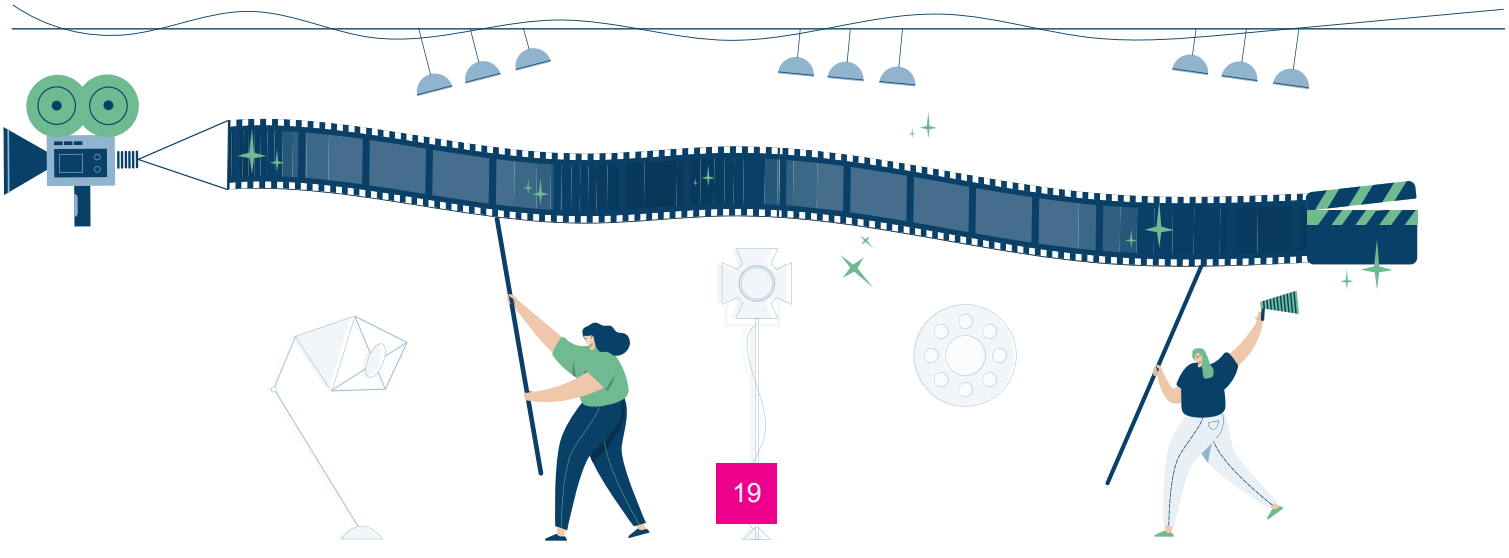


1. The right way to hold your phone is always horizontal. Horizontal format is useful for posting on YouTube, Facebook feed, and other video streaming sites like Vimeo.
2. Checking the camera settings to make sure you have the required brightness and exposure.
3. Understanding the Aspect ratio, which is the ratio of width to height in an image or a frame. It is denoted as 16:9.
4. Making sure the frame rate is set at 24 fps (frames per second).
5. Learning to shoot the video in slow motion for added impact.
6. Ensuring that the audio captured is clear and loud enough for the video.

# PRE-PRODUCTION PROCESS

Referencing 1 → Finding the characters 2 → Scripting 3 → Location Scouting 4

Mood Boarding 5 → Task List 6 → Scheduling 7



# HOW TO DO SCRIPTING?

Script is a piece of written content that defines the flow of a video from start to end. It can have dialogues or just simply a few lines on the major topics being covered in the video.

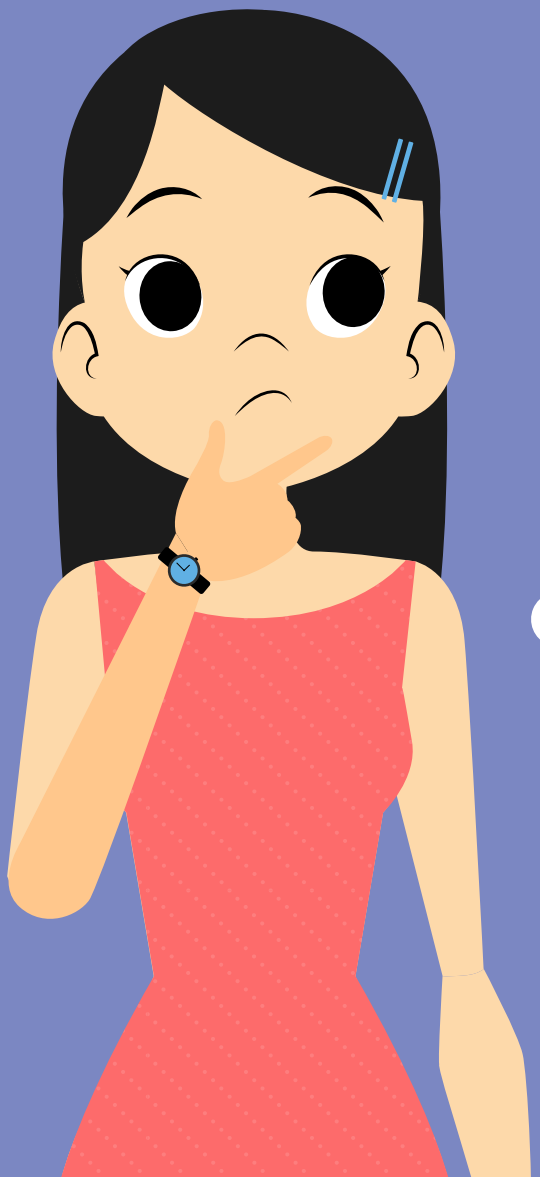
Prefer to write the script in active voice, for example, you can write ‘I am going to the village today’ instead of ‘A village visit was done by me’.

# When writing your script, here are some questions you should ask yourself

What is the main point of your story

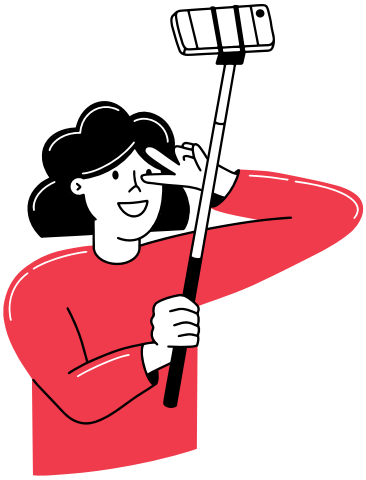
Who are the characters

What photo or video to shoot for the script



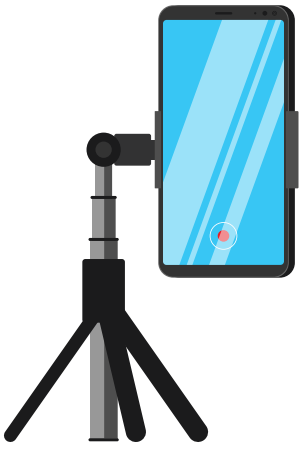
# SHOOTING A VIDEO

Always look into the lens and not at the screen if using the front camera.



Do a vlog style hand held shot if you're walking and talking.

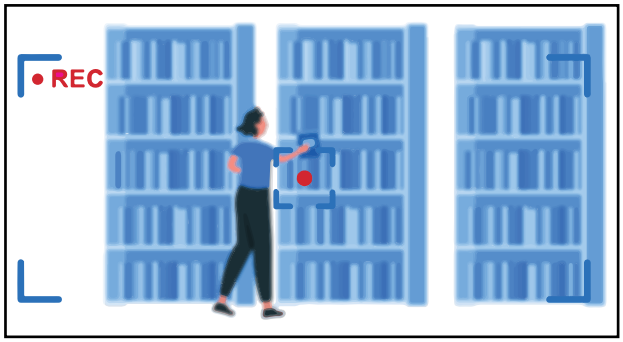
Set up the camera if you're talking about something serious and important.

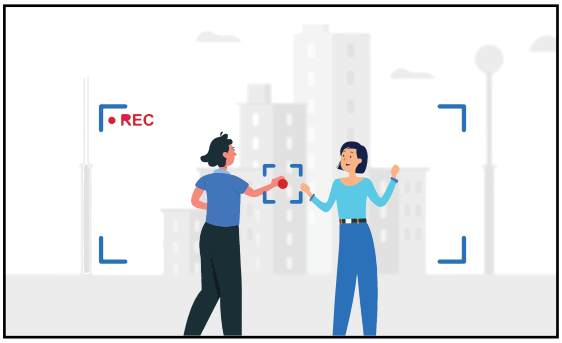


Choose quiet places to shoot talking content.

# NOW LET US LEARN ABOUT SOME COMMONLY USED TERMS FOR VIDEO SHOOTS

**A-ROLL**
It is the main content that you shoot for your story. For example, if you want to shoot a video showing your visit to a library. A-roll will be the main video of your visit.

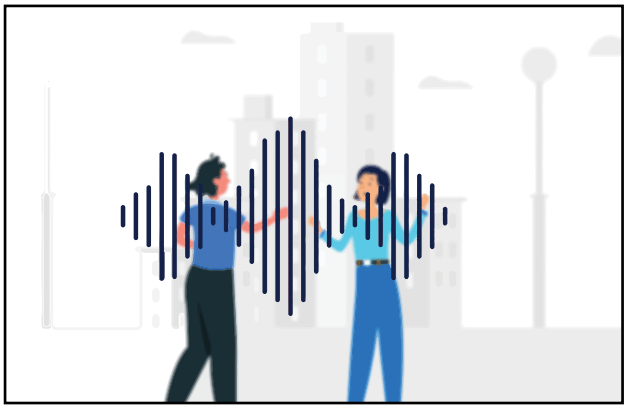



**B-ROLL**
It is the extra content that you shoot. For example, shooting your subject in different settings

- Shots to be taken other than your subject in them
- Shots that help your story
- Camera movements and angles (Pan, tracks, tilt)
- Duration of each shot
- Transitional shots (Timelapse, sky, birds, water, sunrise, sunset, etc.)

**SOUNDBYTE**
It is the main audio of an interview shoot.



# IF YOU WISH TO INTERVIEW SOMEONE FOR YOUR VIDEO, YOU SHOULD KNOW ABOUT THESE THINGS

How to conduct an interview?

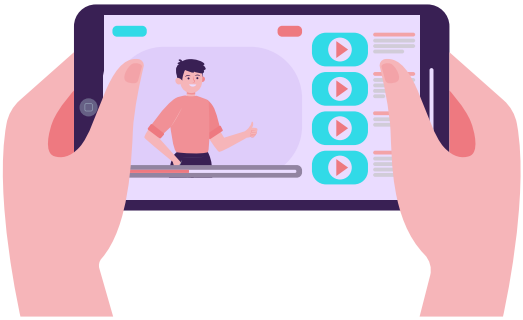
Where should your subject look?

Angle and framing for the interview.

Length of the interview.

Let your subject finish their sentences. There should always be a few seconds of gap between your question and their answer.

First step is to watch the content that you shot.



Decide the best and most important shots.

Listen to the audio carefully and achieve clear audio. Or you can also add music to it. Make a decision on whether you want a slow or a fast video and edit accordingly.

You can also use editing apps like:

Power Director

Filmora Go

KineMaster

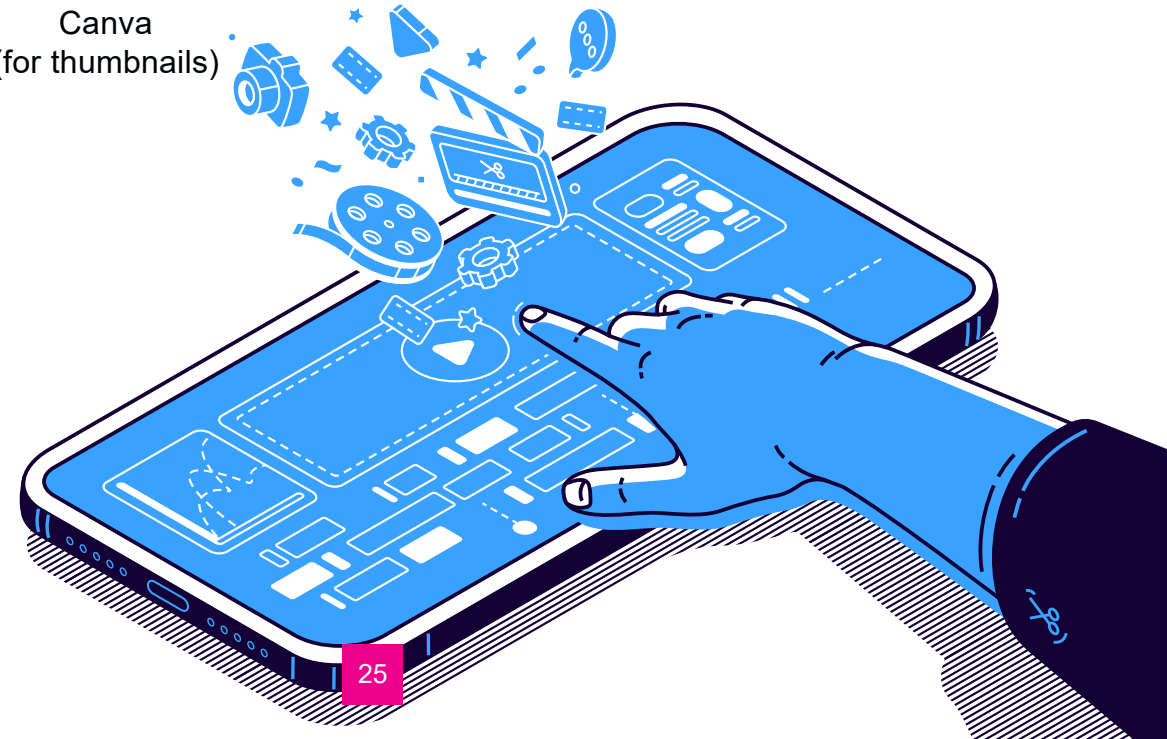
Viva Cut Pro

Adobe Premiere

Vlogit

Intro Maker
(for introduction)

Canva
(for thumbnails)



# LEARNING BLOG WRITING

People have been writing blogs for quite some time. These include articles or any story in the written format. You can use it to share opinions, highlight issues or even provide solutions. Usually blogs are 700 words long and include photos and videos for clarity. You can post your blogs on sites like Instagram, Wordpress or Facebook.

# THE STRUCTURE OF A BLOG

## Title

The main heading of the blog is the title, for example: ‘A visit to a nearby village, is your title here.

## Idea

Idea covers two questions- what is it that you are writing about and why are you writing about it? For example, you can write a blog about your visit to the village and you’re writing it to tell other people that they can also visit a village to meet other people and know more about the world.

## Story

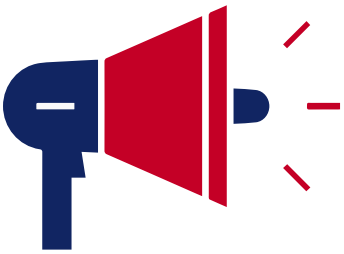
It focuses on the details about your topic.

## Small topics

Your blog can have multiple small topics related to the main idea. For example you can talk about ‘way to the village, ‘what you saw in the village or ‘your favourite activity to do in the village.

## Message

Your blog should contain a message to the readers, here, it is to encourage others to visit the village and learn more.

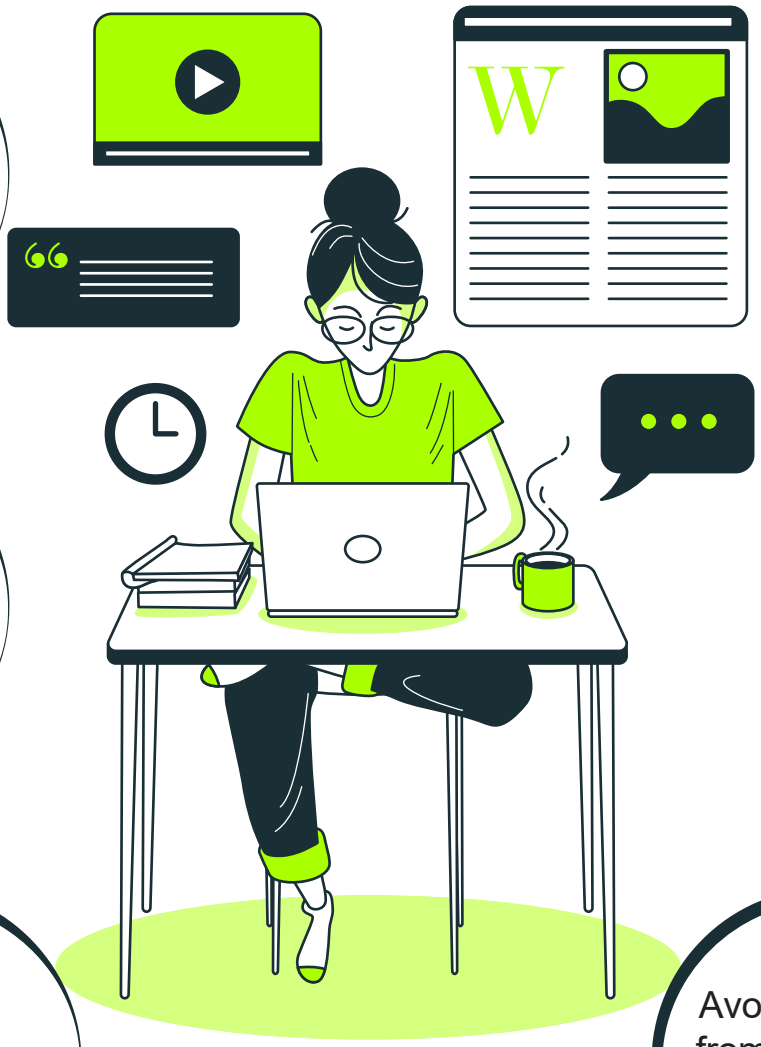


# SOME KEY TAKEAWAYS OF TELLING YOUR STORY THROUGH BLOGS

Keep the title short.

Write in present tense.

Avoid difficult words.



Write according to the audience.

Be friendly in your words.

Answer questions like who, what, where, when, why and how.

Use bullet points.

Avoid copying from someone else. Write original.

# EXERCISE: PHOTOGRAPHY

## Create a photo story of your choice using following methods:

01 Landscape picture

02 Portrait picture

03 Unique angle shots

04 Create a story in a picture

05 Retouch all the above

# EXERCISE: VIDEOGRAPHY

## Create a video story of your choice using following methods:

01 Audio visual scripting

02 Shooting

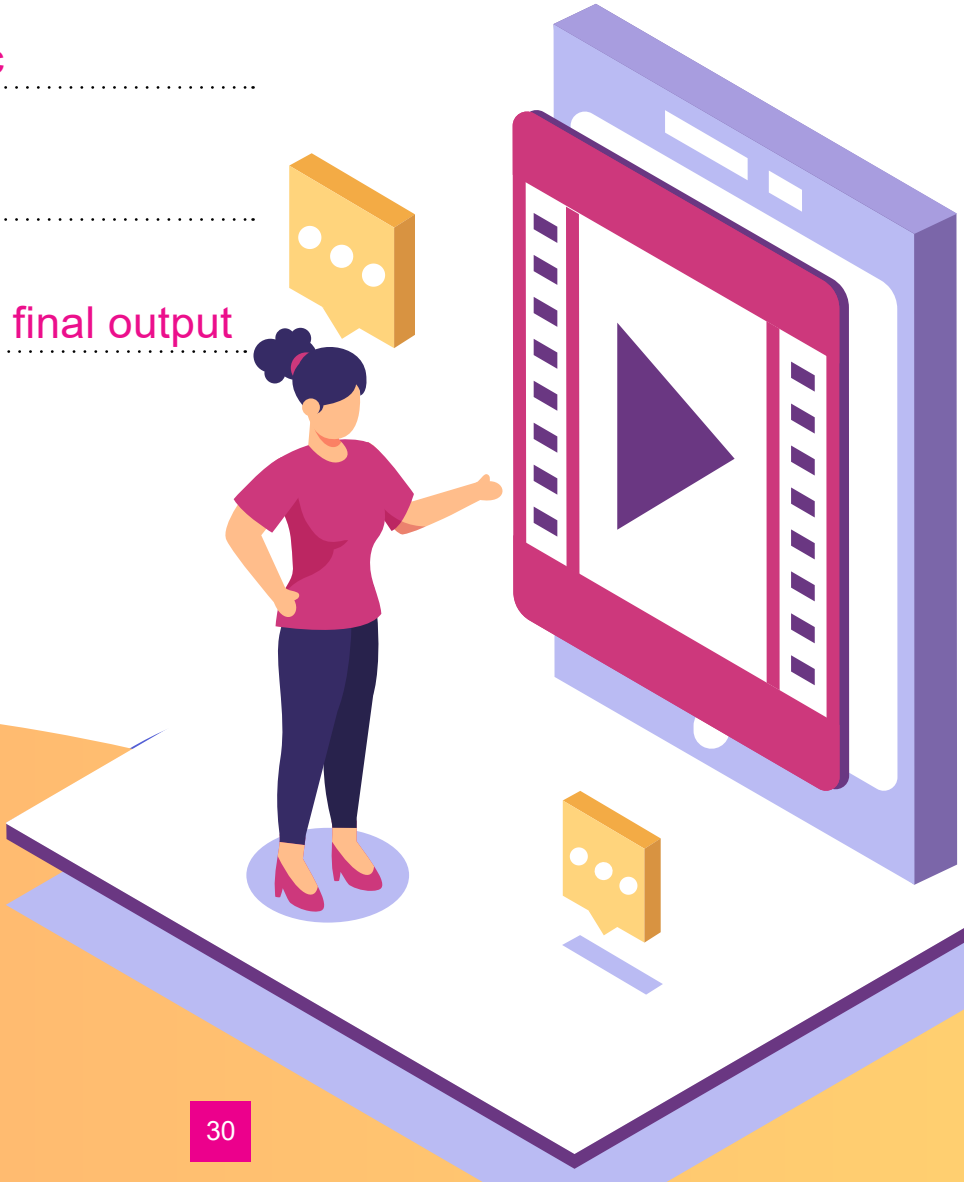
03 Audio recording

04 Using B-roll

05 Adding music

06 Adding text

07 Exporting the final output



# EXERCISE: BLOG WRITING

01 Write a 500-word blog on any topic that interests you

## SUBMIT THE TASK AT DIGITAL.MITRA@PLANINDIA.ORG

# About Plan India

Plan India is a nationally registered not for profit organisation striving to advance children's rights and equality for girls, thus creating a lasting impact in the lives of vulnerable and excluded children and their communities.

Since 1979, Plan India has improved the lives of millions of children, girls and young people by enabling them access to quality education, healthcare services, protection, a healthy environment, livelihood opportunities and participation in decisions which affect their lives.

Plan India is a member of the Plan International Federation, an independent development and humanitarian organisation that advances children's rights and equality for girls. Plan International works in more than 75 countries worldwide.

www.planindia.org

**Plan India**

1, Community Centre, Zamrudpur, Kailash Colony Extension
New Delhi – 110048, India

+91 11-46558484 planindia@planindia.org

PlanIndiaNGO | Plan_India | PlanIndia | Plan_India