

# The Filmmaker **i-genius** - An Overview

This is a brief introduction giving an insight into the basic things an aspiring filmmaker should consider when making a film, whether as an individual or for an in-house social business enterprise, NGO, etc. This guide was developed for the filming workshop, which took place at the 1st i-genius world summit in Phuket, Thailand, March 2008.

## **Video Pre-production:**

- Synopsis – the basic idea
- Key aim(s)
- Key message(s) - remember your aim is different from your message
- Style and Treatment – is it going to be funny, serious, documentary style...
- Target audience & outlet

## **The role of a director/filmmaker:**

- Brief the designers and graphics personnel
- Direct the camera-person and the editor (may be the same person)
- Shots, and location selection
- Creating a comfortable and workable environment
- Storyboarding
- Directing the actors/actresses

## **Things to think about when editing and making the video:**

- Every scene has it's own life span, and within that scene every shot has it's own life span – you have to know and feel this!
- Is the scene absolutely necessary? If you take it out will it take away from the story?
- What does this current shot tell you? What am I saying?
- Unfold your story – frames should link together
- One shot can tell a million things about the sort of organisation and budget that has been involved

## **Added notes – Things to think about:**

- What is your motive for making this video?
- What do you want your audience to think or feel?
- How do you motivate those who don't care and those who do?
- There are no half-days – payment is full for budgeting
- Daily Budget costs – crew, equipment, food, travel...
- Shooting schedule & crew schedule
- Handheld shots are normally associated with documentary and horror
- Know the rights to filming – handheld is fine, but once you set up a tripod you have to have a license and pay for rights in particular locations

Remember, that the most important process of making any film is in the pre-production stage. Plan your pre-production in complete depth and detail, and you will then find that the rest of the filming process becomes much smoother and less stressful. Nothing is more stressful when shooting than not knowing what shots you want and how you want them, or doing the editing process without a storyboard.

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