

Production guidelines of CBA videos

CLACC Network

International Institute for Environment and Development (IIED)



Context

The urgency to effectively communicate lessons learned on climate change is mounting. Communities are at the cutting edge of what it means to adapt; sharing these innovations and lessons will help all of us face the climate challenges ahead.

Video and photography can achieve just that. By making a short film that shows how an adaptation project took shape on the ground, the challenges faced and successes encountered, innovations can be shared, adapted and multiplied.

This guide was designed to assist you in making a short film on an adaptation project in your community.

Community-Based Adaptation are short films, of up to three minutes that aim to spread good practice for community-based adaptation. They are disseminated through the CLACC (www.clacc.net) network, in partnership with the International Institute for Environment and Development (IIED).

Narrative Structure

The 3-minute long structure below is only to remind you of elements that are important to cover in your short video. You can present elements described below in a different order that you might find more suitable to your subject.

Duration (approximate)	Content	Notes
20 sec	Location and problem	Make sure you have images of the area so your audience knows what environment this is in (jungle, drylands, island, etc)
20 sec	Intro of adaptation technology	As a response to the problems above, what was introduced as an adaptation activity and why.
40 sec	Description of adaptation activity	Clear images of the actual adaptation are necessary here, this is the key theme of your film, get as many angles of the adaption, if possible, how it was constructed, how it works in different seasons, etc. You can introduce the costs and man power required to build or assemble the adaptation activity here.
30 sec	Community Impressions	How the community uses the adaptation technology, the impact on their lives.
30 sec	Long term implications + Conclusion and recommendations	How will this adaptation technology be used on the long term, what will be necessary to maintain or what are the next steps to better and scaled up/out adaptation.
20 sec	Hard Data slide (use graphs and numbers on title slide)	Include the data for the project on a slide, example: Costs, number of people helped, length of time to implement, etc.
20 sec	Credits	See details on last page

Language

All films need to be subtitled in English (unless the language spoken is English)

Production tips

A good way of producing your film is to first, write a short script of what you would like to say. The following grid format can be useful to structure the production of your video and to get the script written, but feel free to adapt it to your needs and use your creativity!

The content below is simply an example. Do not copy this!

Time	Script	Visuals	Audio
21 sec	(Narration) “Malawi is a country in Southern Africa that faces multiple floods and drought...”	Images of the fields, the country side, the people, where they live, etc.	Happy music from local artist in introduction to your narration
32 sec	(Narration) “Because of these climate challenges, farmers have started to grow a different variety of crops...”	Farmer at work, Casava, irrigation system, ...	Narration
	(Interview) Farmer interview about the change of crops and the benefits and challenges he is facing.	Farmer interview, him planting, his family working with him, ... Note: Don't forget to add English subtitles where the language spoken is other than English.	Interview and background sounds of farming.
	etc.		

Grid explained on page 5

Production tips

Useful information based on example format used on page 4

Time

Fill in the time section after reading your script out loud, it will give you an accurate idea of the actual length of your film and therefore will help you cut it down even before you go out to get images or start editing.

Script

Here is where you want to write up everything you would like your film to say. Practice reading it out loud to hear the way it sounds, and also time yourself to get an idea of how long your film is.

Notes on narration

You can either record the narration yourself or get someone else to do it. What's important to consider here is good pronunciation, but also the accent and gender of the narrator, i.e. the voice you choose has to represent your film and your message.

Notes on interviews

It's not acceptable to go out and ask people to read out what you have read in your script. It is possible however to hope that someone will give you information on what you would like to include in your film. For example, I can hope a farmer will tell me he is seeing benefits in using a new crop, but I can't ask him to tell me something he doesn't believe or get him to tell me things by asking leading questions. Filmmaking is much like doing research. We have to stay open minded to people telling us things we disagree with, or things we were not expecting to hear. By keeping an open mind, you will find that when you are making your film you will learn a lot you didn't know before just by asking questions in a new way!

Visuals

Whatever is mentioned in your script should be shot, for example: if you mention a dam, get a shot of the dam! But what's even more important is to get more than one shot of the dam! Many angles, and at least 10 seconds each shot.

Tip from the pro!

When doing an interview, keep the camera on the interviewee at all times. If someone mentions and points to their house nearby, don't move the camera! Take the shot of the house later, when the interview is finished. The two images can be superimposed later in editing, and moving the camera during an interview makes the image shaky and you risk missing the beginning of the next phrase of your interviewee by the time you readjust the frame on him or her.

Audio

Music is crucial in a film, it sets the mood, gives life and adds the 'spice' to a movie. Therefore, it is very important to choose it carefully, but also to make sure you have copyright for the music you are using in your film. If you use popular music without securing the rights, when we upload it to YouTube, we risk having it be taken down by the webmaster and blocked! Best to record locals playing music and asking them to use it for the film, or try to secure the rights, but if the music is owned by a large music distributor, that's usually time consuming and very expensive, especially for web distribution rights.

Contextual sound

(If you are filming a car driving by, the contextual sound is the sound of the car, etc.) This type of sound is very important as it makes an image real. It is best to record the best sound possible when filming action in the field. Ask people around you to be quiet and add a microphone to your camera if possible since the internal mics in a camera are usually of very low quality. You should also wear headphones at all times to monitor the sound.

Set-up and distribution

Format

Your film MUST be supplied in either of the following formats:

- AVI or QUICKTIME (uncompressed - high resolution)
- MPEG-4

Please consult with your video editor for more details on these files, or contact isabelle.lemaire@gmail.com, [izlemaire \(skype\)](https://www.skype.com/en) for more information on how to produce these files with your video software.

Distribution

Please send a copy of your film on DVD to IIED at this address:

IIED
Att: Climate Change group
3 Endsleigh Street
London, WC1H 0DD
United Kingdom

Credits

Don't forget that credits have legal value so add relevant credits your organisation requires you to include.

If you are using this CBA video template and want to be included in our distribution scheme, include all three logos below and insert the following in your credits: 'Based on the CBA CLACC video template'

For more information, please contact: Saleemul.huq@iied.org or isabelle.lemaire@gmail.com

