

Digital Storytelling: Advanced Concepts in Video for Worship

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Opening

Introduction / Overview

- A. Film Team Director at Hope; Creative Director of Alex Schwindt Media
- B. Today we're learning how to tell, and how to recognize, great stories
- C. Focusing on how to use the elements of story to make effective films for churches
- D. Elements of story – short film examples – LOTS of participation – Q&A

California Story

Matthew 13:34 - Jesus always used stories and illustrations like these when speaking to the crowds. In fact, he never spoke to them without using such parables.

- A. It's ok to begin with the end goal in mind: "What should this film accomplish?"
- B. But that answer CANNOT drive the HOW we make the film

Elements of Story

- Setting
- Lead character (protagonist)
- Exposition
- Conflict
- MacGuffin
- Rising Action
- Surprise reversal
- Climax
- Resolution

Story in Action

Personal Narrative / Testimony

- A. Setting, Character, Conflict, Rising Action, Climax, Resolution
- B. The Power of B-roll
- C. Single Thread: After filming the story it becomes YOUR story to tell

Concept: Profiler

- A. Setup: lead pastor wanting to talk about the characteristics of Jesus
- B. Setting, Character, Conflict, Rising Action
- D. Why no Climax or Resolution?

Promo

- A. Setting, Character, Conflict
- B. Surprise Reversal
- C. Great artists steal

Subtext & Metaphor

- A. Subtext: The underlying theme of a work of art
 - Avatar = cultural imperialism
- B. Metaphor: Something used to represent something else
- C. What is the subtext? What are the metaphors?
- D. Begin to trying employ subtext and metaphor into your stories
 - Think about what YOU really want to communicate

Conclusion

- A. Start evaluating your current film projects based on these elements
- B. Take one or two ideas that resonated today and try them out

Resource: ChurchFilm.net

Q & A: broad questions / short answers