UNIT 3.4

Making Magic with Multimedia

MODULE
Building an Advocacy Campaign

FORMAT
Presentation

TIME REQUIRED
60 minutes

MATERIALS NEEDED
Computer and screen for sharing slides

Internet access for streaming videos

Stories written by participants in Unit 2.1.

Exercise worksheets (printed or distributed electronically)

Pens/pencils for exercise (if in-person)

Slide presentation with speaker notes. This session begins with a review of basic storytelling concepts introduced in Unit 2.1 (Storytelling for Advocates), then focuses on why and how advocates can create and effectively use multimedia (photography, graphics, and audio/video) in their advocacy campaigns. The presentation includes examples of various multimedia elements for participants to review and critique, and provides links to additional examples in the slide notes. Facilitators should try to make the session as interactive as possible, inviting participants to share their thoughts and opinions on the multimedia products they review.

Depending on what participants are interested in learning, you might also consider inviting professional photographers, graphic designers, and/or audio/video producers to offer guidance on getting started in that field and any tricks of the trade (you should allot extra time for this, at least 30 minutes per speaker).

KEY LEARNING CONCEPTS

- How to use still photos, graphics, and audio/visual storytelling for advocacy.

- Equipment and skills needed to get started with photography, graphic design, and audio/video production.

ASSOCIATED EXERCISE

- Multimedia Product Plan Worksheet (Exercise 3.4, see also slide 25, "Do the Work!"). Participants should review the short stories they wrote in Exercise 2.1, and revise if desired. Once they are happy with their stories, they should develop a plan to turn it into a multimedia product by completing the worksheet. Allocate 20-30 minutes for this activity, and if time allows, invite volunteers to share their plans with the group.

REQUIRED PREPARATION

- Bring copies of stories participants wrote during Unit 2.1 if you collected them (or ask participants to bring them).

- Print worksheets for exercise (if delivering session in person) or distribute electronically (if session is virtual). Each participant will need one.