



LIGHTS, CAMERA, REPORT!

VIDEO JOURNALISM IN ACTION

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My Tiffin Story





Storytelling

Storytelling is the process of using fact and narrative to communicate something to your audience.

Some stories are factual, some are adapted, remade or improvised in order to better explain the core message.

What is the role of Visual Storytelling?





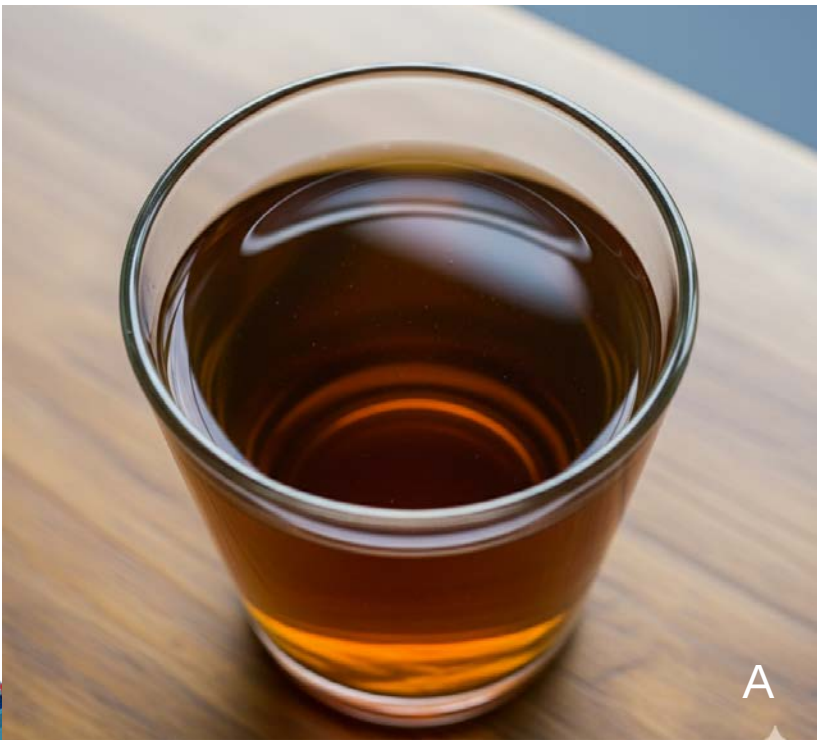
Which one is newer/older?

REFLECTS SOCIETY



What is in the glass tumbler?

CREATE PERSPECTIVE

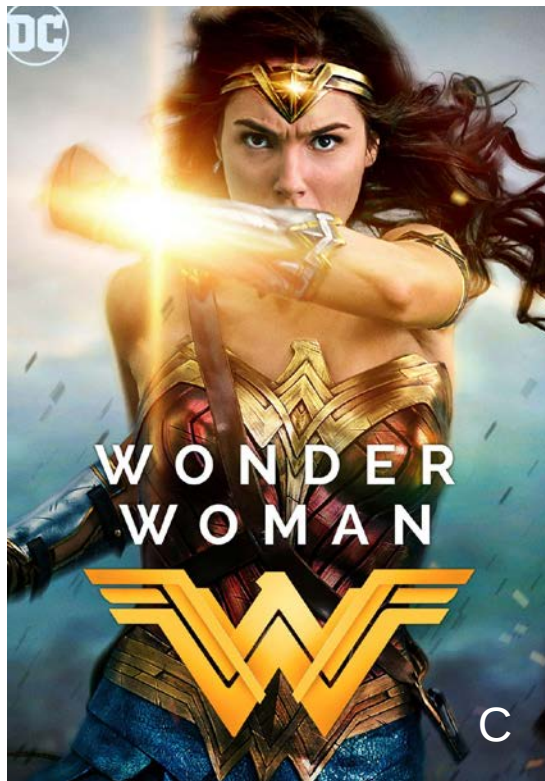




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Which one do you like?

START CONVERSATIONS





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Role of Visual Storytelling

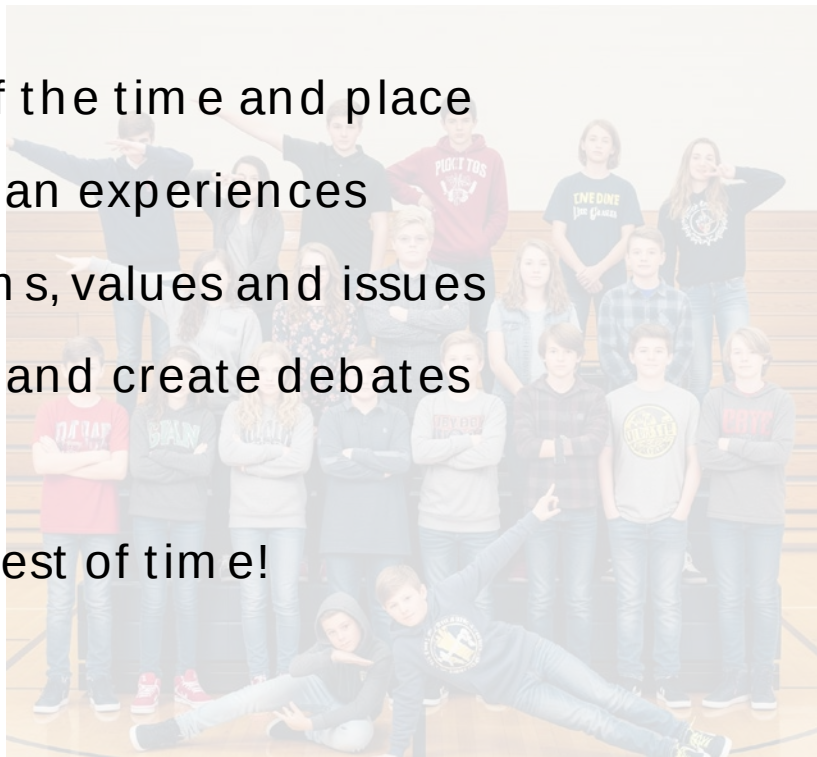
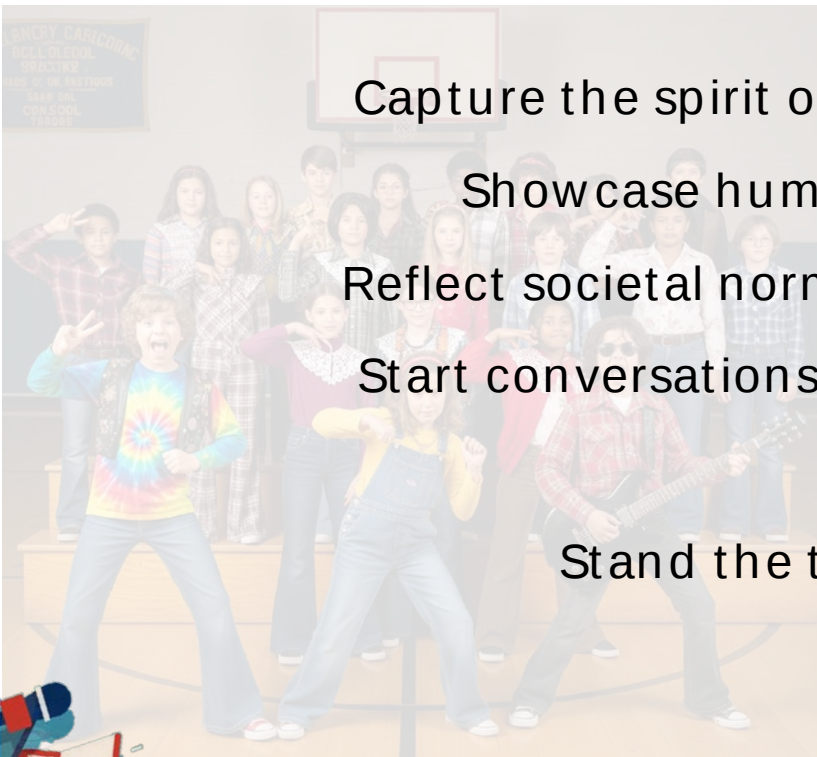
Capture the spirit of the time and place

Showcase human experiences

Reflect societal norms, values and issues

Start conversations and create debates

Stand the test of time!





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How to be a Video Journalist?

People

To **tell** the story

Places

To **indulge** into the story

Plot

To **structure** the story

Purpose

To **remember** the story





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People

To **tell** the story

Characters

Emotions

Investing in the story

Portal for the audience





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Places

To **indulge** into the story

Relevance

Context

Connections

Ambience





Plot

To **structure** the story

Journey

Conflicts and Victory

Creative Perspectives

Order and Sequence





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Purpose

To **rem em ber** the story

Heart

One line description

Conversation and Debate

Know what you need to say
before you speak!





Visual Language

Visual Vocabulary

Shot - *Word*

Sequence - *Sentence*

Context - *Meaning*

EXAMPLE

People - *Veena Lal*

Place - *Karm Marg Organic Farm*

Purpose - *Sustainable produce leads to Sustainable Life*

Plot - *Foods grown at Karm Marg and how they treat illnesses & promote healthy living.*

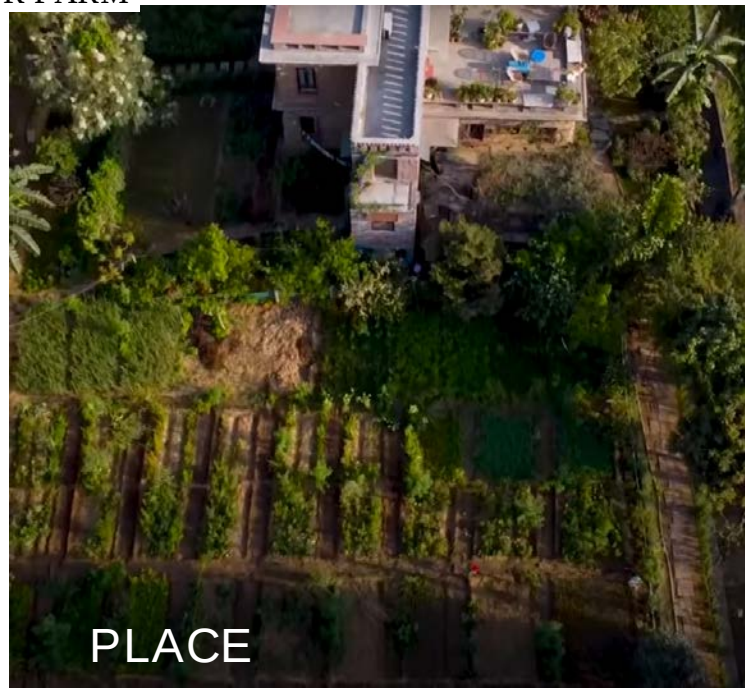
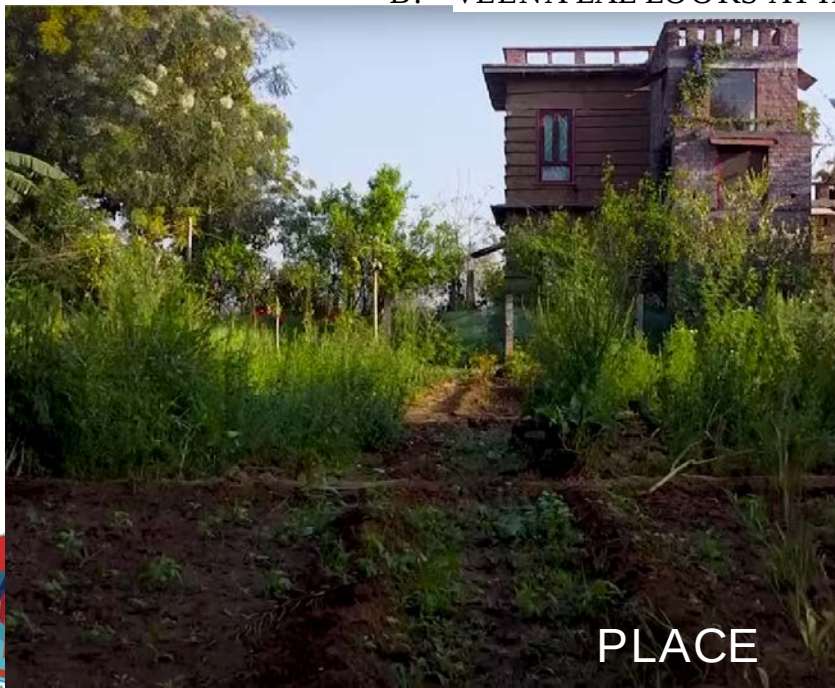


Vocabulary

Strong collection of words/images and the ability to use them effectively and precisely to express ideas and convey meaning

A good vocabulary will change the shot angle

- A. VEENA LAL'S ORGANIC FARM
- B. VEENA LAL LOOKS AT HER FARM



Vocabulary

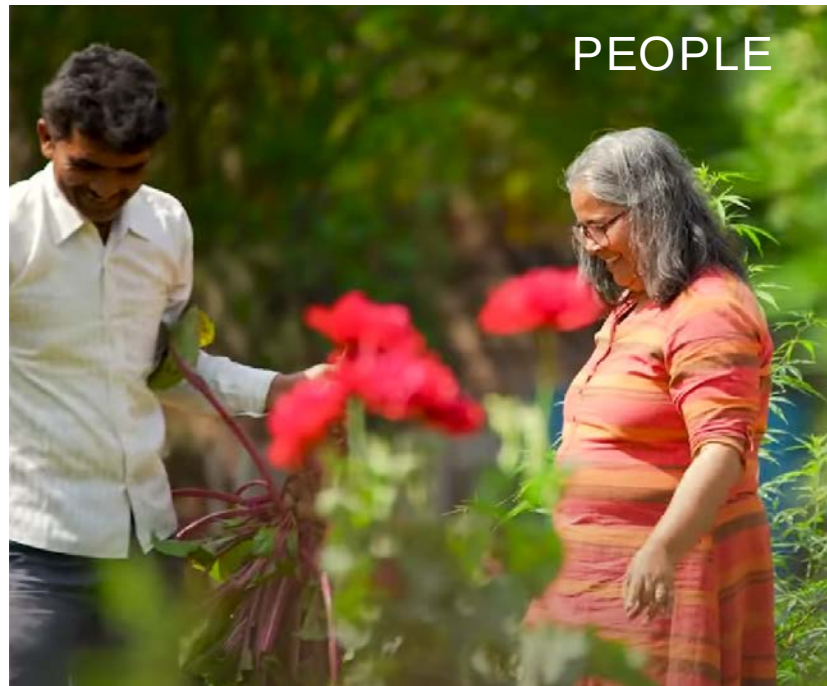
A good vocabulary will change the shot background

- A. VEENA LAL RESPECTS HER GARDENER GHANSHYAM
- B. VEENA LAL ON ROUTINE CHECK WITH GHANSHYAM

PLOT



PEOPLE



VEENA LAL'S DOGS ENJOY HER COMPANY
AT THEIR RESTING PLACE



PURPOSE



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VEENA LAL ENJOYS HER CALM AND SUSTAINABLE LIFE AT KARM MARG CHARITABLE SOCIETY



PURPOSE



Types of Shots

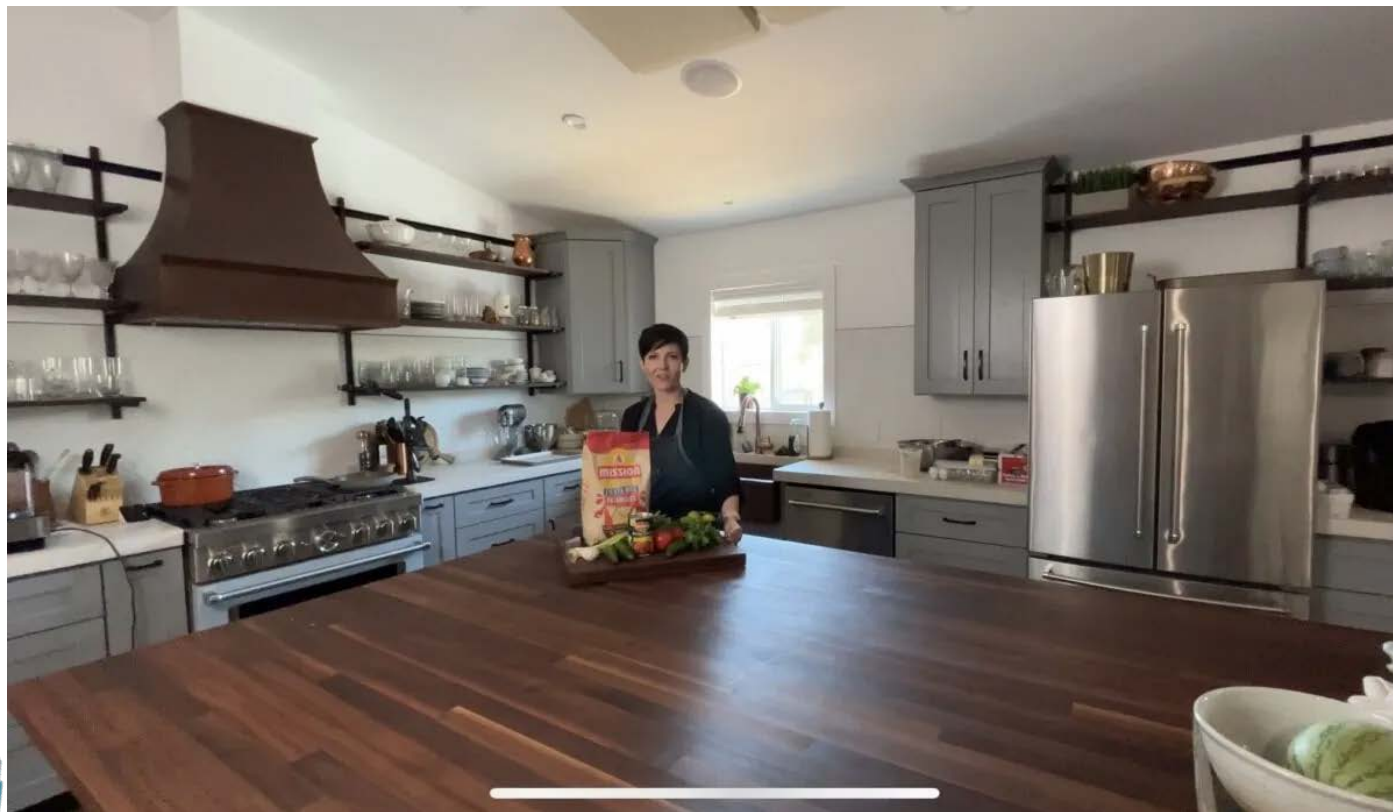
Camera Level & Shot Size





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ESTABLISHING SHOT





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FULL SHOT



MEDIUM SHOT





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CLOSE-UP



EXTREME CLOSE-UP





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POV



OVERHEAD SHOT





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UP ANGLE

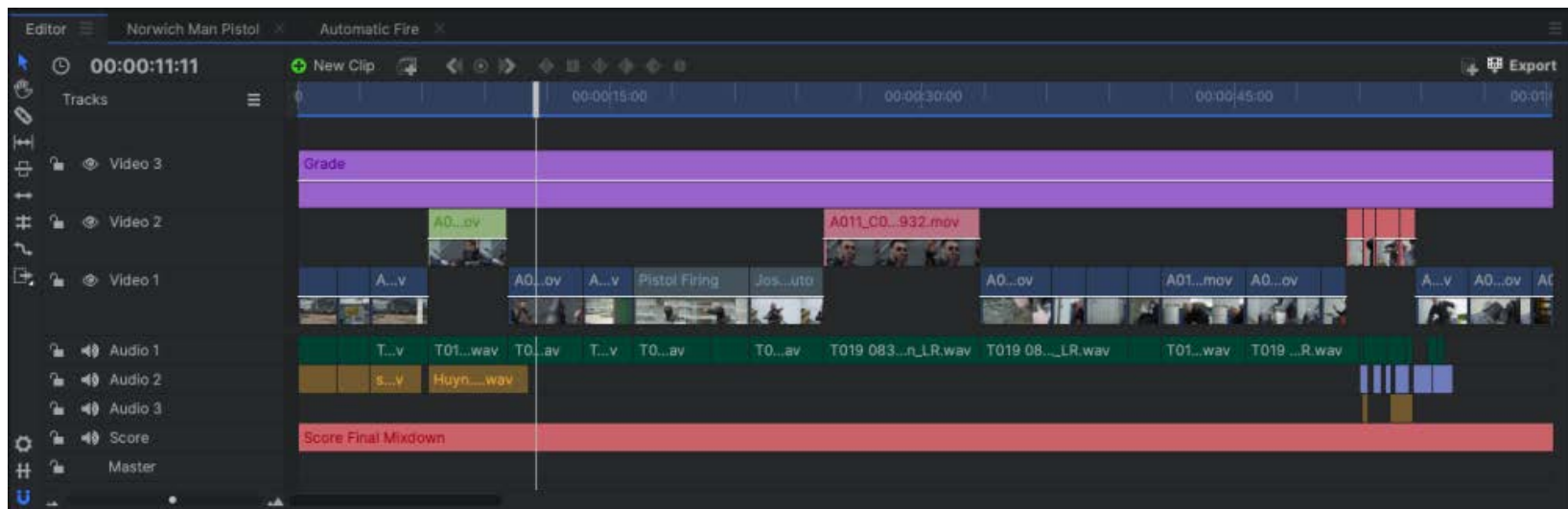


DOWN ANGLE





Editing





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Contest

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YE RUMBLES

THE CUB REPORTERS CHALLENGE

VIDEO-REPORT FOOD AND FARM ISSUES—PUBLISH YOUR STORY AND BREAK THE NEWS!

Take on this mobile video reporting challenge—investigate food, farm, seeds, and everything on your plate. Venture into your local areas and communities to dig deep and capture environmental issues that matter. The best footage will shine on the **YOUNG** ENVIRONMENTALIST website with your reporter credit!

ELIGIBILITY
GRADE 4-12

Uncover Your Story and Win Amazing Prizes & Certificates

LAST DATE FOR PARTICIPATION:
31 OCTOBER 2025, FRIDAY

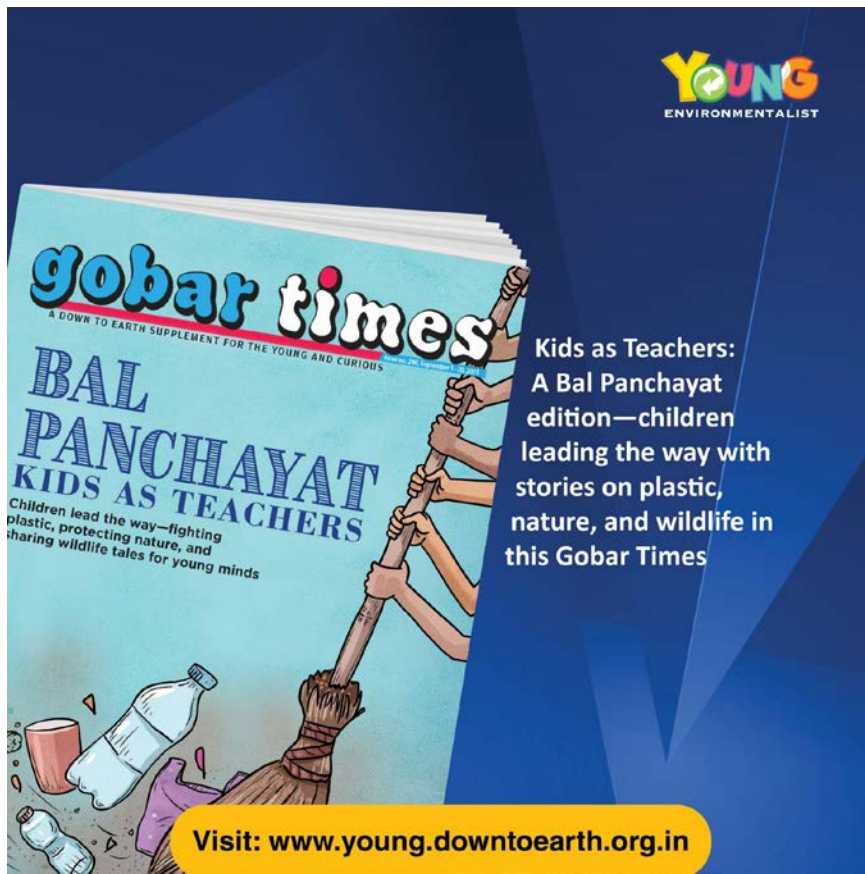
Visit: www.young.downtoearth.org.in

20	21	22	23	24
28	29	30	31	



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Gobar Times



Kids as Teachers:
A Bal Panchayat
edition—children
leading the way with
stories on plastic,
nature, and wildlife in
this Gobar Times

Visit: www.young.downtoearth.org.in



ENJOY THE ACTION!

THANK YOU

JOEL MICHAEL
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