# **Creative Communication Deliverables:** Tips & Tricks

Communications Team

Spring 2020

# Spring 2020 Communications Team



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# A Project Video or ArcGIS Story Map – Why?

These deliverables are your most externally-facing deliverable. This is your chance to tell your project's story!

- Communicates your work to society as a whole

- Posted in many different venues (DEVELOPedia, Facebook, YouTube, Twitter, LinkedIn, etc.)

- If you are a continuation project, you **MUST** make one of these deliverables!

**"If nobody knows what you've done, your work is only half finished"**

# General Timeline

**WEEK 4: Sign up for check-ins**
- By February 19th

**WEEK 5: Comm Team check-ins**

- February 24th - 27th
- Comm team reviews optional video/storyboarding outlines, sends edits and meets with each project team to discuss their planned product

**WEEK 7:**

- **Option 1)** Video, Citation Log, & Transcript RD Due on March 12th
- **Option 2)** Completed Transcript and Story Map RD Due on March 12th

**WEEK 9:**

- **Final Drafts due March 26th**

**REMEMBER**: these deliverables are **time consuming**. Be sure to start early, set enough time aside to work on it, and set realistic expectations for what you can and can't achieve, especially in the summer term.
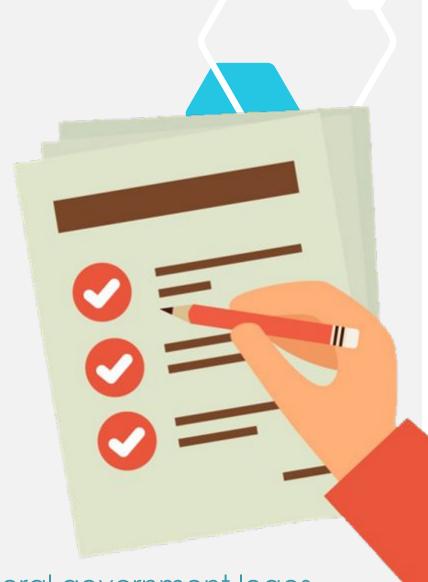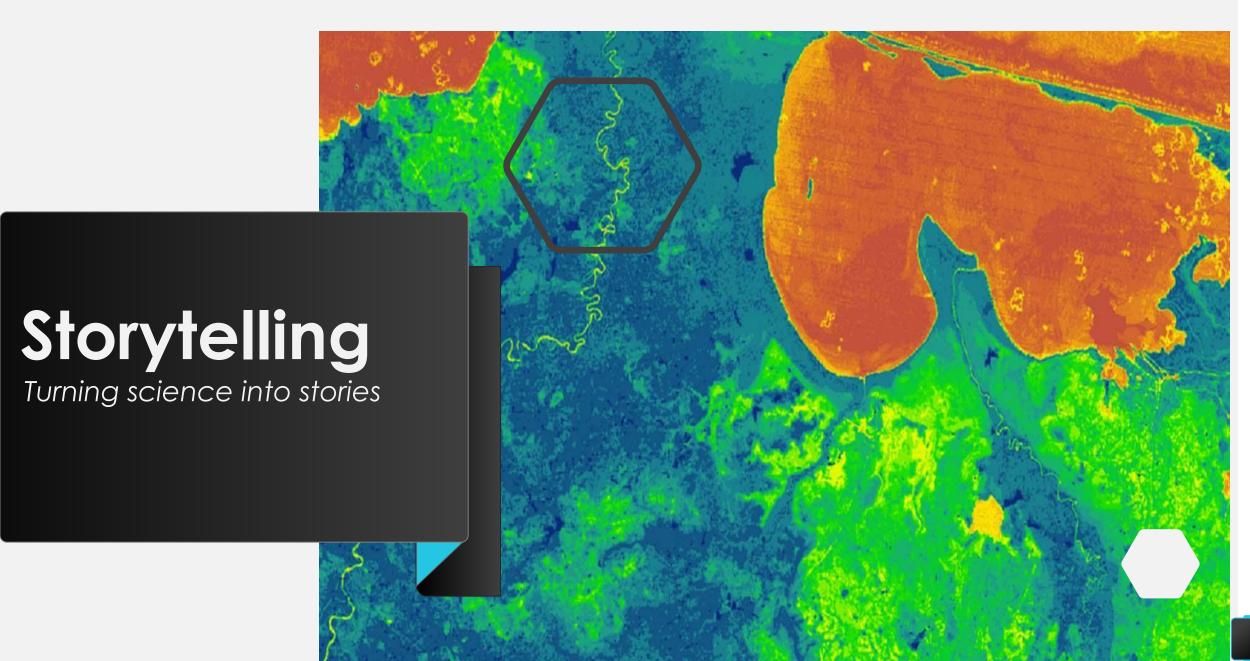
# General Project Video Criteria

**Project Video Length**
- Between 2- 4 minutes
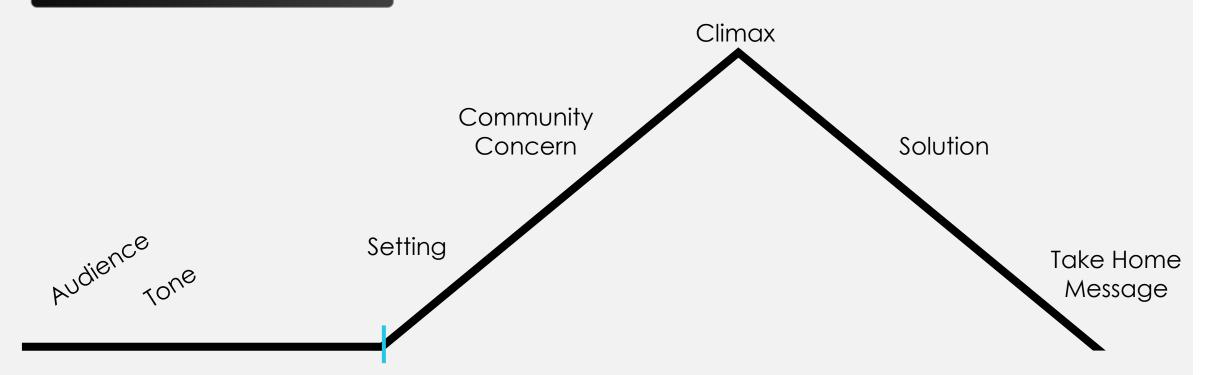
**Project Video Must Haves**

- Official DEVELOP opening & closing clips
- 3 mandatory statements
- Credits (before official closing clip)
- Citation log & proper citations
- Word-for-word transcript (.txt file)
- Media release forms for everyone on camera
- License agreement forms for required content

**NOTE:** No footage/imagery of code and no non-federal government logos.

# Storytelling

*Turning science into stories*

# **Audience**

## Who is your audience?

- General Public
  - Stay away from jargon
  - Use values readers can conceptualize
  - Explain significance of your work early on
- Who is the general public audience?
  - Everyone!
    - High school students
    - Potential partners
    - Even a US Senator!

## People have short attention spans!

- Average video engagement length = 1:37

## Explain complicated topics simply!

- Refocused and higher level

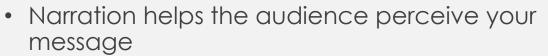- Don't go into unnecessary detail

- Metaphors & analogies can help

# Tone **Video Specific**

*Tone is everything! The simplest of techniques can completely change the trajectory of your video!*

## Music

- Capture the audience with music!
  - What mood do you want to set for your video?
    - Sad
    - Happy
    - Hopeful
    - Adventure
  - Select multiple tracks and experiment the right one for your video!

## Voice

- Narration helps the audience perceive your message
  - Use this as an opportunity to tactfully get your message across
    - Positive
    - Negative
    - Commanding

https://www.youtube.com/watch?v=rn9V0cN4NWs

# Setting

- This is your opportunity to immerse the audience in the landscape of your project

- Focus on the natural landscape, the culture associated with it, or the economic value of the area

- The goal is to use words and key characteristics to connect with the general public audience

# Community Concerns

- After you have successfully immersed the viewer in the proper environment, tell them the concern.

- This is the point in the video to grab the viewer's emotions.

- Good things to have here are partner interviews/footage of effects/impacts to help resonate the message.

# Climax

- This section is to bring in DEVELOP

- How can DEVELOP help your partners? (Save the day?)

- Great shots to use here include, time-lapse of working on computers, and team or partner meetings!
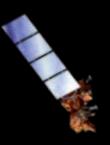
# Solution

- Introduce NASA EO

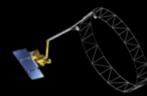- Speak briefly on how the EO is being used to address the issue

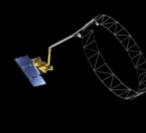- How is the partner going to use or benefit from DEVELOP
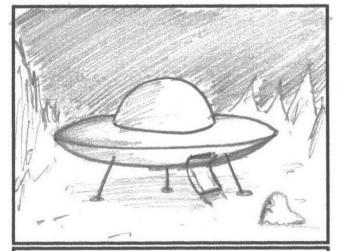
# What is your Take-Home Message?

Lastly, end on a powerful statement that encapsulates the ability to use NASA EO to address environmental issues.
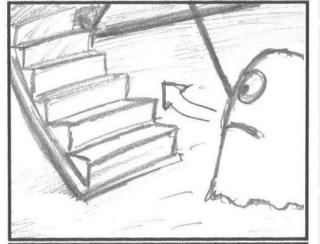
"Challenge yourself to think about the value of your work in a broader context."

**Storyboarding**
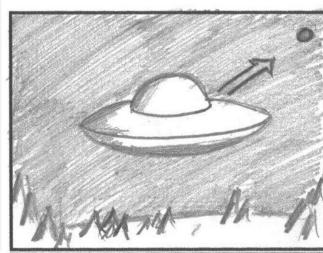


ATTACK FROM MARS

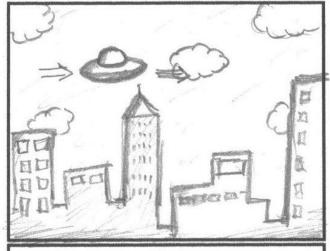TITLE SCREEN FADE IN FROM BLACK   6 seconds

SPACE SHIP ON SURFACE OF MARS   4 seconds

ALIEN ENTERS INTO SPACE SHIP   4 seconds

SPACE SHIP HOVERS FOR A MOMENT AND THEN FLYS TOWARDS A DISTANE EARTH   5 seconds

SPACE SHIP FLYS OVER CITYSCAPE   5 seconds.

PERSON ON GROUND SPOTS SPACE SHIP   6 seconds.

# Tips for **obtaining** and **creating** Video content!

# Video Editing Basics

**Software Options:**

Google Earth Studio

iMovie

Adobe Spark

Premiere Pro

***Go to the Project Video DEVELOPedia page to find more resources on video editing software!**


A-Roll

Becky Abel
Idaho Fish and Game
0:36 / 2:53


B-Roll

Credit: Mobile Bay Eco Forecasting II Team
Speaking: Manoela Rosa
1:53 / 4:00

**A-Roll** – Primary footage

**B-Roll** – Secondary footage

**Voice Overs** – Be engaging

**Lighting** – Avoid shadows

# Be creative & resourceful

**Easy way to record voiceovers!**

- Use a phone as a microphone to record voices

- If you are recording video with a phone and are not getting good audio back – simply take another phone and record audio closer to the interviewee. In video or audio editing software you will be able to sync the tracks for maximum quality!

- Make sure you are in a space with decent acoustics. Empty office spaces with few soft surfaces can often create echoes.

**Don't have great audio?**

- Try using subtitles to help get the message across!

# Imagery

**Check out creative commons stock sites**

- Pixabay
- Pexels
- Unsplash

**No luck?**

- Have you looked through federal image galleries from places like the National Parks Service or NASA? Media created by federal agencies are public domain ~ meaning you can use them!

**Reach out!**

- Ask your partners for any footage they may have.

- If you find an interesting and useful infographic on YouTube, reach out to its creators. Typically state/local governments are willing to provide permission to use their footage.
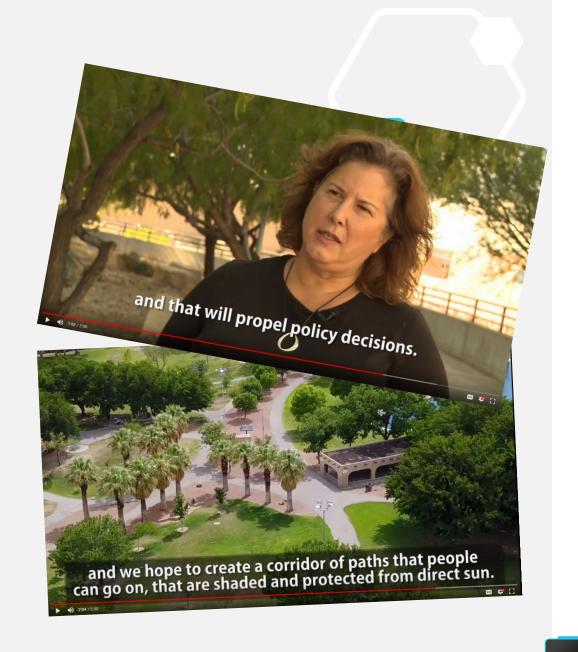
**Only have images?**

- No worries! In the video editing software you choose, there will be an option to pan and zoom, giving you the necessary flow for your video!

# It's OK to lean on your partners

**They may be able to provide what you can't:**

- B-roll footage (that you only have to cite once!)

- Interviews

- Imagery

- An Insider's Perspective

Partners can be a huge help, especially if your project takes place in another geographic location other than your node. They are often just as excited about the video as you!

# Interviews

What are the next steps?

Will interventions be intensified in the region?

How will NASA satellite information contribute to the Ethiopia project?

## Crafting Questions

Brainstorm list with team

Open-ended questions (not YES or NO)

Start with: *where*, *what*, *how*, & *why*

## Interview Preparation

4 - 5 questions prepared

Test audio & lighting ahead of time

## During the Interview

Bring media release form

Ask about time constraints
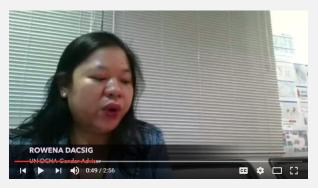
Make interviewee feel comfortable; be conversational!

Explain your message

# Interviews

Remote Interviews:
- Send questions ahead of time
- Ask to record on phone
- If poor resolution, use B Roll

x Fuzzy audio
x Looking at script, not camera
x Framing



ROWENA DACSIG
UN OCHA Gender Advisor
0:49 / 2:56

x Too much lighting behind speaker; face is darkly shaded
x Subject too small in frame



Tom Herder - Watershed Protection Coordinator
Mobile Bay National Estuary Program
1:40 / 4:00

✓ Fuzzy interview audio, so added subtitles



I can recall our family having to haul water from places ranging from a few miles to as far as 75 miles away
1:45 / 4:27

✓ Nice lighting
✓ Focus is right; subject looking at interviewer, not camera
✓ Framing



0:35 / 2:54

# Citing in Credits



Credits come before the DEVELOP ending clip.

**Project Partners**

NOAA Region Climate Services, Pacific Region
University of Guam

**Special Thanks**

John Marra | NOAA Regional Climate Services
Mark Lander | University of Guam
Matthew Widlansky | University of Hawaii
Xungang Yin | NOAA NCEI
Ryan Smith | US Air Force, 14th Weather Squadron
Jared Rennie | NOAA NCEI
Jonathan Brannock | CICS - NC
Michael Kruk | Science Advisor

© Filip Kulisev, www.amazing-planet.com of Amazing Planet for sharing Aerial Footage of the Marshall Islands

Media Designated by Type

**Audio**

Title of Content

Owner/Creator     License Type

"Blessing sung to Chelu, the Sakman Chamorro in San Diego" Sandy Flores Islander CC-BY https://vimeo.com/51798096

**Video & Images**

"Blessing sung to Chelu, the Sakman Chamorro in San Diego" Vimeo: Sandy Flores Islander CC-BY https://vimeo.com/51798096

UOG Charter Day performance Flicker: melanzane1013 CC-BY-SA https://www.flickr.com/photos/melanzane1013/431287125/

General Photos: Marshall Islands Flicker: Asian Development Bank CC-BY-NC-ND https://www.flickr.com/photos/asiandevelopmentbank/15272544944/in/album-72157649448093461/
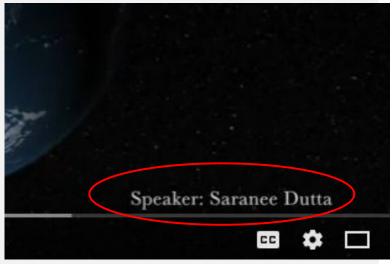
## Music



## Pictures



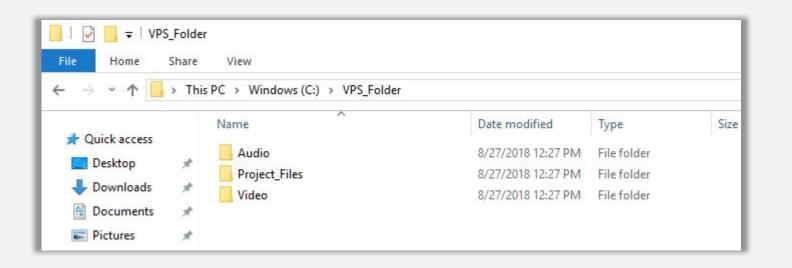## Video



## Software



## Interviews



## Narration

# Data Management

**Treat audio & video clips like GIS data.**

> If the pathway is changed or removed, your editor will not know where the clip is.
>> Changed or removed i.e. the file was moved or the name was changed.

**The best practice is to have all files being used in one folder.**
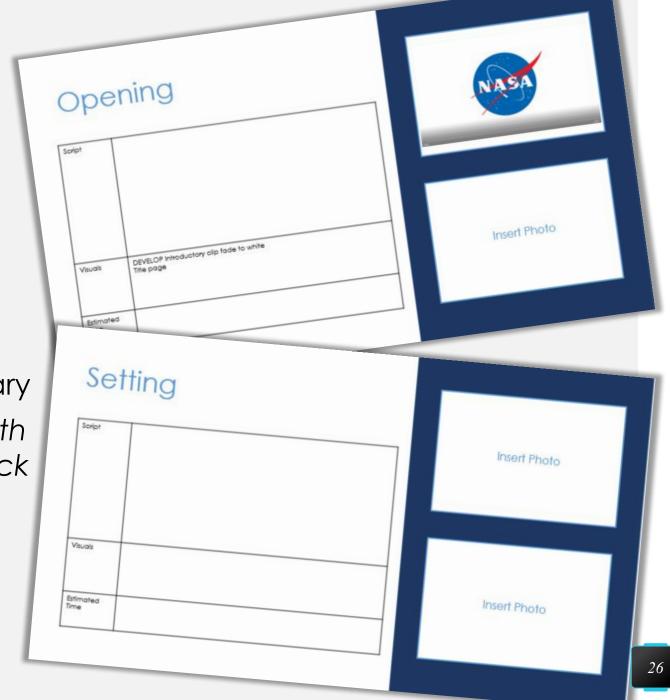
# Project Video Outline

**Easy. Useful.**

- Guiding questions to help you identify material for your video

- All information can be found in Project Proposal or Project Summary

- *Optional, if you'd like to discuss with the Comm Team, due for the check in on Week 5*

**\*Preparation pays off**

# Transcript

## **Word for Word**

- Detailed script of your project video or story map text; uploaded with the final version as a **.txt** file

- This document should match the speech in your video/text of the story map *word for word*

- Templates can be found in your node folder in your node's Google Drive folder or on the Creative Communications page on DEVELOPedia



```
2017Fall_NODE_ProjectShortTitle_VPSTranscript - Notepad
File  Edit  Format  View  Help

Team Name:
VPS Title:
POC Name:
POC Email:

>> JANE: Hi, my name is Jane Doe and this is John Doe

>> JOHN: and we're hypothetical members of the DEVELOP Study A

>> JANE: Our team is demonstrating how to create an easy-to-up

[music]

And it's going to be awesome.

>> JOHN: The greatest!

[pause]

>> JANE: The first step is to properly identify the team's nod
```

27

# Citation Log

- Will help minimize the amount of citations displayed.
- A great organizational tool.
- Comm Team has to check all sources.
- Keep track of everything you download!
- This form will also be used to provide you with feedback.

| | A | B | C | D | E | F | G | H |
|---|---|---|---|---|---|---|---|---|
| 1 | **Team Name** | Idaho Eco Forecasting | | | | | | |
| 2 | **VPS Title** | Yellow Billed Cuckoo | | | | | | |
| 3 | **POC Name** | Caitlin Toner | | | | | | |
| 4 | **POC Email** | caitlin.k.toner@nasa.gov | | | | | | |
| 5 | | | | | | | | |
| 6 | **Time Duration** | **File Name** | **Type of Media** | **Source** | **URL** | **Creative Commons License** | **Cited (Y/N)** | **Notes** |
| 7 | :01 - :04 | River story | Video | Pexels | https://videos.pexels.com/videos/birds-chirping-2032 | CC0 License | N | |
| 8 | :56-1:02 | Landsat 8 | Video | NASA/Goddard | https://svs.gsfc.nasa.gov/cgi-bin/details.cgi?aid=3939 | Public Domain | | |
| 9 | 1:03 - 2:00 | Interview_Partne | Video | DEVELOP | N/A | Signed Media Released | N | Professional attribute given |
| 10 | 2:01 - 2:05 | BRoll_field | video | DEVELOP | N/A | Personal footage | N | Footage was shot by DEVELOP team member |

# Project Video Submission

**All Project Video-related deliverables will be uploaded to your node folder in Google Drive or emailed to the Comm Team**
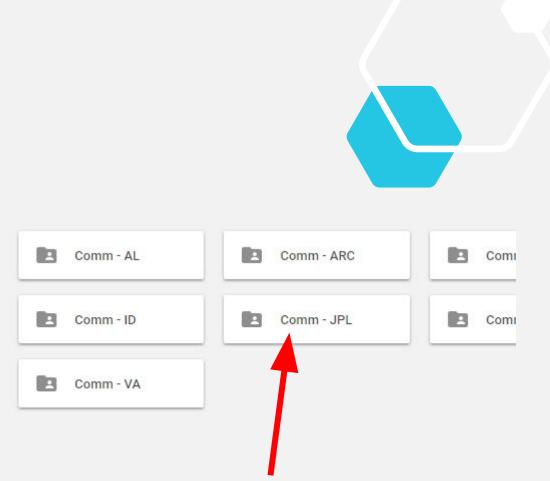
**Project Video Outline – Week 4 (Optional)**

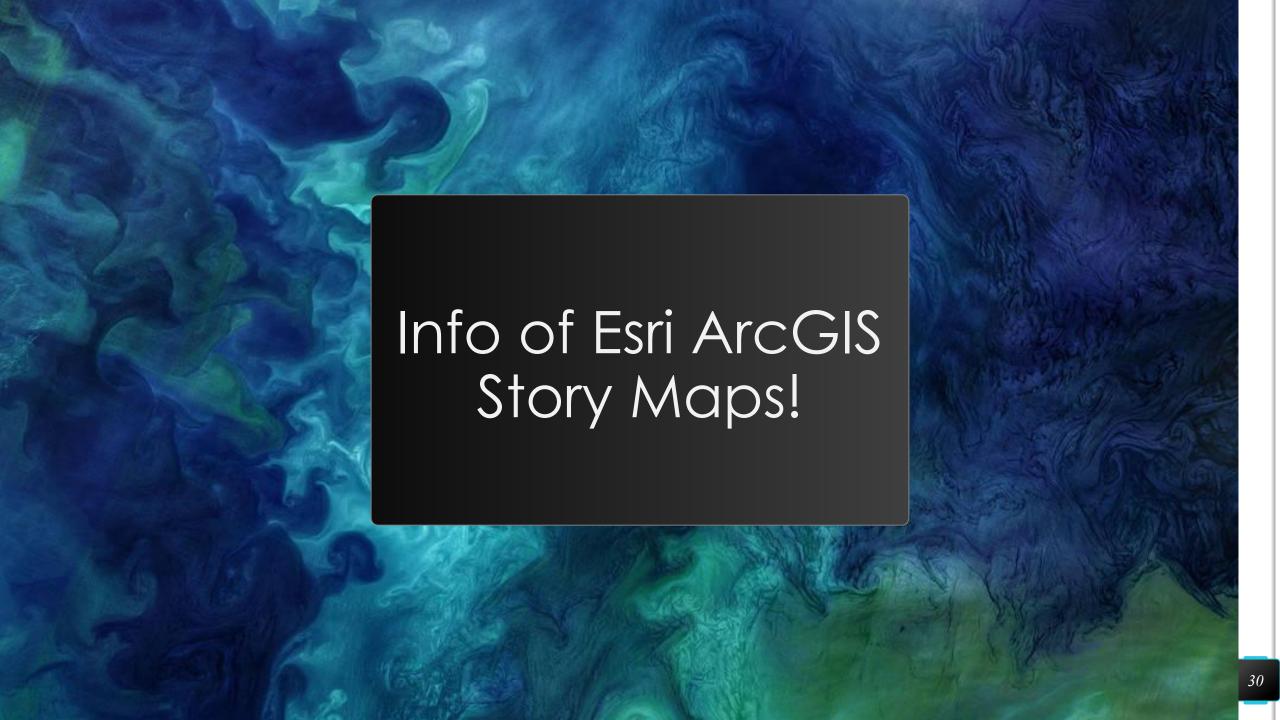**Project Video – Week 7 for RD, Week 9 for FD**

**Transcript – Week 7 for RD, Week 9 for FD**

**Citation Log (video only) – Week 7 for RD, Week 9 for FD**
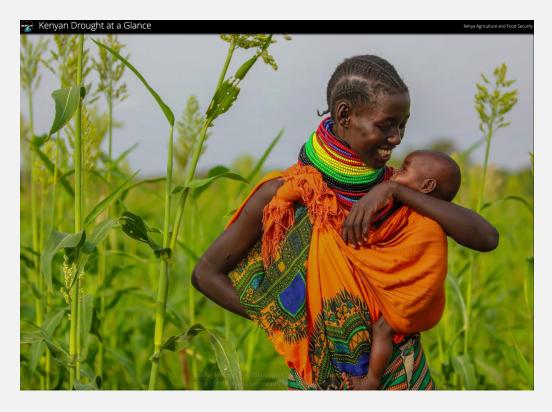
**\*Templates can be found on DEVELOPedia**

Comm - AL

Comm - ARC

Com...

Comm - ID

Comm - JPL

Com...

Comm - VA

Upload Videos, Citation Logs, & Transcripts here. You can also email them to **develop.communications@gmail.com**

# Info of Esri ArcGIS Story Maps!
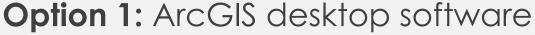
# What are ArcGIS Story Maps?

- Create and share immersive stories by combining text, interactive maps, and other multimedia content

- Can contain data analysis tools

- Access via URL

- Users read and navigate the data on their own



Kenyan Drought at a Glance

# Who Can Make a Story Map?

**This is relatively new to DEVELOP this term, so we are testing it in specific nodes**

**Option 1:** ArcGIS desktop software
- ArcMap or ArcPro
- Request NASA account (being at a NASA location)

**Option 2: ArcGIS Online access**
- Access through regional university (check with your department!)

**Interested, but not sure if you have access?**
- Check with your regional institution to see if they have local access!

# Why Make a Story Map?

- If you have GIS data or maps that you would like users to interact with...

- If you would like users to be able to do some analysis of your data...

- If you would like users to interact with multimedia content like website animations, YouTube videos, etc. ...
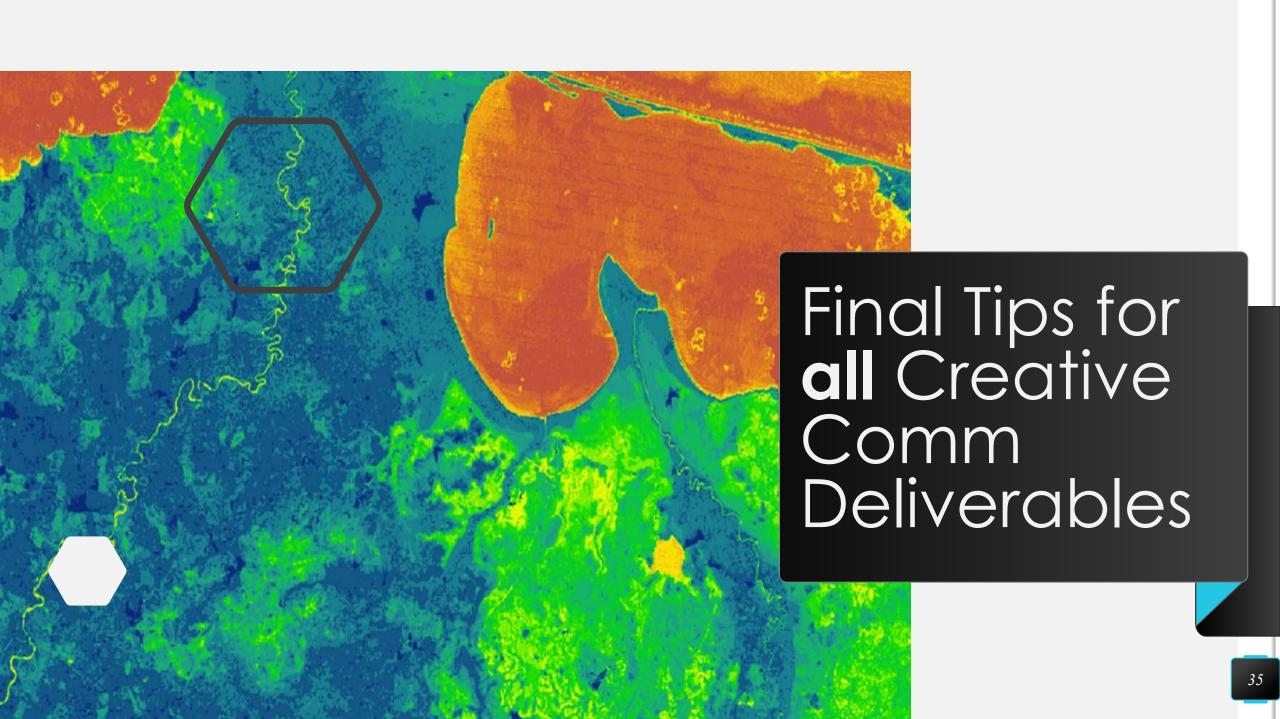
Then a Story Map may be for you!

# Final Tips!

- Just like with the video, make sure to cite any and all pictures used that are not team-made (See creative Commons section on DEVELOPedia)

- Provide a transcript along with your RD and FD submissions that is solely the text used in the Story Map

  - This is to ease our editing and help us get edits back to you faster!

# Final Tips for **all** Creative Comm Deliverables

# Mandatory Statements

**These three statements <u>must</u> be included!**

- This material is based upon work supported by NASA through contract NNL16AA05C.

- Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Aeronautics and Space Administration (NASA).

- NPR 2200.2C D.6.4.1: Trade names and trademarks are used in this report for identification only. Their usage does not constitute an official endorsement, either expressed or implied, by the National Aeronautics and Space Administration.

# Media Release Form

## Cover your bases

- This form gives NASA written permission to record, film, & photograph another individual and distribute it to the public.

- Anyone that appears onscreen and is identifiable must fill one out (including team members).

- Keep a hard copy original on file and send an e-copy to the Comm Team gmail.

**National Aeronautics and Space Administration**
**Media Release**

I, the undersigned, do hereby give permission to be recorded, photographed and/or videotaped by or for the National Aeronautics and Space Administration ("NASA") or its representatives. I further give permission to NASA and its representatives to use, reproduce, prepare derivative works, publish, distribute to the public, perform publicly, and/or publicly display the materials, including excerpts and any ancillary material, which include my name, affiliation (educational institute/company), image, voice, and/or likeness. NASA may distribute the materials, including excerpts therefrom, and any ancillary material through a variety of media in existence now or in the future, including but not limited to print, television, websites, radio, or any other means. NASA may also permit a third party to exercise NASA's rights, including but not limited to the right to display or distribute the recording, including excerpts therefrom, and any ancillary material, in any manner NASA deems appropriate.

I also understand that this permission to use my name, image, voice and/or likeness in such materials is not limited in time and that I will not receive compensation for granting this permission.

I acknowledge that NASA has no obligation to use my name, image, voice, and/or likeness in any materials produced by NASA, but if NASA so decides to use them, I waive the right to inspect or approve any such use.

I hereby unconditionally release NASA and its representatives from any and all claims
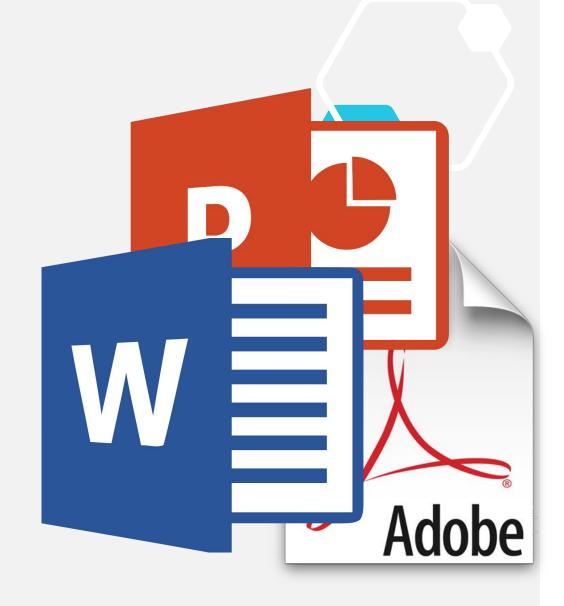
# Project Video Resources

**Templates & Forms**
- DEVELOPedia Creative Communications Page

**Inspiration**
- Official DEVELOP YouTube Channel

**Citing & Legal**
- Use & Citation Guidelines
- Creative Commons License Types
- YouTube CC Licensing Info

# ArcGIS Story Map Resources

**Story Map Planning Document**
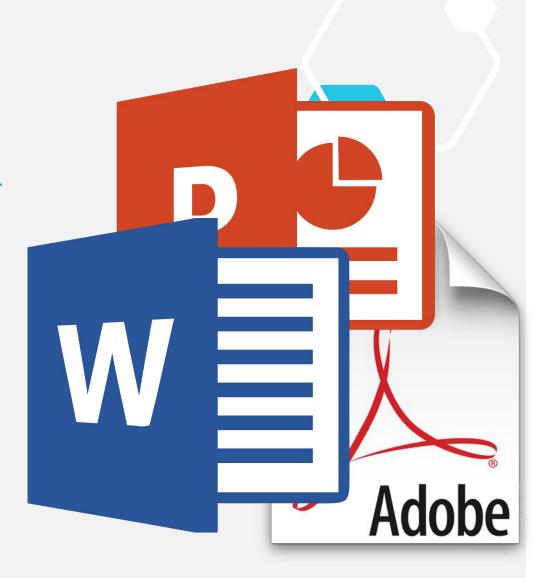- https://drive.google.com/file/d/190KdBAQPQzSqdkaN k6CElTFOLPOjDysG/view?usp=sharing

**Tips for Outlining your Story Map**
- https://www.esri.com/arcgis-blog/products/arcgis-stor ymaps/sharing-collaboration/planning-and-outlining-y our-story-map-how-to-set-yourself-up-for-success/
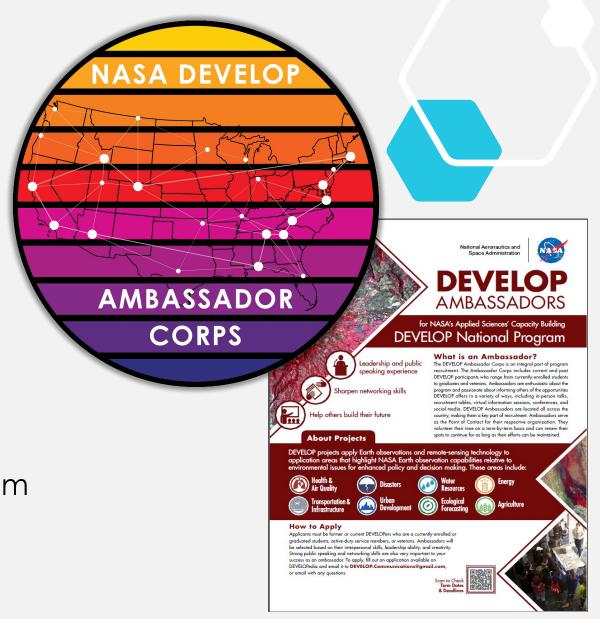- https://www.youtube.com/watch?v=T4EepoQJgsM

**How to tell your story**
- https://www.youtube.com/watch?v=NuIGKw5g-88

# Ways to stay connected!

## DEVELOP Ambassador Corps

- Represent NASA DEVELOP at your university and community

- Gain networking & presentation skills

- Build rapport

- If you are interested in becoming an ambassador, contact us at develop.communications@gmail.com
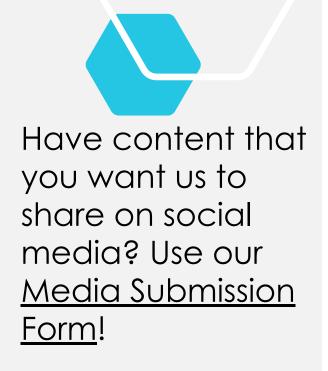
# DEVELOP Social Media
## @NASA_DEVELOP    #NASADEVELOP

**Facebook -** **https://www.facebook.com/developnationalprogram/**

**Facebook –** **Once a DEVELOPer, Always a DEVELOPer**

**LinkedIn -** **https://www.linkedin.com/groups/4343498**

**Twitter -** **https://twitter.com/NASA_DEVELOP** **- @NASA_DEVELOP**

**YouTube -** **https://www.youtube.com/user/NASADEVELOP**

Have content that you want us to share on social media? Use our Media Submission Form!

**We ♥ GIFs!** Please share any project-related GIFs with the Comm team for social media use!

*Encourage your node to DEVELOP our brand!*

# Thank You