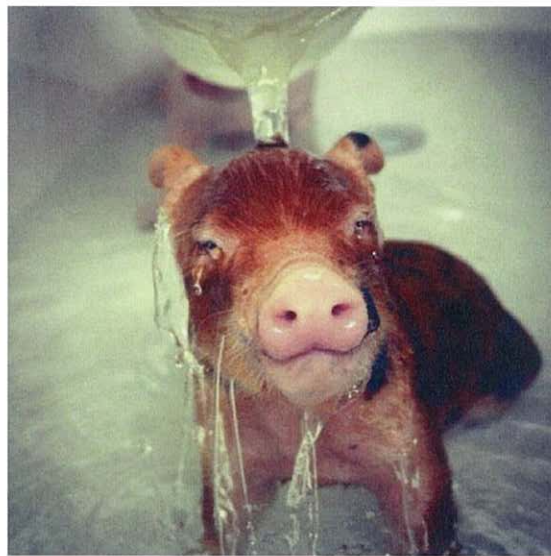


Year 12 Media Folio

# The Era of Change



By Thomas King

## INTENTION:

This year I am intending to create a documentary-style film about the social change. It will address some of the most pressing issues currently facing our society, but at the same time highlight the shift in global awareness.

The main objective of the film is to take the viewer on an optimistic journey of the successes of past social movements and instil a sense of hope about the prospects of tomorrow. The film will hopefully help to raise awareness about global issues and empower people to want to fight for a better world.

I envisage that a substantial proportion of the documentary will be comprised of interviews from a diverse range of key change-makers, from humanitarian workers to environmentalists, to animal rights activists. People I have in mind include Dame Jane Goodall, Dr Bob Brown and Viv Benjamin. In addition, I plan to interview one or two pop culture figures actively engaged in charity work. Interviews will make up the core of this

*I wasn't able to secure any celebs/pop culture figures, due to logistical factors such as the limited timeframe & their travel plans. However it was probably for the best as I secured 7 amazing interviewees & that was plenty to work with!*

... featuring key public figures such as celebrities will reach a broader audience, in particular young people, to whom This in conjunction with the fact I will be interviewing a variety of fields who are of mixed ages, genders and backgrounds will be sharing a range of personal stories, ideas and experiences that will appeal to a broad audience with varying interests and be relatable to a variety of demographics.

... to fulfill my main intention of raise awareness of global issues on a larger scale amongst the general public (and in particular the awareness component of this film will be achieved through the stories and philosophies that the interviewees will be bringing people's eyes to the "bigger picture". I want the film to allow people to realise that we are at a pivotal point in history and our actions over the coming years will ultimately determine the future of our society and planet for hundreds of years to come. I also want the film to spark a desire within people to become actively involved in being part of the solution.

I believe the biggest challenge creating this documentary will be conveying several important messages in under just 10 short minutes, as well as being able to secure some of the interviews as they will need to be in Melbourne between June and early August.

## AUDIENCE:

The primary target audience for my film will be males and females both in Australia and around the globe who may not have a deep knowledge of global issues and social movements, but be interested in finding out more about them and potentially becoming involved.

My main intention is not to try and convert those who are completely ignorant, narrow minded and apathetic, but instead to harness the potential in the large proportion of people who already know that there is injustice in our world and feel a responsibility to do something, but lack the inspiration, motivation and resources to take action. In contrast, the documentary will also appeal to those who are already more socially aware, and as a result these individuals may help to share the film within their networks or friends/family members of theirs who are less engaged in social movements.

Due to this broad intention, it is difficult to restrict my target audience to a specific age group. However, young people (16 to 36 years) will definitely be a main target demographic, as they are typically more open-minded, optimistic and likely to successfully interpret the messages being portrayed within the film. I believe young people also have the most power to take action in the immediate future and they are also equipped with the energy and passion to persevere.

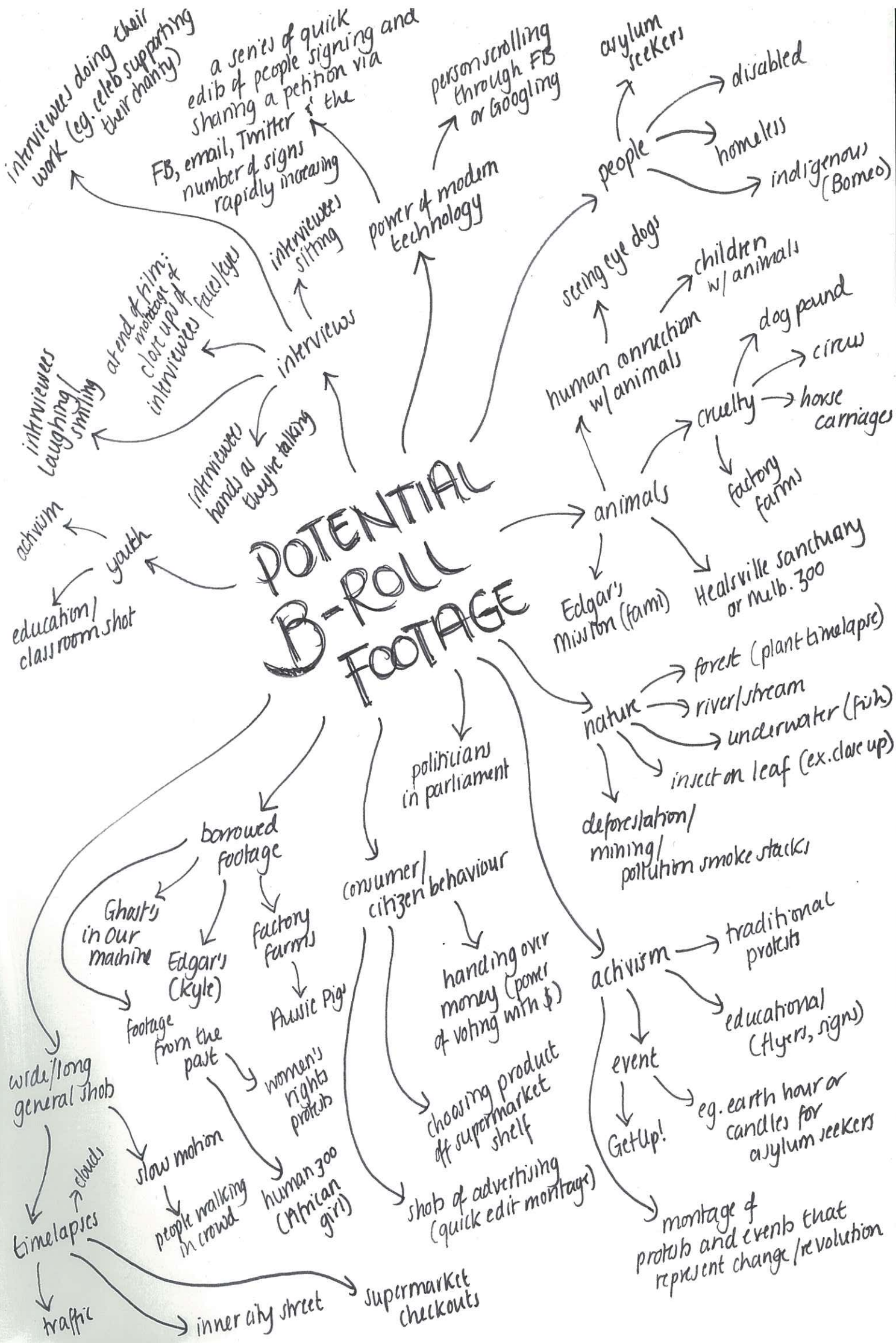
*To fulfill the awareness-raising aspect of the film, I decided to add a few written facts throughout. This gives viewers some "take-home" figures and also gives them a few small breaks between all of the interviewees. It has worked well and helps to break-up the film a little.*

Due to the fact young people are often preoccupied with their social life, I think a large proportion of my target audience will be unaware of the severity of many issues occurring within our world. However, young people have an inherent desire to make a difference and are generally more switch-on than many of their older counterparts. This means that they can easily change their mindset and outlook.

As my main target audience is likely to have a lack of knowledge about social movements, I will need to ensure the documentary outlines the basics around social issues and how they can be solved. This will then be followed by more detailed interviews with interviewees' personal philosophies and

Young people are the most challenging to engage, and it is for this reason that the documentary cannot be boring in any way. The film needs to be stimulating and engaging in relation to dialogue, sound and visual components, and I will achieve this through relevantly short cuts that capture the essence of each point and move on to the next, accompanied by emotive music and interesting b-roll footage. I will also ensure some of the interviewees are of the younger age group and at least one is a pop-culture figure engaged in charity work. These factors will hopefully help make the film more appealing to a younger audience.

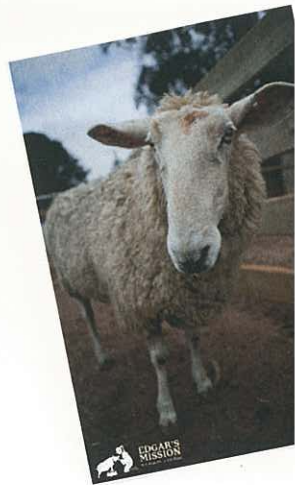
# POTENTIAL B-ROLL FOOTAGE



# Inspiration

*Overcast lighting:* I particularly like the visual composition of Kyle's photos when the weather is overcast. Such conditions decrease harsh sunlight, producing an overall softer image. This is particularly nice when capturing animals, as the softer light creates a softer effect on the animal's wool, fur, feathers or hair, as evident through this series of images from the Edgar's Mission farm sanctuary.

Photographer: Kyle Beh  
Source: [www.edgarsmission.com](http://www.edgarsmission.com)



# Inspiration

*Backlit subjects: while overcast low lighting can make for a very beautiful image, at the same time, more direct sunlight can also create a very pleasing effect. Backlit, natural sunlight can create a lining around a subject, showing the texture of an animal's wool, feathers, fur or hair and highlighting its detail. This effect usually only occurs when the sun is low in the sky, such as at sunrise and sunset. It's for this reason I may shoot some of my b-roll footage at these times of day.*



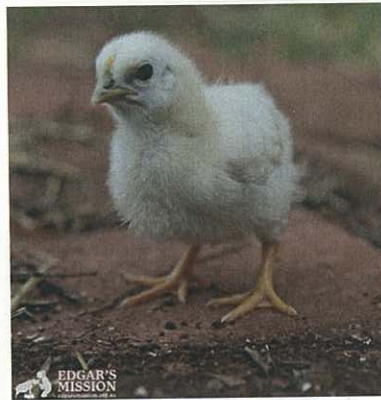
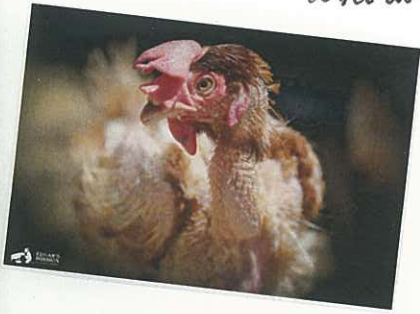
*Photographer: Kyle Behrend  
Source: [www.edgarsmission.org.au](http://www.edgarsmission.org.au)*



# Inspiration

**Low Angle:** I believe these shots, which are all taken below or on the same level as the subject, are particularly special. This is because when the camera is at this level, it captures the true emotions, expressions and behaviours of the animals, thus allowing the viewer to see their eyes and better connect with the. Such shots convey the individual's curiosity and nature rather than shooting at our height and looking down on them from our perspective.

Photographer: Kyle Behrend  
Source: [www.edgarsmission.org.au](http://www.edgarsmission.org.au)

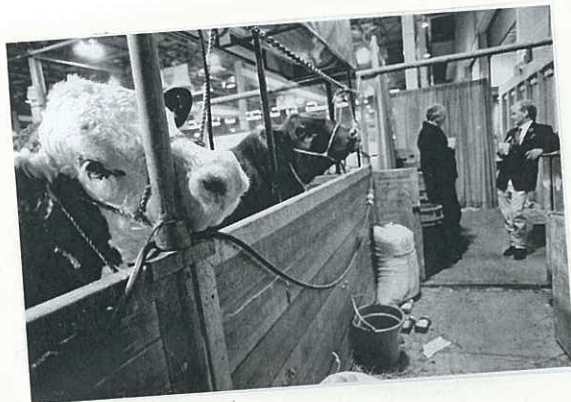
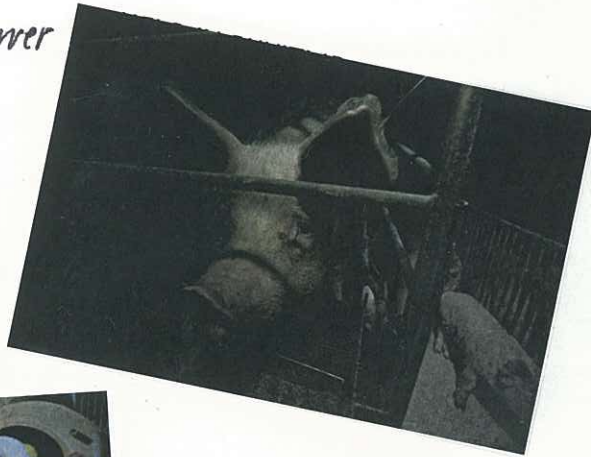


# Inspiration

*Capturing emotion: capturing animal's emotions on camera can at times be a tricky task, but once achieved, very rewarding. As seen through Kyle and Jo Anne's images here, capturing animals expressing sadness and fear, and on the other hand joy and playfulness, can be extremely powerful and compelling to the viewer and useful in trying to get your message across.*

*Photographers: Kyle Behrend & Jo Anne McArthur*

*Sources: [edgarsmission.org.au](http://edgarsmission.org.au) & [weanimals.org](http://weanimals.org)*



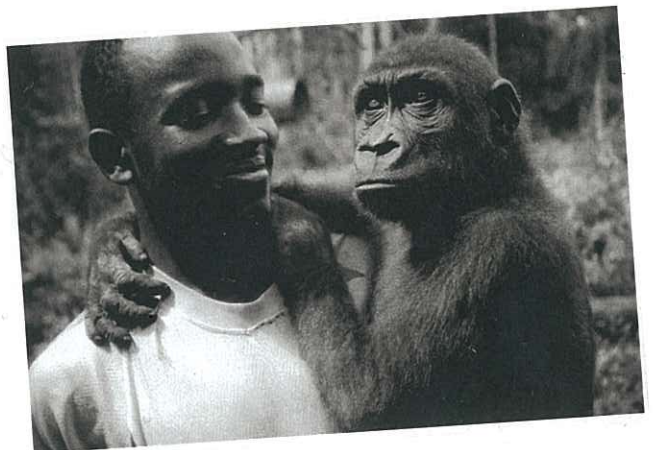


# Inspiration

**Animal/Human connection:** successfully capturing the connection of *Kira* between humans and non-human animals is a key goal for this film, which has been inspired by images like the ones below. These photos show connection between animals and people – whether that be their carers, animal lovers, child the elderly or the disabled. Making the images black and white helps to portray this connection in my opinion, as removing the colour helps to simplify the image and strip it back to the raw emotion of the subjects.

Photographer: Jo Anne McArthur

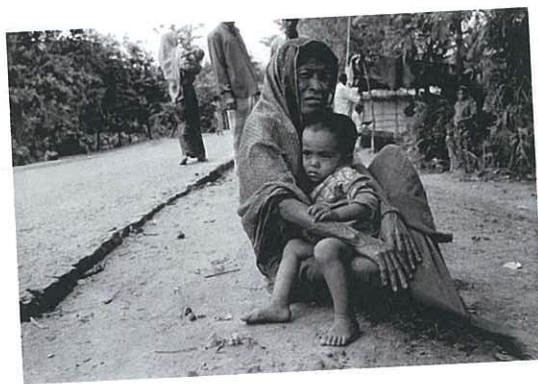
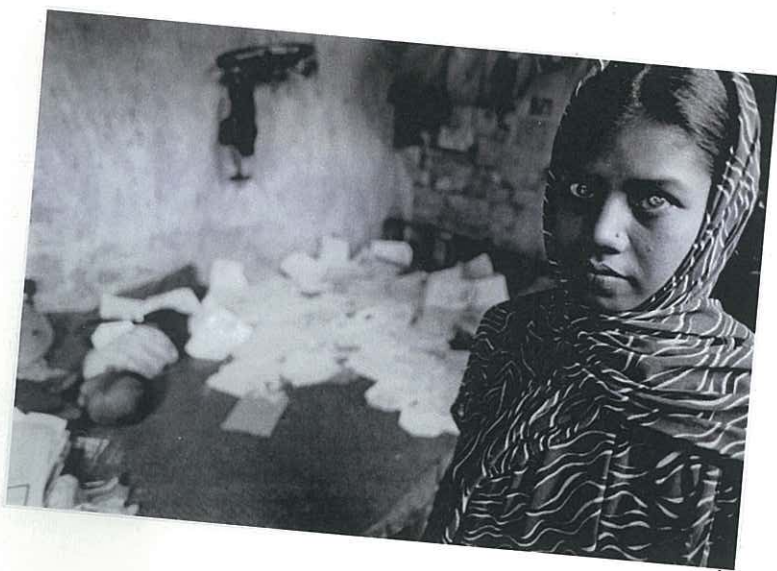
Source: [www.weanimals.org](http://www.weanimals.org)



# Inspiration

**Refugees:** This series of photographs were taken by Greg Constantine for UNHCR (United Nations High Commissioner for Refugees). I am particularly drawn to them not only because of their sheer beauty and power as shown through the subjects and visual composition of the images, but because of the stories they each tell. The images capture the lives of these people - where they sleep, live, eat - and how little they have.

Photographer: Greg Constantine  
Source: [www.gregconstantine.com](http://www.gregconstantine.com)

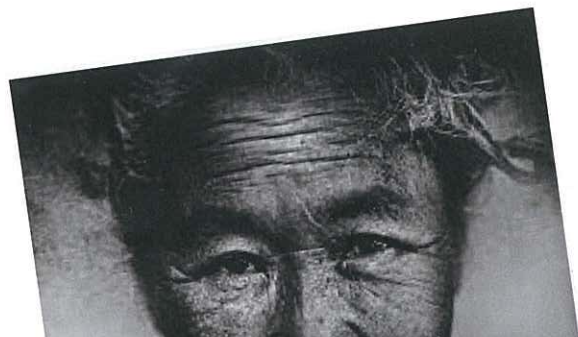
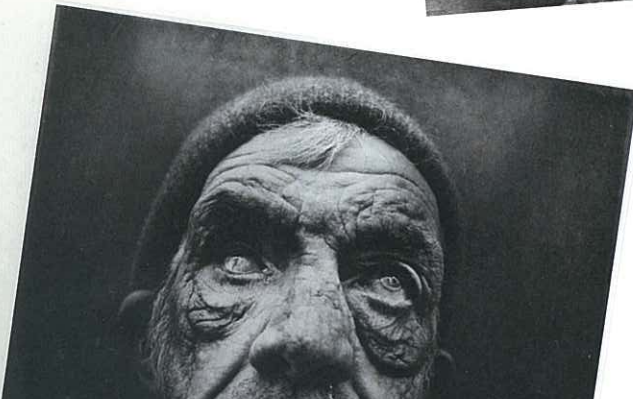
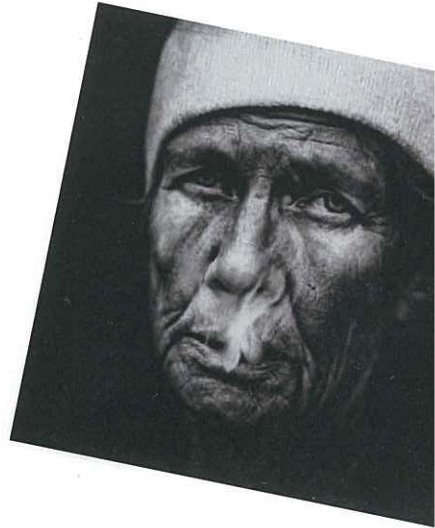
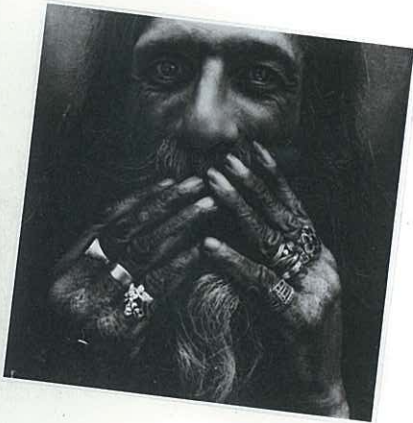
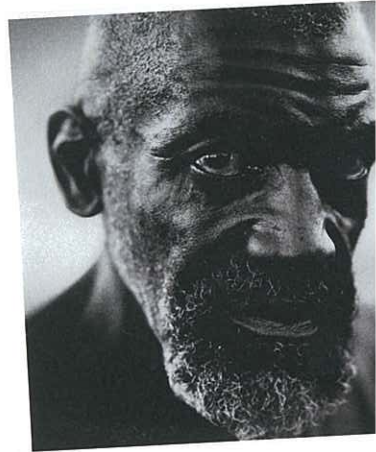


# Inspiration

**The homeless:** these portraits of homeless people taken by Lee Jeffries inspire me to want to speak for others and tell people's stories through this film. These photographs capture an immense amount of character in each shot, portraying the sadness, fear, anger and vulnerability of each individual. I also very much like the aesthetic visual composition of each photo and believe the eyes of the subjects as well as the lighting wed help to connect with the viewer.

Photographer: Lee Jeffries

Source: [leejeffries.500px.com](http://leejeffries.500px.com)



# Inspiration

**Macro nature:** capturing plants and insects with a macro lens highlights their finest details being focused on. This short depth of field creates a crisp foreground and blurred background, which is particularly pleasing to the eye as seen through this collection of images taken by Ben Short.

These photos inspire me to want to capture something similar to use in my film and represent the environmental component. I will however need to ensure I use a tripod to guarantee a crisp, clear image.



Photographer: Ben Short  
Source: [www.benshortphotography.com](http://www.benshortphotography.com)

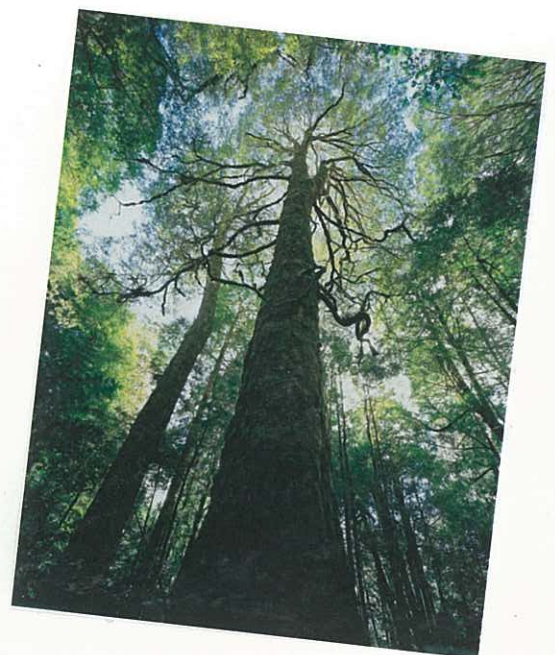


# Inspiration

**Forests:** this series of images is of The Tarkine, one of Australia's most bio-diverse national parks currently under threat by mining corporations. These shots of the region portray the incredible beauty and awe of such forests, and hopefully spark a desire within viewers to want to protect them.

I may attempt to capture similar shots in our local Dandenong Ranges national park, and like Rob Blakers, shoot during low light situations to ensure the details and vibrant colours of the forest are shown.

Photographer: Rob Blakers  
Source: [www.robblakers.com](http://www.robblakers.com)



## PROS & CONS: Film

PROS	CONS
<ul style="list-style-type: none"><li>• More engaging through moving images, which is ideal for a young target audience with potentially shorter attention spans</li><li>• Includes music as well, which can be utilised to make the product emotionally compelling</li><li>• Easily accessible on the internet and social media can help spread the product quickly</li><li>• Can tell stories more easily than photography</li><li>• Can reach a wider audience in some respects</li><li>• Personally I have existing skills in film and film editing, which makes the filmmaker process easier</li><li>• I get to connect with and interview a range of interesting people</li></ul>	<ul style="list-style-type: none"><li>• Typically takes a great deal longer and in some respects is more complicated than photography, as there are more things to consider – ie. audio, camera movement, focusing, editing, music</li><li>• Requires a device to be viewed on</li><li>• Can require more equipment (microphones, stabilization device, headphones etc) than photography</li><li>• You have to coordinate other people (ie. who you're filming – actors, interviewees etc) and therefore rely on them to a certain extent</li><li>• Range of technical knowledge is required, such as film editing software</li><li>• Requires faster internet connection to load for the viewer</li></ul>

## PROS & CONS:

### Documentary / Non-Fiction Genre

PROS	CONS
<ul style="list-style-type: none"> <li>• Informative as well as entertaining: educates people about a certain topic and helps to raise public awareness</li> <li>• About an actual topic/issue, so it is more meaningful and informative, rather than just a fictional movie</li> <li>• Represents, highlights and promotes certain individuals and their organisations within the film, potentially helping to raise their public image and boost support for their organisation</li> <li>• Documentaries can have a real impact and cause public discussion about a certain issue or topic</li> <li>• Real life content can be more intriguing and engaging providing that it is of interest to the audience</li> <li>• There are easy conventions to follow: ie. structure of interview: b-roll with footage, interview with b-roll footage etc.</li> <li>• Allows people or groups (interviewees) to be heard and share the experiences, views and messages on camera</li> </ul>	<ul style="list-style-type: none"> <li>• Those who are not interested in the topic of the documentary may not watch it purely based on that</li> <li>• It is typically more difficult to engage people as documentaries are generally more informative rather than entertaining</li> <li>• Many people, especially young people, don't typically watch documentary-style films</li> <li>• They can be restricting in that while you have some control (ie. who you chose to interview), you cannot make up the content and are left to work with whatever your interviewees provide</li> <li>• The interviews must be conducted before the majority of the additional footage (b-roll) can be filmed</li> <li>• It can sometimes be difficult to choose and secure all interviewees all within a short production period</li> <li>• All content needs to be correct and accurate, not made-up</li> </ul>

# EQUIPMENT

For 90% of my filming, I ended up using a 7D that I had access to. This offered an even better image than 60D.

Canon 60D DSLR

shoots very clear, high quality video & has a swivel screen for awkward angles



Sandisk Extreme Pro 16GB Card

very high writing speed, thus capable of recording HD videos



Canon 50mm EF USM 1.4 lens

quality lens with a short focal length allowing for crisp and beautiful images



Glide Gear SYL-3000

allows for camera stabilisation in a variety of settings, eg. walking, driving etc.



clear, high quality audio and allows microphone to be very close to interviewee

Sony UTX-B2



successfully stabilises the camera and allows for horizontal & vertical movement, eg. panning, tilting

Manfrotto 190XB tripod



I found that using the internal microphone of a Canon XH10 vid. camera was better quality than the lapel, so chose to use it instead.



## Research: Music

Music will be a key component of this film, and will be utilised to enhance the imagery and dialogue present throughout. The music will also help the audience to connect emotional to the film and the individuals and stories within it, and hopefully encourage them to feel as if they want to join the global movement fighting for a better world.

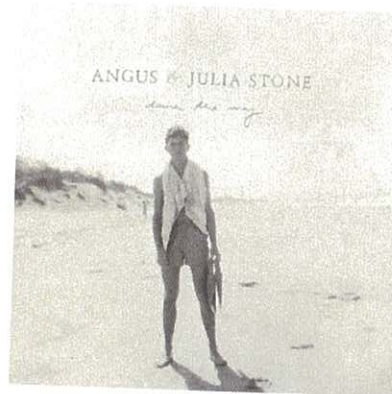
I am after both slower, emotional and thought-provoking music, especially towards the start of the film, in addition to a more up-beat and uplifting song that will help portray the message of hope towards the end of the film.

I am particularly inspired by artists such as Coldplay, Angus & Julia Stone, The Paper Kites and Sia. I have decided to choose Angus & Julia Stone to undertake an analysis of their music in order to identify what it is about their songs I am drawn to – and therefore how I can find music that will be best suited to my film.

I ended up finding some perfect tracks to use by a composer/DJ named Hiatus, which I was given permission to use what I liked. These songs fit my desired genre and I was able to find some that fit certain areas of film very well. I also use a copyright-free track from the internet for the uplifting/upbeat song. I initially wanted to use 'Bloom' by the Paper Kites, but was unable to seek permission. The track I found thought works even better as an inspiring, emotive song to reinforce the positive messaging towards the end.

### ards, 6:35

is very soft. The song then es but maintains a relatively erall it is quite simplistic, uitar, piano, drums and voice. s and gradually gets stronger roducing new instruments . It has a very powerful vibe.



ong fades in with sharp strings and proceeds to a dy. The song is a powerful mixture of instruments ns, piano, guitar and strings, as well as Julia's very unique voice. The song has a very emotional tone and I like nd gradually gets stronger.

### 4:00

n song is slightly more upbeat and uplifting. It has a faster ticularly catchy and relevant lyrics about being caring onate – ie. "Gonna hold ya, gonna kiss ya in my arms". marily comprised of strings, guitar, drums and voice.

## REACH OUT EMAILS

Good Morning Hugh,

I hope this finds you well. We haven't had a chance as of yet to meet in person, but I wanted to get in contact with you regarding a new project that I will be undertaking over the coming months. I thought I'd contact you via Facebook first to see if you'd be kind enough to let me send you an email about it.

I am an 18-year-old from Melbourne who has been heavily involved in several humanitarian, animal rights and environmental projects over the last four years, working with organisations such as the Jane Goodall Institute and the youth division of United Nations. I am currently putting together a short film that interviews key global change-makers and public figures to capture their personal philosophies and ambitions for change. So far Jane Goodall has agreed to be interviewed, and I have a few others in the wings, but evidently I am looking for some more key speakers such as yourself.

I am a strong supporter of your work and would be sincerely grateful for any input or advice you could give me. I do however understand how busy you are, so I appreciate any time you can give.

Do you have an email contact that I could use to send you some further information?

Thanks Hugh and I look forward to speaking with you further.

Kind regards,

Thomas

Hi Viv,

I hope this finds you well.

Allow me to introduce myself – I'm currently an 18-year-old who for the last four years has been heavily involved in several environmental, animal rights and humanitarian projects. Furthermore I have volunteered as a journalist in past years, reporting at international events like the London Olympic Games for small nations with limited resources. My next project will combine these two areas – social causes and media – to hopefully create something that will inspire people to lead more compassionate and conscious lives.

Over the coming 10 weeks I will be creating a short documentary called The Era of Change. Through a series of interviews with key change-makers and public figures, the film will address some of the most pressing issues currently facing our society, as well as highlight the shift in global awareness and action towards overcoming these social and ethical dilemmas. The ultimate aim is to instil a sense of hope within viewers about the prospects of tomorrow and ignite a passion within them to join the global movement fighting for a more just, sustainable and ethical world. Attached is an info pack if you would like to know more.

I greatly admire your work and would love for you to share your experiences and philosophies on camera. Would you be so kind as to consider joining other pioneers in social change such as Dr Jane Goodall and agreeing to a 15-minute interview sometime over the coming weeks? Ideally I would like to interview you somewhere in Melbourne in mid-late June, however anytime from early June until the end of July would be suitable.

Thanks Viv and I look forward to hearing from you :)

Kind regards,

Thomas

(PS. Apologies for contacting you via Facebook - if you would like me to email this through, please send your email address and I'd be happy to do so).

# THE ERA OF CHANGE : Information Pack

## About the film:

Through a series of interviews with key change-makers and public figures, *The Era of Change* will address some of the most pressing issues currently facing our society. Highlighting the shift in global awareness, the film will take the viewer on an optimistic journey of the successes of past social movements and instil a sense of hope about the prospects of tomorrow.

It will run for approximately 10 minutes in length and is designed to be a succinct, engaging hit of inspiration and information – with the ultimate aim to ignite a passion within viewers to think beyond themselves and join the global movement fighting for a more just, sustainable and ethical world.

## Interviewees:

Interviews will be conducted with a variety of change-makers from a diverse range of backgrounds – from environmental and animal rights activism, to social justice and humanitarian work. Furthermore, interviewees will be asked about their personal philosophies, experiences and ambitions for change.

Through partaking in this film project, we aim to provide interviewees and their organisations with the exposure and promotion they deserve. This will involve the inclusion of any requested logo in the credits of the film, as well as a profile on each interviewee and their featured organisation on *The Era of Change* website.

## Promotion:

*The Era of Change* will be promoted on a variety of online platforms including a website and social media pages. *The Era of Change* website will host the film and provide additional information on interviewees, their associated organisations and the causes they represent.

An official media release will also be distributed in the hope of gaining the support and attention of all appropriate media networks. This will include both film and print publications as well as online blog sites such as Upworthy.

## About the Director & Producer:

Thomas King is an 18-year-old activist, filmmaker and public speaker based in Melbourne, Australia.

Since the age of 13, Thomas has been actively involved in several animal rights, humanitarian and environmental projects, working with organisations such as the Jane Goodall Institute and the youth division of United Nations. He is recipient of the Junior Green Hero award at inaugural Green Lifestyle Awards in 2012 and Youth Advocate of the Year at the inaugural Zoos Victoria 'Fighting Extinction' Hall of Fame evening in 2013.

In this time Thomas has also volunteered as a journalist, reporting at international events like the London Olympic Games for small nations that don't have the resources to send their own media.

He aims to combine these two areas – social causes and media – in *The Era of Change* project to create something that will inspire people to lead more conscious and compassionate lives.



## Research: Potential Interviewees

This is a list of individuals who would be ideal to interview for each bring different experiences, backgrounds and philosophies. Some are some individuals on this list who I will not end up interviewing on the other hand I may end up interviewing people who are not here. This will all depend on logistics.



**Anna Rose, 31**

Anna Rose is an Australian author, activist and environmentalist. She co-founded the Australian Youth Climate Coalition and co-starred in an ABC documentary, *I Can Change Climate Change* and released her first full-length book, *Journey to Change the Mind of a Climate Sceptic*. She is the convenor of the Vice-Chancellor's Leadership & Learning Program at the Australian National University and Director of the Australian National University's Centre for Climate Change Communication.

Via [http://en.wikipedia.org/wiki/Anna\\_Rose](http://en.wikipedia.org/wiki/Anna_Rose)



**Simon Sheikh, 28**

Simon Sheikh was the National Director of the Australian organisation GetUp! from 2008 to 2012. He was the Wales Young Professional of the Year and was the economics stream of the 2020 summit. Sheikh was selected in the ACT as an Australian Greens Senator in the 2013 Federal Election.

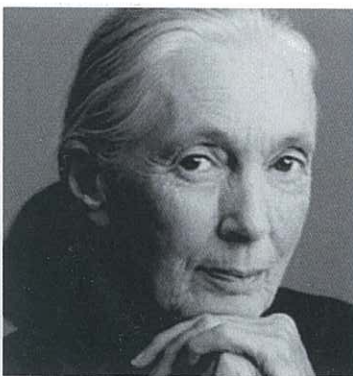
Via [http://en.wikipedia.org/wiki/Simon\\_Sheikh](http://en.wikipedia.org/wiki/Simon_Sheikh)



**Viv Benjamin, 25**

At 18, Viv was the National Director of the MakePovertyHistory ZeroSeven Roadtrip, and went on to lead the Oaktree Foundation's 2010 Roadtrip. She then founded and directed End Child Slavery, a national initiative which lobbied major chocolate companies to certify their products as Fairtrade and slave-free. Viv spent 18 months as the advocacy director at TEAR Australia before becoming CEO at Oaktree Foundation in mid-2012.

Via <http://www.oaktree.org/team>



**Dame Jane Goodall, 80**

Dame Jane Morris Goodall, DBE is a British primatologist, ethologist, anthropologist, and UN Messenger of Peace. Considered to be the world's foremost expert on chimpanzees, Goodall is best known for her 45-year study of social and family interactions of wild chimpanzees in Gombe Stream National Park, Tanzania. She is the founder of the Jane Goodall Institute and the Roots & Shoots program, and she has worked extensively on conservation and animal welfare issues.

Via [http://en.wikipedia.org/wiki/Jane\\_Goodall](http://en.wikipedia.org/wiki/Jane_Goodall)

*As expected, I did not end up interviewing some of these individuals for logistical reasons (timing, travel etc.). These people include Anna, Simon, Pam, Aaron, Benson, Lyn & Damien. There were some people I ended up interviewing who I did not include here, like:*

*Peter Singer - in replacement of Lyn White as I still wanted an animal rights element.*

*Aaron Tait - I was connected with Aaron by Elliot (they work in the same office space) and after further research decided his views & experiences would be ideal to share on camera for this film. He also replaced what I believe Ben would have said.*



**Jan Owen:**

Jan Owen is CEO of the Foundation for Young Australians. In 2012, Jan was named the inaugural Australian Financial Review & Westpac Group 'Woman of Influence 2012'. In 2000 she was awarded membership of the Order of Australia for services to children and young people and in 1999 received a fellowship for leadership and innovation to the Peter Drucker Foundation in the US. Jan is the author of Every Childhood Lasts a Lifetime (1996). Before joining FYA, Jan was Executive Director of Social Ventures Australia and prior to this, Jan founded the CREATE Foundation.

Via <http://www.fya.org.au/about/our-staff/>



**Damien Mander, 34**

Damien Mander is a former Australian Royal Navy Clearance Diver and Special Operations military sniper turned anti-poaching crusader. An environmental and animal welfare activist, Mander is outspoken about the priorities of mankind in an increasingly challenged society. He frequently advocates the use of military equipment and tactics for the purpose of protecting animals. Mander is Founder & CEO of the International Anti-Poaching Foundation – an organisation dedicated to the protection and preservation of wildlife in some of the world's most volatile regions.

Via [http://en.wikipedia.org/wiki/Damien\\_Mander](http://en.wikipedia.org/wiki/Damien_Mander)



**Lyn White, 49**

Lyn White is the Campaign Director for Animals Australia. She is recognised and respected as one of Australia's foremost animal advocates and animal cruelty investigators. Formerly a South Australian police officer, Lyn worked with the Animals Asia Foundation on animal cruelty issues in South East Asia. Since then she has conducted 17 investigations in the Middle East, Indonesia and Turkey and directed a further nine investigations in the Middle East, Mauritius, South East Asia and, most recently, in the Gaza Strip – all documenting the cruel treatment of Australian animals exported live for slaughter.

Via <http://www.animalsaustralia.org/about/lyn-white.php>



**Bob Brown, 69**

Robert James "Bob" Brown is an Australian former politician, medical doctor, environmentalist, former Senator and former Parliamentary Leader of the Australian Greens. Brown was elected to the Australian Senate on the Tasmanian Greens ticket, joining with sitting Greens Western Australia senator Dee Margetts to form the first group of Australian Greens senators following the 1996 federal election. He was the first openly gay member of the Parliament of Australia, and the first openly gay leader of an Australian political party.

Via [http://en.wikipedia.org/wiki/Bob\\_Brown](http://en.wikipedia.org/wiki/Bob_Brown)



**Elliot Costello, 28**

Elliot Costello is a social entrepreneur. In 2008, Elliot initiated YGAP; a not-for-profit organisation aimed to inspire social entrepreneurs to end poverty. For the past five years, YGAP has impacted tens of thousands of young people's lives with YGAP's youth education and youth leadership programs in some of the world's most disadvantaged communities. By doing so, YGAP has engaged over 10,000 young Australians in its creative fundraising projects and innovative social enterprises. Elliot has steered YGAP's launch of several social enterprises including Kinfolk – Melbourne's first social enterprise café.

Via <http://www.fiaconference.org.au/speaker-profiles.php/99/elliot>



**Benson Saulo, 25**

The first Indigenous Australian to be appointed as the Australian Youth Representative to the United Nations, Benson Saulo was Australia's lead negotiator in 2011 on the Rights of the Child Resolution and the Youth Resolution which had a focus on the financial and economic crisis impact on young people. Benson is National Director of the National Indigenous Youth Leadership Academy (NIYLA). NIYLA provides young Indigenous Australians with an opportunity to participate, develop and grow as leaders of positive change within communities across Australia through youth generated social action that are community focused and community developed.

Via <http://www.youngminds.org.au/speaker-benson-SAULO.stm>



**Pam Ahern, 52**

Founder and Director of animal welfare Not for Profit Edgar's Mission, Pam Ahern had led a successful equestrian career that spanned over three decades - which included winning the prestigious Garryowen Trophy at the Royal Melbourne Show twice, the Australian Champion Rider of the Year, and many awards at Royal Shows around the country - before she says an epiphany in the 1980s caused her life to take a serious turn and she founded Edgar's Mission Farm Sanctuary two decades later. Ten years has passed now and Edgar's Mission provides sanctuary to over 250 rescued animals.

Via <http://www.probonoaustralia.com.au/news/2014/02/equestrian-turns-over-new-leaf>



**Arron Wood, 38**

Arron Wood is an Australian environmental activist and consultant who received the 2006 United Nations Individual Award for Outstanding Service to the Environment. Wood founded and runs the International River Health conference to educate students about environmental issues. In 2001, Wood was chosen as the Australian representative for the 25 most inspirational 25-year olds from around the world as profiled in La Actualite magazine and was appointed as an ambassador for National Youth Week. He has been the Young Australian of the Year, Prime Minister's Australian Environmentalist of the Year and has received The Centenary Medal for outstanding contributions in support of conservation and the environment.

Via [http://en.wikipedia.org/wiki/Arron\\_Wood](http://en.wikipedia.org/wiki/Arron_Wood)

## Potential Interview Questions

**1.** Why is it that you do the work you do? What is the need, what drives you?

Follow up: Who or what inspires you, and why?

**2.** What do you believe are the most pressing issues facing our world today?

Follow up: So what will it take in your opinion for humanity to change its attitudes and behaviours before it's too late?

**3.** In today's world we reflect on societal behaviour 50, 60, 70 years ago and cannot believe the vast level of injustice we inflicted on others because of their race, sex, religion etc. When the human race in decades to come look back on our behaviours today towards each other, the planet and animals, what do you think they will say?

**4.** If you had to choose one or perhaps two route causes of many of the issues we face today, what would they be? Is it human greed, is it a lack of awareness and empathy, is it that sense of superiority we as humans feel over every other species and each other?

**5.** Is there an interconnectedness between different social causes and if so, can you please discuss this and perhaps include one or two examples?

Follow up: Does this mean a holistic approach to change is necessary?

**6.** Are you able to share with us a story about a particular experience that you encountered in your life that changed your perception dramatically, whether that be of the world in general or perhaps something more specific?

**7.** It's important to identify the issues in our world, but what about the solutions? Do you believe behaviours and attitudes are changing and if yes, how so?

**8.** Where do you see young people within this global movement – is it important for the next generation to be involved, do they perhaps bring something different to the table?

**9.** What single message would you give to our population, many of whom sometimes feel quite helpless about the state of the world?

Follow up: What about those people who want to become involved in fighting for a better world, but feel they don't know how?

**10.** In your opinion, what does the future hold for our world?

APRIL:

MON	TUES	WED	THUR	FRI	SAT	SUN
	1. <i>Begin interview requests</i>	2.	3.	4.	5.	6.
7.	8.	9.	10.	11.	12.	13.
14.	15.	16.	17.	18.	19.	20.
21.	22.	23. <i>Start of Term 2</i>	24.	25.	26.	27.
28.	29.	30.				

MAY:

MON	TUES	WED	THUR	FRI	SAT	SUN
			1. <i>Begin production exercises</i>	2.	3.	4.
5.	6.	7.	8.	9.	10.	11.
12.	13.	14.	15.	16.	17.	18.
19.	20.	21.	22.	23. <i>Production exercises due!</i>	24.	25.
26.	27.	28.	29.	30.	31.	



## JUNE:

MON	TUES	WED	THUR	FRI	SAT	SUN
						1.
2. <i>Int: Jane Goodall 4:30</i>	3.	4.	5.	6.	7.	8.
9.	10.	11.	12. <i>Exhibit Folio Due!</i>	13.	14. <i>Film: Melb. Pig Save Rally</i>	15.
16.	17.	18.	19.	20.	21.	22.
23.	24. <i>Film Monarto Rally</i>	25.	26.	27. <i>END of Term 2</i>	28.	29.
30.						

## JULY:

MON	TUES	WED	THUR	FRI	SAT	SUN
	1.	2.	3.	4.	5.	6.
7. <i>Int: Aaron Tait</i>	8. <i>Int: Elliot Costello</i>	9.	10.	11. <i>Int: Viv Benjamin 4pm</i>	12. <i>Film: ONEworld Summit</i>	13. <i>Film: ONEworld Summit</i>
14.	15.	16. <i>Film ALV rescued animals</i>	17.	18.	19.	20.
21. <i>Int: Peter Singer</i>	22.	23. <i>Int: Jan Owen</i>	24.	25.	26.	27. <i>Int: Viv Benjamin</i>
28.	29.	30.	31. <i>Film Gungah Sanct. animals</i>			

**AUGUST:**

MON	TUES	WED	THUR	FRI	SAT	SUN
				1.	2.	3. Int: Bob Brown
4. Major Editing	5.	6.	7.	8.	9.	10.
11.	12.	13.	14.	15. Draft of product due!	16.	17.
18.	19.	20.	21.	22.	23.	24.
25.	26.	27.	28.	29. Final Product Due!!!	30. RELAX!	

 = added later

/// = main alterations

# The Era of Change

Review here from Herald Sun

Image design (either a single or collection of photographs)

logos for cover in track  
cover in track

...featuring Dr Jane Goodall, Bob Brown & Viv Benjamin.

list of interviews up side



The Era of Change



screenshots from doco



blurb of film

film specific

web address for film

www.URL.com



Parental guidance Recommended

...in the film

Example of the kinds of shots that could be included in the introduction

HIGH	INT	EST	
EYE LEVEL	EXT	XLS / LS	
LOW	TITLE	MS / BEV	
TRACKING	R	CU / XCU	SCENE
PAN	U	SHOT	
L	R		
D			
SOUND:		NOTES:	
music begins		Opening shots: representing the topics that the film will cover - i.e. establishing genre. (animal shot)	

HIGH	INT	EST	
EYE LEVEL	EXT	XLS / LS	
LOW	TITLE	MS / BEV	
TRACKING	R	CU / XCU	SCENE
PAN	U	SHOT	
L	R		
D			
SOUND:		NOTES:	
music		" (nature shot)	

HIGH	INT	EST	
EYE LEVEL	EXT	XLS / LS	
LOW	TITLE	MS / BEV	
TRACKING	R	CU / XCU	SCENE
PAN	U	SHOT	
L	R		
D			
SOUND:		NOTES:	
music + voiceover of interviewee		" (human shot)	

HIGH	INT	EST	
EYE LEVEL	EXT	XLS / LS	
LOW	TITLE	MS / BEV	
TRACKING	R	CU / XCU	SCENE
PAN	U	SHOT	
L	R		
D			
SOUND:		NOTES:	
music + interviewee voiceover		shots that represent what is being said - possibly general societal shots.	

I chose not to have voiceovers at the very start as I found doing so what not as cohesive with the opening shots I chose. Just having music during the opening suited the flow much better.

Conclusion: this section of the film will be comprised of a variety of shots which represent the kinds of topics the film will cover. Music will be a key part of the introduction in order to evoke emotion and make viewers want to watch the rest of the film. Voiceover of key lines spoken by interviewees will then be introduced, and eventually the title of the film will appear (next page).

I moved the title to the first image at start as I believe it suited the opening shot well and also appeared on music beat (after I made edits)

HIGH	INT	EST	
EYE LEVEL	EXT	XLS / LS	
LOW	TITLE	MS / BEV	
TRACKING		CU / XCU	SCENE
L	PAN	SHOT	
	U		
L			
	R		
	D		
SOUND:		NOTES:	
music continues		TITLE of film appears over a particular shot, music continues	

HIGH	INT	EST	
EYE LEVEL	EXT	XLS / LS	
LOW	TITLE	MS / BEV	
TRACKING		CU / XCU	SCENE
L	PAN	SHOT	
	U		
L			
	R		
	D		
SOUND:		NOTES:	
Diegetic audio (interviewee speaking)		Shorter clips of interviewee (introducing them) with name + relevant b-roll footage	

looking into space

After the interviews, the interviewee will be introduced with shorter clips. There will be a variety of backgrounds depending on where I interview them, and I will alternate which side of the screen they are placed on.

looking

HIGH	INT	EST	
EYE LEVEL	EXT	XLS / LS	
LOW	TITLE	MS / BEV	
TRACKING		CU / XCU	SCENE
L	PAN	SHOT	
	U		
L			
	R		
	D		
SOUND:		NOTES:	
Interviewee speaking + possibly music		Shorter clip of interviewee positioned on other side of screen with name + relevant b-roll footage.	

HIGH	INT	EST	
EYE LEVEL	EXT	XLS / LS	
LOW	TITLE	MS / BEV	
TRACKING		CU / XCU	SCENE
L	PAN	SHOT	
	U		
L			
	R		
	D		
SOUND:		NOTES:	
+ possibly music		Shorter clip of interviewee with name + relevant b-roll footage	

HIGH	INT		EST	
EYE LEVEL	EXT			XLS / LS
LOW	TITLE			MS / BEV
TRACKING				CU / XCU
L _____ R		SHOT	SCENE	
PAN				
U				
L _____ R				
D				
SOUND:		NOTES: <i>interview + b-roll</i>		

HIGH	INT		EST	
EYE LEVEL	EXT			XLS / LS
LOW	TITLE			MS / BEV
TRACKING				CU / XCU
L _____ R		SHOT	SCENE	
PAN				
U				
L _____ R				
D				
SOUND:		NOTES: <i>interview + b-roll</i>		

HIGH	INT		EST	
EYE LEVEL	EXT			XLS / LS
LOW	TITLE			MS / BEV
TRACKING				CU / XCU
L _____ R		SHOT	SCENE	
PAN				
U				
L _____ R				
D				
SOUND:		NOTES:		

HIGH	INT		EST	
EYE LEVEL	EXT			XLS / LS
LOW	TITLE			MS / BEV
TRACKING				CU / XCU
L _____ R		SHOT	SCENE	
PAN				
U				
L _____ R				
D				
SOUND:		NOTES:		

The bulk of the film will consist of alternating clips of the interviews, along with relevant b-roll (which I have not storyboarded as I cannot predict what it will be). B-roll could include what they're talking about, eg. forests, animals, consumers in, or footage of them doing what they're discussing, eg. public speaking. The footage will be order so that different topics that different knowledge clipped are covered. It will be grouped together so it will be grouped together.

Towards the end, interview clips will become shorter and the film will end with a variety of positive, uplifting shots with voiceovers from interviewees saying hopeful/inspiring lines, i.e. Anal, take-home messages. This will include upbeat music. Credits will be at the very end.

HIGH	INT	EST	
EYE LEVEL	EXT	XLS / LS	
LOW	TITLE	MS / BEV	
TRACKING		CU / XCU	SCENE
L	PAN U	SHOT	
	L		
SOUND:		NOTES:	
Music + voiceover		Positive change-type shot - i.e. demonstrations	

HIGH	INT	EST	
EYE LEVEL	EXT	XLS / LS	
LOW	TITLE	MS / BEV	
TRACKING		CU / XCU	SCENE
L	PAN U	SHOT	
	L		
SOUND:		NOTES:	
Music + voiceover		More shots relevant to what the film has covered, eg. environment/animals	

I chose to place credits over some nice shots of rescued animals as it is a lot more pleasant & engaging for viewers than just a black background.

HIGH	INT	EST	
EYE LEVEL	EXT	XLS / LS	
LOW	TITLE	MS / BEV	
TRACKING		CU / XCU	SCENE
L	PAN U	SHOT	
	L		
SOUND:		NOTES:	
Music + voiceover		Some macro shots may also be nice.	

HIGH	INT	EST	
EYE LEVEL	EXT	XLS / LS	
LOW	TITLE	MS / BEV	
TRACKING		CU / XCU	SCENE
L	PAN U	SHOT	
	L		
SOUND:		NOTES:	
Music		Credits: who made film, thank you and website URL.	

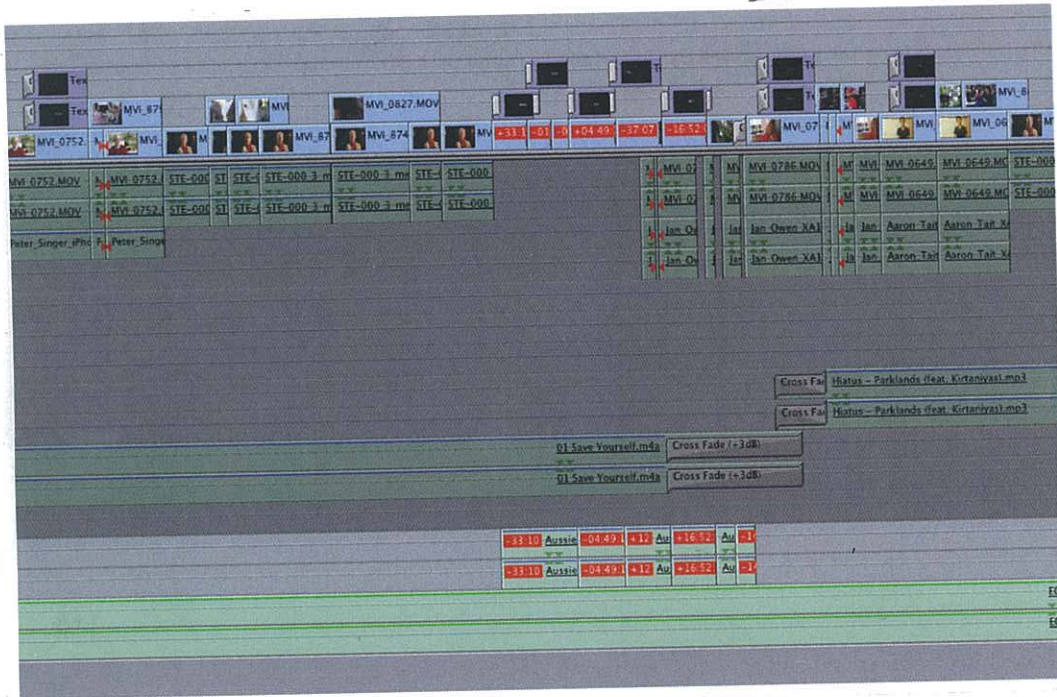
# Editing

I also made image adjustments to most shots, primarily undertaking RGB colour correction which allowed me to change the visual composition of shots. I utilised this feature to make the more serious images darker & cooler in tone, and the upbeat shot more vibrant.

I selected appropriate b-roll to go over certain sections, but ensured I still left some vision of interviewees for viewers to connect with them & their messages

I included two sets of two facts for the animal section, layering each fact slightly over the next to fading in & out from each fact to ensure smooth transitions

Each time a new interviewee appeared on screen, I faded in their name & title to introduce them to audience



It was difficult to cut audio cleanly so that the transitions were smooth. I achieved this through the method below.

Once I got all of the basics done (music & dialogue in place, unwanted sounds cut out etc), I exported the entire audio as an OMF and used programs such as Audacity & Soundtrack Pro to smoothen the severe distortion/fuzz, smoothening transitions between different interviewees and normalizing the volume to be consistent throughout. I then exported this as one clip & added it to clip (audio).

For each interviewee I used a number of different audio recording methods/devices and placed them all under one another lined-up to allow me to muted certain tracks and determine the best one to go with.

As seen with the two music tracks (in middle), I placed the end of one song over the start of another with transitions on both to ensure the change in music was not too abrupt.



# Borrowed Footage.

I knew from the beginning that I would need to 'borrow' some footage to use as cut-aways / b-roll to suit the messaging and topics covered in the film, such as poverty and animal cruelty. I was able to find some great shots to use that were copyright-free or ones I was given permission to use, which I utilised for visuals that I could not film myself. All together, 11% of the vision in the film has been borrowed, and 89% I filmed myself (18% of the b-roll). In total this makes up just over 1 minute of footage. These shots and why I chose them are listed below.

## \* 0:50 → City/Traffic timelapse

- Source: stock footage for free.com
- Why: this shot perfectly represents what is being said about overpopulation. It would have been very difficult to capture myself as I would have had to access a high story in a city skyscraper. It was more logical to use an existing shot.

## \* 1:19 → Africa shots

6:12

- Source: Y-gap & Spark\* International (Bushy creative)

6:38

- Why: Because I required these shots for the discussion about poverty & young people around the world, and I obviously wasn't able to go to Africa to film!

## \* 2:59 → Animal Cruelty

- Source: Aussiefarms.org
- Why: I required these shots & was not allowed to film them myself.

## \* 7:43 → Borneo Longboat - source: Paul Daley

- Why: because this is such a suitable & beautiful shot I could not film myself.

## \* 8:37 → Sunrise timelapse - source: stock footage for free.com

- Why: I was very inspired by this shot & struggled to film it because of winter weather.