

NOT JUST A VIDEO EDITING COURSE

STORYTELLING
&
VIDEO PACING

HARUN
SPEAKS

FLASHCARD - CLASS 4

STORYTELLING & VIDEO PACING - CLASS 4

1. WHAT IS STORYTELLING?

- Storytelling is the art of using words, images, or other means to convey a narrative or a tale, often to entertain, inform, or connect with others.

2. STORYTELLING TYPES

- Written
- Oral
- Artistic Performance
- Visuals
- Digital Image

3. WHY IS STORYTELLING IMPORTANT?

- Convince our crush to go on a date
- Convince our teacher for good marks
- Ask extra pocket money from parents
- Write an email for a job application
- Interviews for the job
- To make someone listen
- Make someone watch our video till the end

4. HOW TO WRITE A STORY?

1. SET UP

- Example: Tharun is a final year student at IIT Kharagpur. He is preparing for his placements for 4 hours everyday

2. CONFLICT

- Example: One random day, Tharun suddenly felt sick. He wasn't able to study anymore. Just one month left, how would he be able to crack his placements now?

3. RESOLUTION

- Example: Tharun went to the hospital. He got admitted, but his insane will pushed him to prepare despite falling sick. He started working hard. He started working very very hard. The Placements - He cracked it.

5. SIMPLE YOUTUBE TECHNIQUE

1. Linear Story

In linear storytelling, events are presented in the order in which they occur, following a linear timeline. This straightforward progression makes it easy for the audience to follow the story without confusion.

2. Single Hook

A single hook is a narrative device used to capture the audience's attention and draw them into the story from the very beginning. It is often a compelling and intriguing element introduced early in the narrative that serves as the central point of interest. The hook can be an event, a mystery, a character, or any element that piques the audience's curiosity and keeps them engaged.

3. Hooks and Resolutions

Hooks and Resolutions: Hooks and resolutions are crucial components of storytelling:

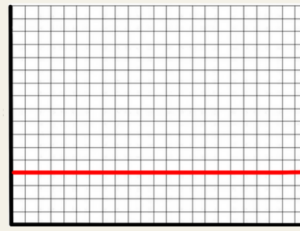
- **Hooks:** As mentioned earlier, the hook is the initial point of interest that grabs the audience's attention.
It's designed to create curiosity, raise questions, or establish a problem or conflict that needs to be resolved. An effective hook sets the stage for the rest of the story and compels the audience to continue watching or reading.
- **Resolutions:** Resolutions provide closure to the narrative. They answer the questions and conflicts introduced by the hook and bring the story to a satisfying conclusion. Resolutions are essential for providing a sense of fulfillment and closure to the audience.

6. THERE ARE 4 TYPES OF VIDEO PACE

1. Fast paced
2. Slow paced
3. Fast paced visual with slow music
4. Slow paced visual with fast paced music

7. VIDEO PACING GRAPH

1. Equal pace throughout the video



2. Start fast and gradually decrease the pace (*Recommended for Social media*)



3. Start slow and gradually increase the pace (*Recommended for Movies*)



4. Start slow which gradually picks up the pace and then slows down again.



5. Difference in pacing, Example: start fast then slow down after 20 secs then increase the pace and so on throughout the video (*This is how you should edit*)

