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How to prepare a Storytelling?



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WHY IS STORYTELLING IMPORTANT?



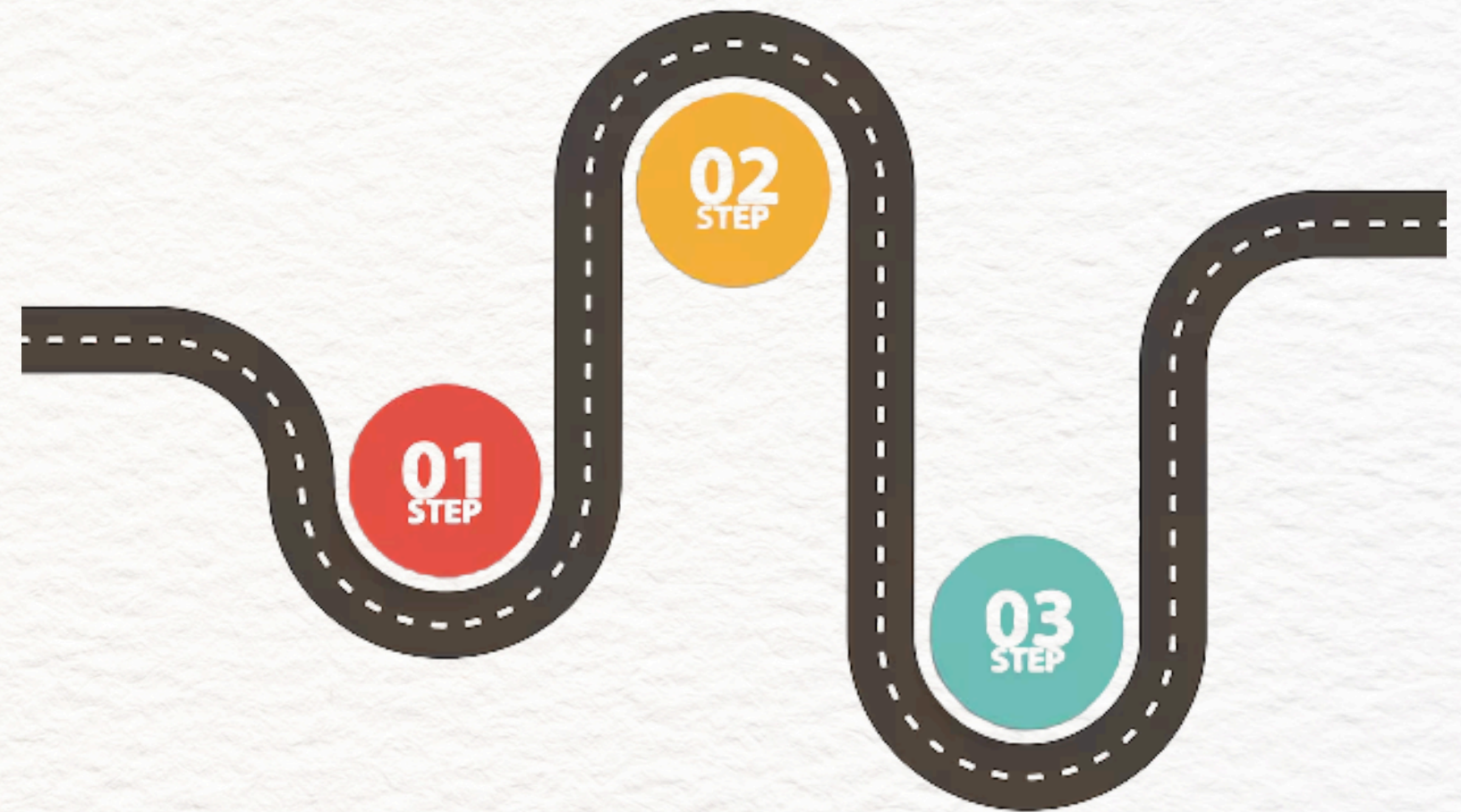
You need to now:

- **WHAT** are you going to say
- **WHERE** you want to shoot
- **HOW** you are going to combine the info with images

If you don't prepare your storytelling you will be lost!

Step 1: Working on a story

- Read the **Didactic Materials** from the **FOODCARE** website.
- **Analyze** them and make the summary of the most important information.
- Start imagine **the order** of the information you want to say.



Step 2: Creating a scenario



MOST IMPORTANT

Divide the information into **groups of scripts**.
Each group is a **scene** you have to shoot.

Start imaging **what you can shoot** that is related to the information that you have to give.

You need a **clear script** that means to write easy phrases to understand.

Tip: Make many shoots because it's always better to have more material and cut it later, than to have too little.



Local markets in Mallorca

How many scenes are in this video?



1. **Introduction**- show the topic of the video
2. **Mercat Pere Garau**- location 1
3. **Mercat de'l Olivar**- location 2
4. **Mercadillo Plaza Patines**- location 3
5. **Mercat de Santa Catalina**- location 4
6. **Closure**- summarize the video (personal opinion will be great here)

Step 3: Filming



Make a plan of the locations by mapping your route.

Plan the route step by step and also **estimate** the length of each recording.

This way you don't lose time moving around

The screenshot displays a Google Maps interface with a walking route planned in Palma, Mallorca. The route is marked with a blue line and includes the following stops:

- Carrer del Pare Bartomeu Pou, Nord, 070
- Forn del Santo Cristo, Carrer de Sant Miquel
- Xurreria Rosaleda, Costa de la Pòl, 12, D
- Fornet de la Soca, Plaça de Weyler, 9, Ce
- Pl. Major, Centre, Palma, Illes Balears

The total distance of the route is 1.7 km, and the estimated walking time is 25 minutes. The map shows various landmarks and streets, including Carrer de Pascual Ribot, Carrer del Pare Bartomeu Pou, and Plaça de Toros (Coliseo Balear). The interface also includes a search bar, a list of stops, and a button to add more destinations.

Here you can see example of the map with all shooting locations and the starting point

Step 4: Planning for Unexpected Situations ✨



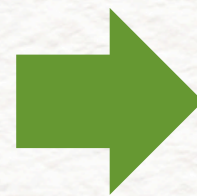
- Always **plan extra time**, because some places may be closed or you may need a break.

SEE EXAMPLE OF CLOSED LOCATION AND HOW WE DEALED WITH THAT (1:23-1:30)



Plan B: If a location is unavailable, use photos or videos from the internet and still include it in our project.

<https://www.facebook.com/foodcarerasmus/videos/665069946610369/>



SEE EXAMPLE OF UNAVAILABLE LOCATION AND HOW WE DEALED WITH THAT (0:45-1:23)



Thank you for your attention!

