



## "Making Media for Ministry"

All the basics you need to know for great photography, graphic design, and video editing. Learn how to unleash your creativity and how to start and lead students in media ministries. We're going to have fun!

Before Seminar: take pics and video of hotel, city, people (start project for seminar)

Start of Seminar: take pics and video of people on the way in - make it into project for seminar

### ::Why and When::

\*\*What are some media things you are doing now? Why is using media important? (yes and no of media use; ancient modern).

The philosophy of beauty - more than science (concerned primarily with empirical "fact"), deeper than postmodernism (concerned only with the "me"; not true transcendence for all)

Beauty connects us to God, the source of beauty

- CS Lewis and Tolkien on Story – it is through the imagination and story (not didactics, though important) that truth is best told. Understanding Story and Emotion - connect on these levels (mental, too), don't manipulate
- The first spiritual gift: Exodus 31.1-11 – God intends for worship to be beautiful; for His house to be lovely (cf. Psalm 84.1)

\*\*Creation Movie – be didactic, but be CREATIVE, key to it all

### ::Photo::

Buying a Camera – get a good lens (just see it in print, or stick with the company), everything else is just practical

- Size, cost, etc
- DON'T BUY ANYTHING YOU WON'T LET STUDENTS HANDLE; or wouldn't take on a mission trip
- Remember stewardship as you buy – buy quality, but not always the newest (buy older models)

Taking Pictures - posed and candid, different angles, objects and nature (beauty isn't always practical)

Organization - Windows, PSE (use together)

!! Distribution - Costco/Target print, CD of trip, slide show, on web, HTML Slide Show Wizard (Microsoft)

- Print them! - Costco/Target online, in store, Put them on the wall, mail them to students
- Make slide shows for before/after meetings or events – ESPECIALLY EVENTS
- Put them on the web – HTML slide show wizard (MS Powertoy)

\*\*Media Shout slide show – from seminar pics

\*\*WMM slide show – with music, zooms and fades

*What we are doing – have a student leader who heads the photography team to take pics every night, put 5 pics on web, put all in Media Shout Slide Show that runs at the start and end of the meeting every week. We also assign a photographer for each event, and put the pics on the web or into video. These pics frequently make it onto MySpace!*

*Let the students take the pictures!!! Make them available – if you start with this, this will begin your way into media. AND NEVER LOSE IT.*

## ::Graphics::

Touching up Photos – this takes extra time, so only do it for mailings, emails, etc.

\*\*Show Photo touch up – simple and more complicated – add text (= menu for DVD)

- Basic tools, layers, masks
- Find creativity everywhere – make your own scrapbook
- Ideas - magazines, Ideas Library, Design Basics book

\*\*Show logo creation for Relationships Series

\*\*Show logos from R47 and MCSM

*What we are doing – have 2-3 students trained to do designs, every so often throw them something to do. Do graphics for lessons, especially series – the graphic will be used in the lesson and on the web for promotion (helps have visual continuity). We have a logo that is on everything – every letter and flyer we do, along with our mission statement. We have “promo slides” that run with the pics at the start and end of meetings, along with Bible verses graphically done. We make our own t-shirts. We make covers for our DVDs. We use graphics on the web.*

## ::Video::

Why Video?

*Story – first movies (VBS, church name) – combination media – pictures, motion, music = power of emotion  
--students are more prone to rewatch videos and actually remember what it felt like to be there (more likely to “post” pics)*

Shoot It

- (Group Magazine 1998 tips – I go back to this article all the time!)
- Shoot in tic-tac-toe; leave room above head; don't overuse the zoom; hold the camera still
- Candid tips - shoot twice as much as you need, tell students time limits (for editors!), mix it up (not all games)
- Story tips - use scripts and storyboards, plan out your angles

Edit It - Cut out what you don't need (anything that just isn't “good”)

Produce It - Put in order, add music, add titles. TELL THE STORY, make it beautiful.

(Animation) - why using PSE and PrE is so powerful

\*\*Show Camp Game versions

- Project 1: unedited (with and without sound). Pro: a memory of camp in your students' hands; Con: you had to film it.
- Project 2: edited. Pro: students will watch this version more!
- Project 3: produced. Pro: students will watch this much more and maybe even share it with others. Con: this can get out of control if you let it.

*Good rule of thumb – how many people are you making this for? (Luau video, CHIC video)*

*What we are doing – we film every major event, make a short movie of the one-day events (5min) and 20-25 min movies of the longer events (like Camp and CHIC), we put the movies on the web, we make some videos for lessons or for promotion of events (Kickoff), we make a highlight video every year and give a copy to each student.*

RENDER TO Windows Media

## ::Web::

Frontpage, understanding CSS

Content is King! Information, Devotion, Connection

You MUST update weekly!!!

Some web templates

*What we are doing – our web pages, we have a student who updates the basic content every week based on the bulletin, pictures are by students, videos by our team, overall design is by me. Our media section by far gets the most hits, our information section is next, GROW is third.*

---make web page of slide show and movie---

PDF Creator - free (why PDF is important)

::Implementation::

Caution - relationships come first, do WITH students (they won't do on their own)  
Patience - do one thing at a time (photo and web first)

Handout:

Adobe Links, Windows links, iLife links/apple  
Windows: HTML slide show wizard, movie maker + tools, PPT tools  
Stock exchange, Google image search  
Media Shout Link

::Further Resources::

Adobe Video Bundle - Encore DVD, After Effects animation, Audition audio, Illustrator graphics, Flash CD: free software trials, examples, links, training

Stock Exchange: free stock photos [www.sxc.hu](http://www.sxc.hu)

Church Logo Gallery: good ideas, can pay for logos: [www.churchlogogallery.com](http://www.churchlogogallery.com)