JUDUL : The Art of Storytelling and Video Editing: What does it take for NGOs to Educate Public Using Short Video Effectively?

SESI PENGAJIAN : 2012/2013

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THE ART OF STORYTELLING AND VIDEO EDITING: WHAT DOES IT TAKE FOR NGOs TO EDUCATE PUBLIC USING SHORT VIDEO EFFECTIVELY?

HO PEI NEE

This report is submitted in partial fulfillment of the requirements for the Bachelor of Computer Science (Media Interactive)

FACULTY OF INFORMATION AND COMMUNICATIÒN TECHNOLOGY
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2013

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DECLARATION

I hereby declare that this project report entitled

THE ART OF STORYTELLING AND VIDEO EDITING: WHAT DOES IT TAKE FOR NGOs TO EDUCATE PUBLIC USING SHORT VIDEO EFFECTIVELY?

is written by me and is my own effort and that no part has been plagiarized without citations.

STUDENT : HO PEI NEE Date : 29/7/13

SUPERVISOR : EN MOHD HAFIZ BIN ZAKARIA Date : 29/7/13

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DEDICATION

To my beloved supervisor, family, friends and him.

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ACKNOWLEDGEMENT

I am thankful to be able to complete my Project Sarjana Muda (PSM) within the time given. First, I would like to thank my supervisor, En Hafiz who had gave me guidance all the times for me to complete my PSM.

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ABSTRACT

This project is a short video production which is significant to a local NGO, Homeless and Orphan Pet Exists (H.O.P.E) at Lima Kedai, Johor Bharu. The objective of this short video is to develop a short video in order to create awareness among public on the strays issue with the use of storytelling and video editing techniques. The target audience for this short video is public. This is because there should be no boundary set for the people to know the strays' problem in Malaysia. Due to the lack of awareness and education on strays' issue, the number of strays is increasing from time to time. H.O.P.E, a local shelter for strays faced tremendously increasing number of strays and in need of help and supports from the public. As a result, an effective alternative needs to be developed in order to solve this problem. Emotional appeal short video is the best choice to instill awareness among public as emotional appeal is said to be the most effective way and commonly used by advertisements to sell products.

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ABSTRAK

Projek ini adalah pengeluaran video pendek yang penting untuk sebuah NGO tempatan, Homeless and Orphan Pet Exists (HOPE) di Lima Kedai, Johor Bharu. Objektif video pendek ini adalah untuk membangunkan sebuah video pendek dalam usaha untuk mewujudkan kesedaran dalam kalangan orang ramai mengenai isu binatang liar dengan menggunakan teknik-teknik bercerita dan video editing. Penonton sasaran untuk video pendek ini adalah orang awam. Ini adalah kerana tidak ada sempadan bagi orang ramai untuk mengetahui masalah binatang liar di Malaysia. Disebabkan kekurangan kesedaran dan pendidikan mengenai isu binatang liar, bilangan binatang ini semakin meningkat dari semasa ke semasa. H.O.P.E, sebuah tempat tinggal tempatan untuk binatang liar menghadapi masalah peningkatan jumlah binatang liar dan memerlukan bantuan dan sokongan daripada orang ramai. Hasilnya, alternatif yang berkesan perlu dibangunkan dalam usaha untuk menyelesaikan masalah ini. Emosi rayuan video pendek adalah pilihan terbaik untuk memupuk kesedaran di kalangan orang ramai sebagai rayuan emosi dikatakan cara yang paling berkesan dan biasa digunakan oleh iklan untuk menjual produk.

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CHAPTER I

INTRODUCTION

1.1 Project Background

The project with title "The art of storytelling and video editing: What does it take for NGOs to educate public using short video effectively?" will be a short video for H.O.P.E, a non-profit organization (NGO) with the purposes to educate the audience and also to instill better awareness on strays' issue. The plight of unwanted and unsupervised of over-populated strays has becoming one of the most visible animal welfare issue in developing countries such as Malaysia. Education without a doubt, is a long term solution to strays controlling and managing issues; and should be aimed at both adult and also children.

There are a lot of advertisements for non-profit organization from the overseas such as Animal Humane Society. However, there is shortage of advertisement for non-profit organization in Malaysia such as SPCA and H.O.P.E to instil public awareness on strays problem and to help promoting

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these NGOs. But how a short video instil public awareness effectively on strays problem? Therefore, the art of storytelling and video editing will be the two main topics to be discussed. The art of storytelling and video editing are chosen to be discussed is because these two elements are often used in most of the successful videos from overseas NGOs.

The research on the art of storytelling and video editiing will be carried out in order to develop a short video for a non-profit organization (NGO) to instil public awareness to the audience on strays problem. Without a doubt, a story will first be created and dog will be the main cast in this story. Then some footage on the H.O.P.E organization will be used after the story. The art of storytelling and video editing will be used in order to develop emotional appeal of this short video and convey the message clearly and effectively to the audience.

For the video production stage, video shooting will be done using DSLR and also video camera. While video editing will be done using Adobe premiere and Adobe After Effects cs6.

1.2 Problem Statement

According to online statistics, an estimation of approximately 75% of the world 's dog population are strays. Where do strays come from? It is vital to know the reasons behind this issue when tackling the issue of increasing number of unsupervised strays around the world.There are several factors causing the issue of strays, among the most common factors are irresponsible animal ownership and uncontrolled breeding. These two factors are due to the lack of understanding of the public in motivating morally responsible behavior and also less awareness of the public on strays problem.

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A short video is recommended to educate the people on strays issue as short video comprises visual and hearing senses which can greatly impact the audience effectively. However, the short video in terms of campaign advertisements or mid show bumper for local NGO is rarely to be found and seen either on internet or TV show. So, a short video with the used of the art of storytelling and video editing is recommended to educate the public on the strays problem.

1.3 Objective

1.3.1 To explore the elements used in the art of storytelling and video editing.

The first objective is mainly to research on the elements used in effective storytelling and also video editing. The elements to be investigated in effective storytelling will be the storyline and emotions used in the short video in order to convey the message clearly and effectively; whereas the elements to be investigated in video editing will be the background music and colour correction used in the short video in order to create the emotional appeal of the short video.

1.3.2 To investigate how the art of storytelling and video editing in a short video can raise awareness.

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The second objective is to investigate how these elements in the art of storytelling and video editing used in a short video instil better awareness to the public. It is found that most of the advertisements or short video of NGOs used these elements to create the emotional appeal of their short video in order to instil public awareness and also to promote their organizations. Emotional appeal is said to be the most effective way and commonly used by advertisements to sell products.

1.3.3 To develop a short video for a non-profit organization (H.O.P.E) with the use of these two elements.

The last objective is to apply the elements in the art of storytelling and video editing investigated in order to develop the short video.

1.4 Scope

This project is mainly studying on the art of storytelling and video editing to develop a short video for H.O.P.E, a non-profit organization (NGO) to educate the public on strays problem.This video will be a story based short video with duration not more than 5 minutes. The target audience will be the public regardless of races and ages.

1.5 Project Significance

This project is significant to Homeless & Orphan Pets Exist - H.O.P.E, a local non-profit organization (NGO) which shelter over 700 strays (dogs and

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cats) established in year 2008 by founder Aunty Jia Jia. H.O.P.E is also a 100% no kill animal shelter for all breeds of dogs and cats. Through this awareness short video, people can gain more awareness on strays problem and know about H.O.P.E .

This project is also significant to the public. As the over-populated strays has becoming one of the most visible animal welfare issue in developing countries such as Malaysia, the Malaysia community need to be educated and acknowledged on this problem. Public should understand the importance of their role in order to manage and control the over-populated strays problem.

1.6 Expected Output

There are 3 expected outcomes from this research project:

1.6.1 The effectiveness of raising awareness using the art of storytelling and video editing in the short video for non-profit organization (NGO) is identified.

1.6.2 The technique used in the art of storytelling and video editing to raise public awareness on strays issue is identified.

1.6.3 A short video for a non-profit oraganisation for strays is developed whereby the goal to raise awareness is successfully achieved.

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Summary

This project is a short video production focusing on the strays problem and studying on the art of storytelling and video editing so as to instil the public awareness on strays problem and to help the local NGO ,Homeless & Ophan Pets Exist - H.O.P.E through this short video. The next chapter will discuss about theliterature review of this project's title.

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CHAPTER II

LITERATURE REVIEW

2.0 Literature Review

Chapter 2 will cover the literature review and the methodology used in this project. The literature review will focus on the facts and findings on the topic to be discussed, that is "The art of storytelling and video editing: What does it take for NGOs to educate public using short video effectively?". All information related to this project's title is collected in order to make comparisons and studies on this project's title.

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2.1 Area of Study

2.1.1 Strays issue

The main area of study in this project is the strays' problem. Strays have becoming a serious issue as the number of strays increasing from time to time. Actions should be taken in order to solve this problem. However the current solutions to reduce the number of strays in Malaysia are seemed to be less useful and inhumane. As a result, in order to solve the problem with more effective and humane way, long term education should be aimed at both adults and also children in order to get effective results to solve the strays' problem.

Nowadays, the shelters in Malaysia faced problems of decreasing capacity for more strays. According to New Straits Times (March 23, 2013), the Society for the Prevention of Cruelty to Animals (SPCA) Ipoh has stopped taking in strays. The increasing number of strays dogs and cats is uncontrollable and hardly manageable. Thus, effective action needs to be carried out in order to solve this problem.

According to Malaysia Independent Animal Rescue (2011), every day in Malaysia, pets particularly stray canines are beaten, disregarded, or forced to fight for survival. World widely, of the 600 million canines in the world, approximately 80% are estimated to be strays. According to research they found, Malaysia does have a large population of canine strays. They urge people to

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