VISUAL STORYTELLING

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Photographs and videos can be used to tell stories about why your work is important and the impact it is having.

A good story has:
• **CONTEXT** – where and why something is happening
• **SUBJECTS** – people, animals or other things involved in the story
• **ACTION** – what is happening

Here is a visual story featuring the Fero coffee cooperative in the Sidamo region of Ethiopia. The cooperative – made up of small-scale farmers – owns a coffee bean washing station. This allows the farmers to earn more money than they would if they sold unprocessed beans.

### VIDEO EXTRA

**Check your sound quality.** Sound is just as important as the image. If you are planning to film people talking, hold the microphone in your phone or video recorder close to the person who is speaking. Alternatively, use an external microphone.

**Do not record videos holding your smartphone the wrong way round!** Videos should be taken horizontally, the same way as a television screen. Otherwise, when the video is viewed, it will not fit the screen.

**Try not to move too much.** Allow the people or objects you are filming to create movement, eg people walking or birds flying. The more you shake or move your camera, the harder it is for people to watch the video without becoming disoriented. Find a tripod or sturdy structure to rest your camera on to keep it steady.

**TOP TIP**

So you can find the right information when you need it, for each video and set of photos record the location, date, people’s names, permissions to use the photos and any other important details.