

RAREly Told Stories

Filmmaking workshop

July 13th, 2021



2021 RARE Compassion Program
RAREly Told Stories Workshop

Agenda

Topic	Presenter(s)
Welcome & Who Should Tell Your Story	Daniel DeFabio (5 minutes)
Pre-production - The Foundation for Successful Storytelling - Your Edit Begins Now	Dina Rudick (12 minutes)
Production - Tips for capturing the sound and visuals well, even if using a phone.	Kimberly Warner (10 minutes)
Basics of editing video.	Lexi Pappas (5 minutes)
Post-Production - You have all the footage, now what?	Ann Marie Lizzi (7 minutes)
What could go wrong?	Bo Bigelow (5 minutes)
Q&A	Daniel, Bo, Dina, Kimberly, Ann Marie



Daniel DeFabio

Who should tell your story?

1. You - plus who?
2. Standard approach is patient plus doctor
3. What's more unique?
4. Unexpected voices?



Dina Rudick

Pre-Production, Planning your story

1. Create the Map
2. Define the conceptual architecture
3. Gather the Gatherables
4. Pre-Interview / Research

A woman with long, straight brown hair is shown from the chest up. She is looking directly at the camera with a neutral expression and is making a peace sign with her right hand. She is wearing a dark top and a thin gold necklace with a triangular pendant. The background is slightly out of focus, showing a wall with a framed picture and some greenery.

#2.

Story: Defining
your conceptual
architecture



Kimberly Warner

Production, Recording your story

1. Lens
2. Lighting
3. Orientation & Composition
4. Stability
5. Focus & Exposure
6. Audio





Lexi Pappas

Getting started with video editing.

- Editor and Producer at Dell Technologies
- Directed, produced, filmed, and edited "Growing Up With FSHD" - a documentary on the rare disease FSHD which affects her and three generations of her family. - selected for 2 Film Festivals
- Freelance video editor for The Disorder Channel, Our Odyssey & Remember the Girls



Lexi Pappas

Getting started with video editing.

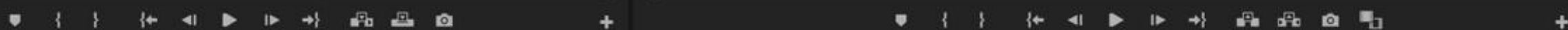
- Get your footage from your phone to your computer - don't email it.
- Import clips, trim clips, cut clips.
- Add b-roll on layer above interviews
- Adding sound, lower the levels of music



Drag the effect you want onto the clip in the timeline.
I faded up from the beginning, so I dragged it to the first clip.

00:04:07:16 Fit 00:00:22:24

00:04:20:03 Fit 00:04:45:34



Media Browser Libraries Info Effects Mar >>

- Effects
- Dissolve
 - Additive Dissolve
 - Cross Dissolve
 - Dip to Black
 - Dip to White
 - Film Dissolve
 - Morph Cut
 - Non-Additive Dissolve
- Immersive Video
- Iris
- Page Peel

× IMG_0195

00:04:20:03

The timeline shows three video tracks (V1, V2, V3) and three audio tracks (A1, A2, A3) and a Mix track. The V1 track contains three clips: IMG_0195.MOV, IMG_0196.MOV [V], and IMG_0196.MOV [V]. The playhead is positioned at 00:04:20:03.



Ann Marie Lizzi

Post-Production, Editing your story

1. Editing Tools
2. Organization of footage and broll
3. Work Edit: First Pass through Final
4. Third Pass through Subsequent Passes
5. Final Edit





Bo Bigelow

What could go wrong?
Make sure you're covered.

1. Appearance releases
2. License any stock music or video
3. Subtitles?

Q&A

The Disorder Channel

A Free Streaming Channel

Dedicated to Rare Disease Stories

Available to add to
Roku and Amazon Fire TV devices.

thedisorderchannel.com



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Global Genes Updates

Upcoming Events and Opportunities

Congratulations, you are each going to be our guests at:

RARE Health Equity Summit

Philadelphia, PA

Nov. 17-19, 2021

Some of your films from this program will screen at the event.

Patient Advocacy Summit 2021

Patient Advocacy Summit

San Diego and online
Sept. 27-28, 2021

RARE Health Equity Summit

Philadelphia, PA
Nov. 17-19, 2021

Some of your films from this program will screen.

Inquiries



careaboutrare@globalgenes.org

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