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1 LET'S CREATE OUR AWARENESS CAMPAIGN

In all awareness campaigns, it is necessary **to put the subject in context** to help students to **understand the significance of the project and its objectives.**

Then, after completing the suggested activities, it is time to share what they have been learning with the rest of the school or college to raise awareness of **SDG 15,** drawing attention to the importance of sustainability of the resources in forests.

You are sure to have reached several conclusions and reflections in working groups, and the students will be able to use their imagination and creativity to create **an awareness poster** to promote a **sustainable and environmental identity** in the community with respect for forests and **responsible consumption.**

1.1 THE SCRIPT AND STORYBOARD AS TEACHING RESOURCES

Once we have gathered the data, discussed it in class and reflected on the importance of publicising SDG 15, we will develop our awareness campaign.

When making a video, it is important **to plan the story** to be filmed, its purpose, and based on it, **the story narrative.**

The first step is **to plan the visual story: the literary script** describes the narrative units in sequences, dialogues, the sets, etc.

The second step is to **tailor the image** to the story: the **storyboard** is the step-by-step story showing the camera angles, the scenes and the sequences of the narration are drawn.

Once you have the **literary script and storyboard,** you can **plan your shoot** and ensure that the video story or plot works as **an audiovisual synonym** that makes the message efficient and effective.

Remember **that the video can be no longer than one minute long,** so it is important to keep it brief, concise, and high impact.

WHAT IS A SCRIPT?

To be able to link the story to the images, they need to be ordered in time and space. This information is selected by writing the script. Scenes are sections of the story in which certain events occur, and sequences are groups of scenes with a common idea. The script includes the sets, dialogues and actions of the characters involved.

WHAT IS THE STORYBOARD?

The storyboard is the comprehensive planning of the film, using images of the scenes to be filmed and all instructions regarding sound, light, camera angles... The storyboard shows the relationship of space and time with the characters and is a way of expressing it consistently.

HOW TO APPLY THEM IN CLASS

Once you have decided on your story, divide the class into several working groups, and assign one to the script, another to the dialogue, another to the costumes, the locations, and the décor of the scenes, and so on.

2 | 1ST LET'S THINK UP A MESSAGE
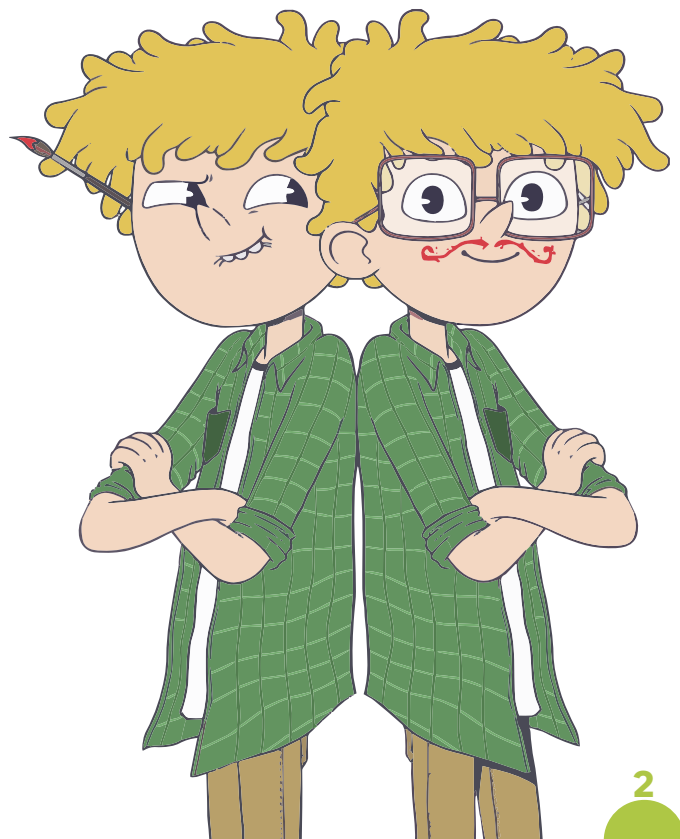
The message is the way and means by which the information is transmitted from the sender to the receiver. In our case, the message consists of the information and its visual support, that is, a video consisting of **one or more images** plus some **dialogues.**

For the message to make an impact on your audience, it must be effective and must comply with the five rules of visual language:

- **AN ENCODED MESSAGE:** The message is created using words and pictures. Therefore, the message must be adapted to the language of the audience addressed, so that it is perceived and received correctly, is understood, and assimilated.

- **A CLEAR MESSAGE:** The poster must be clear and effective to get the audience to pay as much attention as possible. The dialogues should be easy to remember, with simple, short sentences that make it easy to remember their message.

- **A PERSUASIVE MESSAGE:** The video must show the values of SDG 15, the diversity of forests, the importance of sustainability and responsible consumption. You should select at least one unique feature that stands out from the rest, to ensure that the message reaches the public. These values will be reflected well by the situation reflected in the scene, in the dialogues and characters involved in the video.

- **A MESSAGE THAT STANDS OUT FROM CROWD:** Not only is it essential for the video to capture the public's attention at the level of perception, but it also needs to stand out from its competitors. Therefore, the video should stand out from the rest and pique the interest of its target audience.

- **A MEMORABLE MESSAGE:** In general, people rarely act on impulse. This is why it is important that the message is fixed in the receiver's memory and that it stays there until their attitude changes.

3 | 2ᴺᴰ LET'S SELECT AN IMAGE

The message, in itself, **is intended to communicate,** so the image of the video is decisive to ensure that this message is read correctly.

In the case of **the video,** it will be necessary to ensure that the situation reflects what the characters and their dialogues are trying to transmit. And since the goal is **to grab and keep the viewer's attention,** the following factors must **be avoided** to guarantee good visual communication:

- **VISUAL MONOTONY:** Not enough contrast or variation in the stimulus causes attention to wane. The monotony might be because of the monotony of the scene, too little contrast, or light, or even too many elements.

- **LACK OF INTENSITY:** Intensity is another determining factor in capturing attention. The image communicates and has a meaning that can add to or strengthen the message being sent. That is why, if a message is to arouse interest, it has to be different from the rest, with memorable dialogues and a powerful storyline that reflects the issue to be addressed.

- **LACK OF CONTRAST:** The choice of elements in the video can hinder understanding of the message if they are wrong. To do this, choose a powerful storyline that conveys the message you want to send out. The message must be clear, distinctive, and memorable.

> **Remember: images, songs or any other kind of content with copyrights cannot be used in your video.**

4 3RD LET'S CREATE OUR PROPOSAL

In a video, the words, concepts, and images we have selected will trigger **a mental process based on sensory images,** with relevant associations and links to connecting dialogues with images (graphic resources). They work like visual and graphic synonyms and help complete the message to make it efficient and effective.

Ask your students to form workgroups and to share out the following tasks when preparing the campaign proposal

- **ANALYSIS AND DESCRIPTION OF THE TARGET OF THE SDG 15 TO BE COMMUNICATED.**
  Define the unique characteristics and values of the SDG 15 you want to communicate.
  Clearly define the message you want to transmit, the data you want people to know, the role of the consumer, etc.

- **COMPOSING THE MESSAGE AND LOCATION ON THE POSTER.** Definition of texts, dialogue, and slogan, taking the conclusions reached through the suggested activities into consideration.

- **SELECTING THE FILMING SEQUENCE.** Definition of the graphic images that make up the video: location of the scene, décor, characters, etc.
  A clear situation and scenes, are the matters of interest, the focus of attention, making the message understandable.

From all the videos made by the class groups, **select the one you want to represent the class** in this competition. As the teacher, it will be you who uploads the video in the private area of the web.

Remember to attach a title and a small description of the message to the space provided in the private area.