

The Four-Step Production Process

STEP 1: PLANNING AND CONCEPTUALIZATION

1. My video will discuss the topic of stress – definition, causes, symptoms, and coping mechanisms – and will incorporate real-life, personal examples.
2. The story line centers on an adult (myself) coping with stressful events/conditions. I will incorporate video, voice over, images, text, and music.
3. The audience is adult learners, potentially college students or employees participating in a human resources initiative.

STEP 2: PRE-PRODUCTION

1. Wrote script, incorporating personal examples as well as outside research.
2. I am the main “actor,” with one friend appearing in one of the scenes. (Also will attempt to incorporate pet cameos if appropriate).
3. Will shoot the majority on one day at my in-laws’ home. May get extra shots at my place of work for variety. Shots will be brief, providing examples of what is being described in the narration.
4. I will use my iPhone 6 to film; no microphones needed as the shots will be silent with the voiceover overtop.
5. No permissions needed for location shooting.

STEP 3: PRODUCTION

1. Shot the majority on the afternoon of Sunday, February 24th with help from a friend.
2. I also got some extra shots on my own throughout the rest of that week (2/24-3/1).
3. Used unsplash.com to find free stock imagery for some sections of the video.
4. Found royalty free music on bensound.com
5. Created text slides in PPT and took screenshots to include in the video (includes title slide, objectives, sources, etc.)

STEP 4: POST-PRODUCTION

1. Edited some of the video clips directly on my iPhone. Edited the footage, slides, stock images, and music together using iMovie on my Mac.
2. Included royalty free music from bensound.com at the beginning and end of video.
3. Recorded and edited voiceover using Audacity.
4. Published on YouTube.

Script

Do you ever feel stressed out? I know I do. I have A LOT going on right now.

I have a full-time job, and there have been some layoffs recently, so I have a lot more work than I used to. [shots of me at desk, typing frantically]

AND I'm in grad school, so my free time is mostly spent reading or doing assignments for school. [Me at same desk, reading a text book]

And on top of that, I just bought a house. AND we're renovating it. [outdoor shot of house / shot of messy spare room / shot of garage / shot of inside the house]

[Transition to slides/images]

Like I said, it's A LOT, and I'm under a lot of stress.

But what is stress? Today we're going to talk about it. By the end of this lesson, you'll be able to:

- Define stress
- Describe different types of stressors
- Identify symptoms of stress, and
- Describe ways that we can cope with it [slide with objectives]

There are many definitions of stress, but for the purposes of this lesson, I'll use one from Merriam-Webster: "a physical, chemical, or emotional factor that causes bodily or mental tension and MAY be a factor in disease causation".

Can you think of some things in your life that have caused you to feel stressed? [pause]

Sometimes we're stressed by particular events, like the death of a loved one, moving, getting into an accident, getting married (or divorced), and sometimes we're stressed by ongoing issues in our lives, like work or school, financial or health issues, or interpersonal problems. [images of different kinds of stressors – emotional/fight, work/discipline, school, exams, injury, car accident]

But not all stress is bad! When you're under a deadline for work or school, stress can provide the focus and, sometimes, the adrenaline we need to get the job done. [Image of deadlines/stressed looking student] But too much can be harmful to your health, as demonstrated by the Human Function Curve [show human function curve] developed by Dr. Peter Nixon. As you can see, some stress can actually improve performance. But too much leads to fatigue, exhaustion, ill health, and ultimately, breakdown.

According to the American Psychological Association, stress can have profound effects throughout the human body, including the musculoskeletal, respiratory, cardiovascular, endocrine, gastrointestinal, nervous, and reproductive systems. Prolonged stress can lead to muscle tension, which can then result in tension headaches and migraines. It can lead to shortness of breath and rapid breathing. Acute, or short-term, stress leads to increased heart rate, elevated blood pressure, and the release of the hormones adrenaline, noradrenaline, and cortisol. In the long-term, this can result in increased chance of hypertension, heart attack, or stroke. [images of hearts/muscle system?]

But how can we tell when we're experiencing too much stress? It all depends on the person. Some people have much higher thresholds than others, and everyone exhibits different symptoms.

When I'm stressed, I tend to grind my teeth, I can't concentrate [me on phone with textbook in front of me], and I wake up in the middle of the night with an increased heart rate [shot of me waking up and moving around]. What are some other symptoms of stress that you can think of, or that you've personally experienced? [Pause]

Some people may experience depression, feelings of nervousness or guilt, mood swings or panic attacks, or a variety of other symptoms.

So, what are some things you can do to cope with stress? [Pause]

Some recommendations include creating a regular routine as well as maintaining healthy habits such as a well-balanced diet [grabbing a banana for a snack], staying active [taking a walk], getting plenty of sleep, and taking a break if you start feeling overwhelmed [coloring]. Talking with friends and family about how you're feeling is also a huge help [talking with friend]. Most importantly, if you continue to feel stressed despite using these coping mechanisms, seek professional guidance from a doctor, psychologist, or other licensed professional. There's no shame in asking for help.

So, today we've talked about stress – what it is, what the causes and symptoms are, and how we can cope with it. Now, start thinking about how you can use this information to identify and cope with stressors in your life.

List of Equipment and Props

- **Equipment:** iPhone, iMovie, Audacity, Tripod
- **Props:** textbook, computer

Talent to be Used

- Myself
- My friend
- My in-laws' dog

Shooting Schedule

Sunday (2/24) — Get shots of the house under renovation in the morning; shoot majority in the afternoon with help from friend.

Tuesday (2/26) and Wednesday (2/27) – Get some shots in the office for variety of location.

Production Book

Problems

I didn't experience any major issues during any phase of production, except for initial trouble deciding on a topic and my own discomfort being on camera.

Successes

This is my second time creating a video using iMovie and I'm an becoming more comfortable with it.

I also consider my ability to get over my camera-shyness (at least temporarily) to be a success.