

# Cellphlms – A Toolkit

## What is a cellphilm?

'Cellphilm' is a combination of the words 'cellphone' and 'film'. A cellphilm is...

- 1-5 minutes in length
- Recorded on a cell phone or tablet
- Requires minimal to no editing
- Provides an alternative to traditional research methods
- Allows participants to engage in an inclusive and collaborative process of expression and reflection

Goal: For the cellphilm creators to represent their ways of looking at a particular issue in their everyday lives

## How to make a cellphilm

### 1. Choose your topic:

- Something that reflects your interests
- What issues do you see in the world around you?
- What unique perspective can you bring to a topic?

### 3. Choose a genre:

- Decide on a format that will best address your topic
- Role-playing/narrative fiction
- Public Service Announcement (PSA)
- Monologue
- Interview
- Investigative journalism

### 2. Visual ethics:

- If you plan on filming other people, consider ethical questions:
- Do you need to ask permission to film people?
- Can you take a “no faces” approach to filming?
- Can you use illustrations or sounds instead of people?
- Honour each participant's rights and anonymity

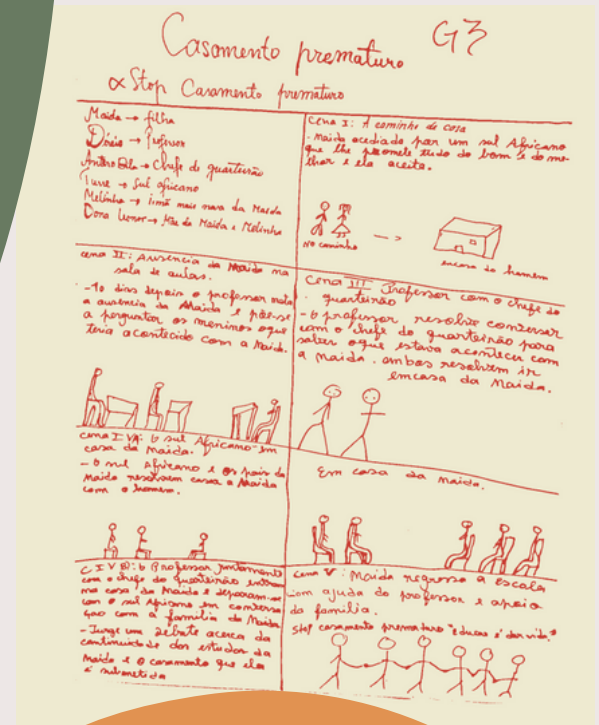
### 4. Brainstorm ideas:

- Dedicate time to a “no edits” brainstorm for your topic
- Break down bigger ideas into smaller ones
- Select the most interesting ones to develop into your narrative
- What title best describes the feeling of your idea?

## 5. Create a storyboard:

- On a grid of 6-12 frames, draw/sketch and write out a shot list
- Do you plan to do a one-shot cellphilm? A “no editing” cellphilm using a pause and record app?
- Describe and/or sketch each frame as you plan to film it
- Ask for feedback on your storyboard. Do others find it understandable? Clear? Sharing and editing is part of the creative process

## Storyboard example:



## 6. Create the cellphilm:

- Use any available “pause and record” free app (eg. Videocam, PauseCam) for filming
- Make sure there is enough space on your device to save your cellphilm
- Film horizontally or vertically, but not both (unless that’s part of your storyboard!)
- Ensure the device microphone isn’t covered
- It is best practice to film several times in case you need to do any editing

## 7. Share your cellphilm:

- Decide how you would like to share your cellphilm
- Submit it to a cellphilm Festival
- Share on public platforms such as YouTube, Facebook, or Instagram
- Include an introduction to your cellphilm
- Invite discussion or hold a Q&A after to discuss the themes addressed

## 8. Reflect on it:

- Ask questions to yourself and others
- What is the importance of its message?
- What do you like best about the cellphilm?
- What would you do differently next time?

