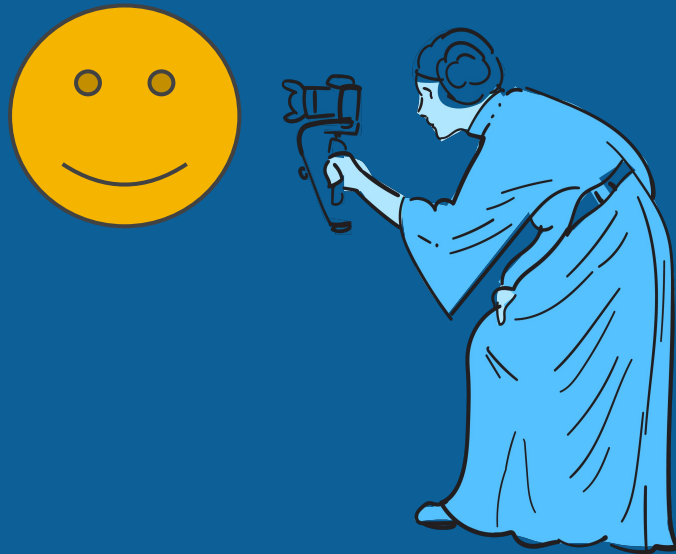


Show Your Flair

Using Discord as an Engagement Builder

Al Williams, Northampton Open Media
Gin Ferrara, Media Factory
Ross Ransom, Media Factory



Presenters



Al Williams
Northampton Open Media



Gin Ferrara
Media Factory



Ross Ransom
Media Factory

Crowdsourced Cinema

Project Concept

Remake a famous feature film every summer as a community.

The project aims are twofold, to provide a route for people to create and to build community.

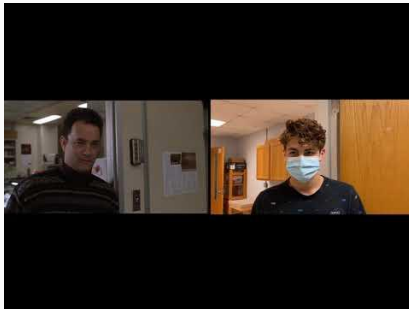
Identifying as a “creative” is behind a gate.
The project is fun, familiar, low risk - safe.
Failure is minimized with short scenes - safe
It appeals to both professionals and newbs.
It bonds people from the community and creates stories.

History of the Project

Began in 2015 on the heels of successful and popular 7 Day Film Sprint, inspired by ongoing staff discussions and The Force Uncut. Now in its 8th year. Joined by Boston and then Vermont and looking for others.

Raiders of the Lost Ark, Princess Bride, Back to the Future, Ferris Bueller, Beetlejuice, Castaway, Jurassic Park, Star Wars: A New Hope

Examples



Connections

Families. Neighbors
Summer art programs. Camps.
City Council. Mayor.
Local newspaper.
Local radio personalities.
Professional filmmakers.
Other media centers.

Other Things

Picking a film.
Breaking into scenes.
Do your own soundtrack.
Marketing, signups, reminders.
Classes/workshops.
Backup scenes from other projects.
Edit and screen.

Launching Your Own Crowdsourced Project

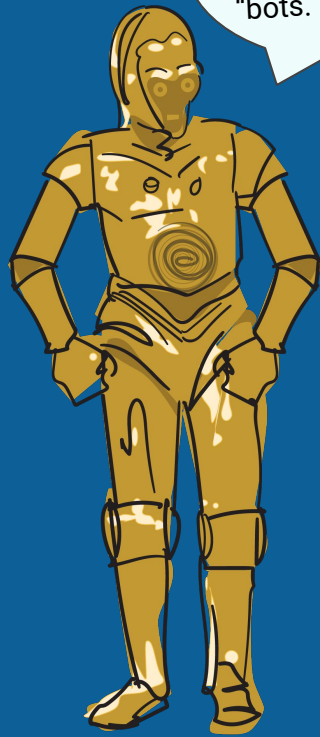
JOIN US

Fear not, it can happen.

We are here to help.

Think of other community partners.

It is an excellent investment.



I am not familiar
with the term
"bots."

Digging Into Discord

Crowdsourced Discord Servers

Isla Nublar - 2021 Crowdsourced Jurassic Park



At Peak 89 Members

Mos Eisley - 2022 Crowdsourced Star Wars



Currently 117 Members

Overview of Discord

- Private, non-commercial moderated online community
- Open to anyone with a computer or phone (need to download free app)
- You create the affinity group and set permissions
- Includes
 - Text chat and voice channels
 - Private messages
 - Voice/audio streaming
 - Roles for users that grant and omit access to various channels and options



Let's Try It!

Go here to make your Discord Server:

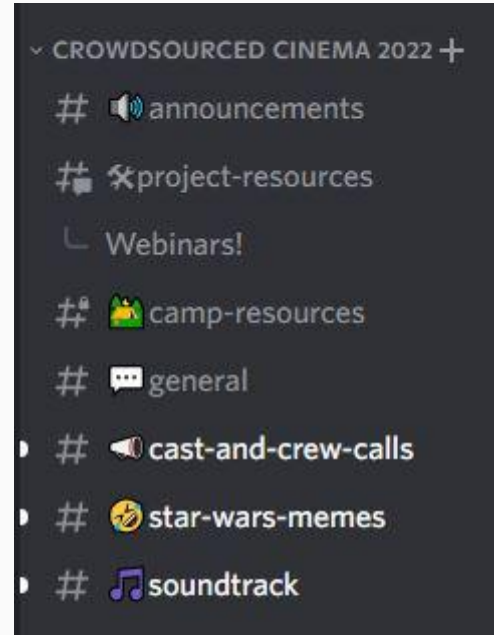
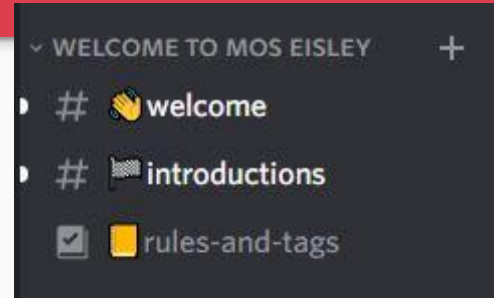
discord.com/

Go here to join the ACM Discord Server:

<https://discord.gg/jV7Ugz9E>

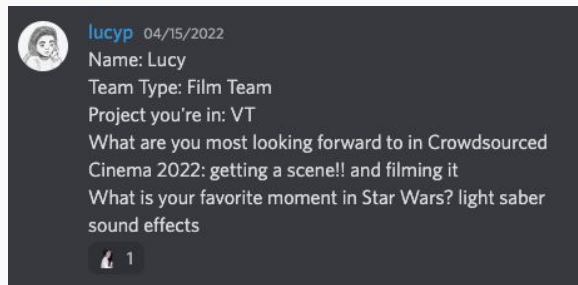
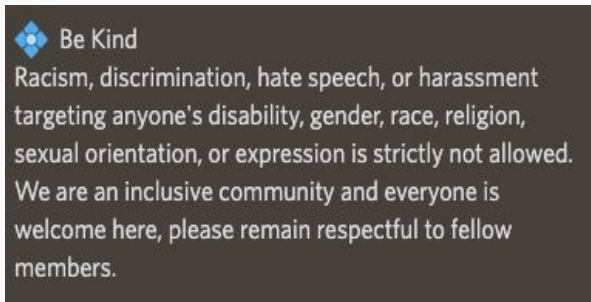
Channel Types

- **Introduction Channels** - The front door of the community
- **View Only Channels** - Great for announcements and resources
- **General Discussion Channels** - Provides a space for people to engage together
- **Admin Channels and Other Role-Based Channels** - Private channels for sub-groups.



Introduction Channels

These channels are great for introducing new members to your community, sharing community rules, and getting people set up with roles.



View-Only Channels are great for sharing announcements and resources for your community.

- Webinar Recording (2020 and 2021)
- How to Storyboard
- Shot List Template
- Production Plan Template

Gin-saurasaur - Media Factory 06/11/2021

CROWDSOURCED JURASSIC PARK

PROPS AND COSTUME SUGGESTIONS*

*For characters that appear in more than one scene

The raptor suit is a key prop owned by Grant and appears throughout the film

The movie's most iconic is a key prop that appears in several scenes with T-Rex

The movie with a dinosaur as another element is a dinosaur only in the film and not in a key prop owned by Hammond

ALAN GRANT
Red leather duster, alien hunter
Prop: raptor glove

ELLIE SATLER
Brown leather duster, alien hunter
Prop: raptor glove

JOHN HAMMOND
White leather duster, alien hunter
Prop: cane with snake

DONALD GENNARDO
Red jacket, no alien hunter
Prop: T-Rex

IAN MALCOLM
Red jacket, alien hunter
Prop: clothing (duster jacket)

ROBERT MULDOON
Black leather duster, alien hunter
Prop: raptor glove

KAY ARNOLD
Red leather duster, alien hunter
Prop: raptor glove

HENRY WU
White leather duster, alien hunter
Prop: raptor glove

TIM MURPHY
Red leather duster, alien hunter
Prop: raptor glove

LEX MURPHY
Red leather duster, alien hunter
Prop: raptor glove

This is a suggested props and costume list. Most of the costumes are based on easy-to-find elements, that will help viewers follow characters as they change from scene to scene. Key props appear in several scenes and are important narrative elements.

334E58 FFA630 E79B74 87A6B7 B6F640

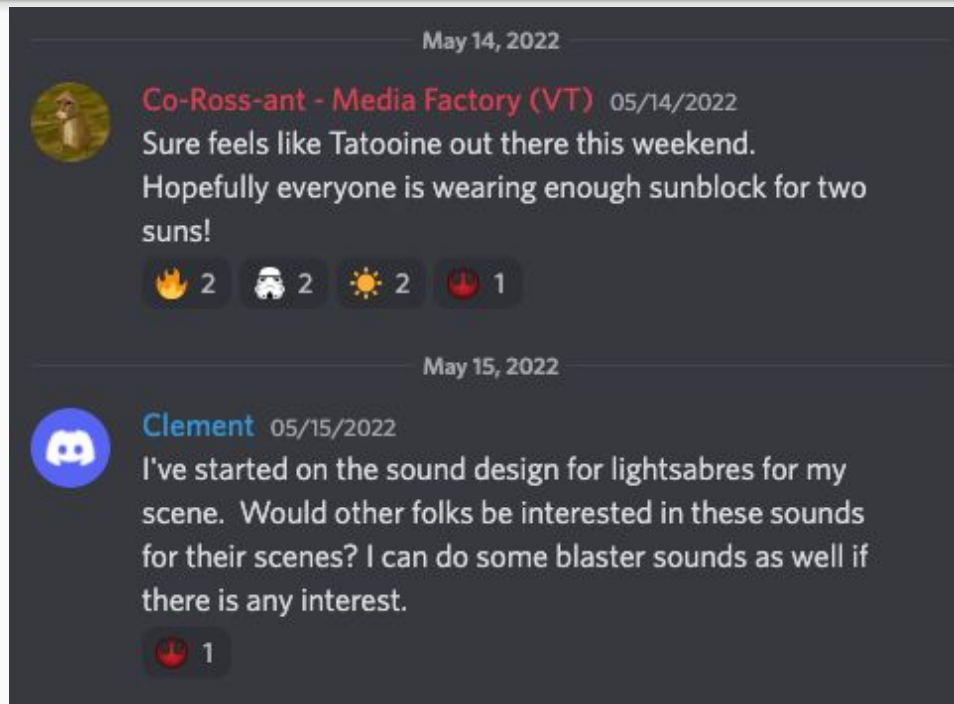
cc0_pexels, 2021

coolars

Several folks have asked about the colors we are using - this is the palette for the poster design and you are welcome to use it in your own designs.

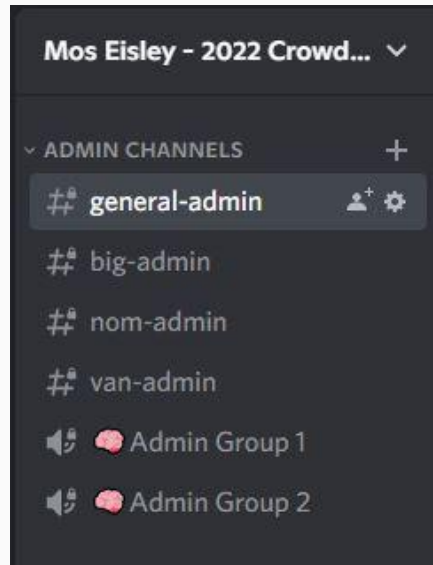
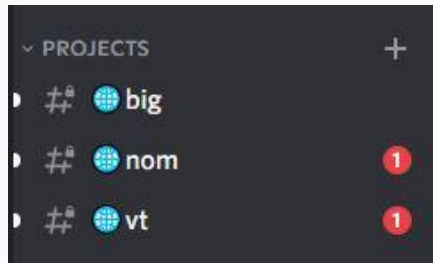
General Discussion Channels

General Discussions Channels are open to all members of the server and are great places to foster engagement!



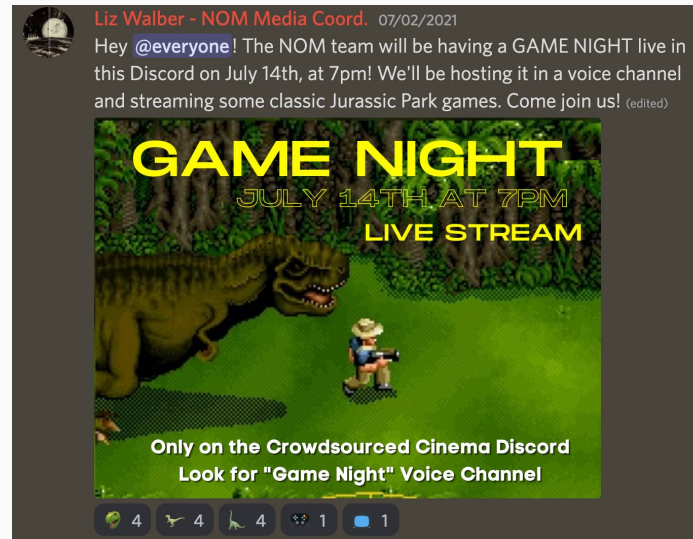
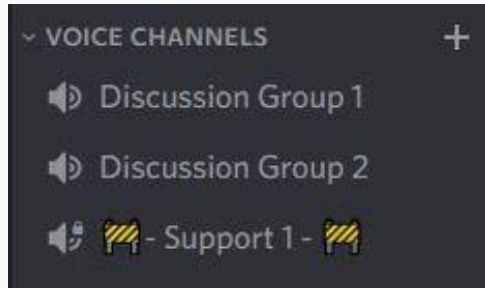
Role-Based Channel Access

Role-based channels are great for creating smaller groups of people in your community. This can break out people by interest or create distinct channels for messaging.



Voice Channels

Voice and chat options, plus screen sharing and streaming video/games make voice channels great for informal and planned events.



Let's Make Channels

Back to the Discord - DEMO TIME

Assigning Roles and Permissions

Roles can give people ways to express themselves and provide access to certain channels.

What are your favorite roles in Media Making?




-  : Pre-Production Planner
-  : Camera Operator
-  : Actor
-  : Musician
-  : Editor

. (edited)




 17  20  17  16  29

Where are you from?






Answers to this question will give you unique access to private channels for your specific project.






-  : Northampton Open Media/ Crowdsourced Cinema
-  : Brookline Interactive Group/ Crowdsourced Boston
-  : Vermont Access Network/ Crowdsourced VT

. (edited)



 22  11  29



What is your favorite Dino?

-  : T Rex
-  : Stegosaurus
-  : Velociraptor
-  : Brachiosaurus
-  : Triceratops (edited)

 8  5  10  5  5

Who should prevail on Isla Nublar?

-  : Team Humans
-  : Team Dinos (edited)

 6  21

Organizing Your Members

Roles and Tags can be used to organize your members, identify admins, and define interest areas to individualize your members.

RED SQUADRON — 4

-  **AI Deraan**
In the Flow
-  **Co-Ross-ant - Media F...**
-  **Gin Erso**
-  **Liz Skywalker**

GOLD SQUADRON — 2


-  **Lex Rebo Band**
-  **Wedge TIE SS-2-5 Ant...**

GALACTIC EMPIRE — 1

-  **Keenhome**

REBEL ALLIANCE — 6

-  **averagebread**
yoru main
-  **BigIdeaFan**
-  **He-Leia (BCTV)**
-  **Johnny (SAPA TV)**
-  **PHUZZYthecat**
martha stewart cow
-  **Xnc**



Gin Erso
ginandiron#2842

ABOUT ME

What chance do we have? The question is "What choice?"

ROLES

- ☒ Red Squadron
- ☐ Rebel Alliance
- ☒ Team Leaders
- ☐ Vermont
- ☐ Third Year
- ☐ Film Team
- ☐ Actor
- ☐ Editor
- ☐ Live Action
- ☐ Stop Motion Animation
- ☐ Illustration
- ☐ Lightsaber
- ☒ Purple Lightsaber
- ☐ Millenium Falcon
- ☐ Han Shot First
- ☐ In Memory of Alderaan
-

Target Messaging with Roles

Roles can also provide members the ability to target messages to certain groups.



Gin-gantosaurus - Media Factory 07/21/2021

Hey there, [@Vermont](#) teams! We've sent an email to your Team Leader to confirm that you will be able to complete your scene or soundtrack by the deadline. **Please reply to that email by 8PM Thursday 7/22 (tomorrow)**. Next up is our lightning round, and we need to know which scenes we have available! 🦖 ⚡

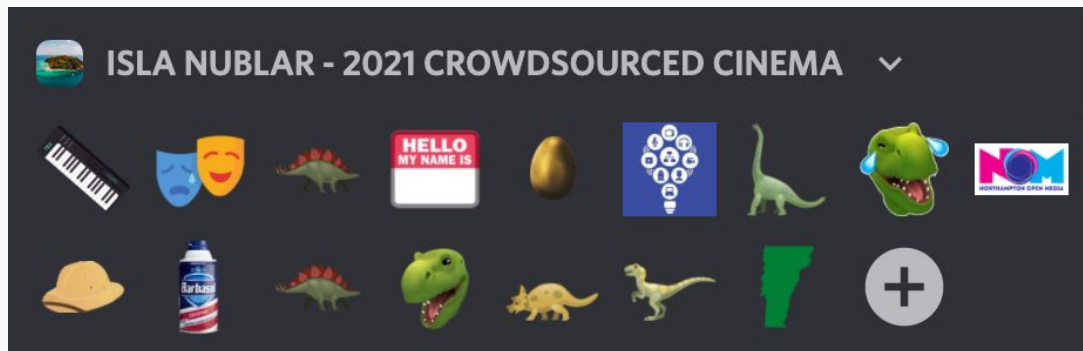


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Making Your Server Unique

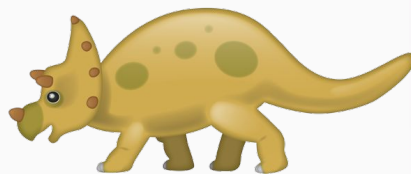
Custom Emojis can be uploaded to your server to fit the theme. *

** Can only use on the server you upload it to – unless you have a subscription to Nitro.*



Create Roles and Upload Emojis

Lets make some emoji roles



Bots (Droids)

Bot Moderation can be used to keep your server clean and also assist in automating welcoming tools.

- Mee6
- Carl Bot



MEE6 ✓ BOT 04/12/2022

Hey @Joey!, welcome to **Mos Eisley - 2022 Crowdsourced Cinema!**

Please visit the #📖 rules-and-tags channel to review our server rules and to give yourself some fun tags!

Head over to #🎲 introductions to share a little bit about yourself! :c3po:

We are so glad you're a part of the 2022 Crowdsourced Cinema project. May the force be with you.

Building Community

- a. Communication Strategies
- b. Hosting Events
- c. Coordinating Efforts
- d. Community Sharing

Communication Strategies

- Roles and Tags - can call out specific group of people



Gin-gantosaurus - Media Factory 09/27/2021

Hey, **@Vermont** Teams! Join us for an outdoor screening of our film at the Essex Experience on **Friday October 8th at 7pm.**

- **@everyone** - alerts everyone on the server or in a specific channel
- Use email and Zoom when needed and to bring in more people.

Use thoughtfully!

Hosting Events

Events can be held in Discord voice channels or promoted via Discord.

GF - switch with Events schedule



Co-Ross-ant - Media Factory (VT) 05/09/2022

@everyone

Announcing our first webinar in the 2022 Crowdsourced Cinema Webinar series!

@HanShotFirst (Kurt Broderson) from Middlebury Community Television will be hosting a Pre-Production Planning webinar TODAY, May 9th at 6 PM.

This is a great workshop for teams looking to plan, prepare, and strategize effective productions.

Webinar: Pre-Production Planning

Date/Time: Monday, May 9th, 6 PM

Link to webinar: <https://us02web.zoom.us/j/81120314364?pwd=NWxwVWRUUUszM1c2RVBZYmINWmZ6Zz09>

Webinar ID: 811 2031 4364

Passcode: M0sE1sley




Hosting Events In Discord

Main Menu / Create Event


Location Event Info Review

Where is your event?

So no one gets lost on where to go.

- ☐  **Stage Channel**
Great for larger community audio events.
- ☐  **Voice Channel**
Hang out with voice, video, screenshare, and Go Live.
- ☐  **Somewhere Else**
Text channel, external link, or in-person location.


Cancel Next






Waiting for the Stage to start.

What will you be talking about today?

- ☒ **Start the Stage**
Pick a topic to start the conversation. >
- ☐ **Create Event**
Schedule a Stage for a future date. >
- ☐ **Continue without starting**
For mic checks. Start when you're ready. >


 Gin Erso is currently waiting.



 Today at 12:00 PM  1

Music Dance Experience

We will dance for 5 minutes. The employee with the highest completion rate will choose the musical genre.

 MDE

Coordinating Efforts



PHUZZYthecat 05/15/2022

are we making an effort to coordinate themes/leitmotifs between composers? like an equivalent to the imperial march etc so there's some continuity in the soundtrack?



PHUZZYthecat 05/15/2022

also people may find this useful <http://starwarsmusic.pashamusic.com/a-new-hope-cue-sheet.html>

The Music of Star Wars And John Williams

A New Hope Cue Sheet

The Music of Star Wars And John Williams

| Time | Description | Composer |
|---------|----------------------|---------------|
| 1:00:00 | Star Wars Main Title | John Williams |
| 1:00:00 | Star Wars Main Title | John Williams |
| 1:00:00 | Star Wars Main Title | John Williams |
| 1:00:00 | Star Wars Main Title | John Williams |
| 1:00:00 | Star Wars Main Title | John Williams |
| 1:00:00 | Star Wars Main Title | John Williams |
| 1:00:00 | Star Wars Main Title | John Williams |
| 1:00:00 | Star Wars Main Title | John Williams |
| 1:00:00 | Star Wars Main Title | John Williams |
| 1:00:00 | Star Wars Main Title | John Williams |



@PHUZZYthecat are we making an effort to coordinate themes/leitmotifs between composers? like an equi...

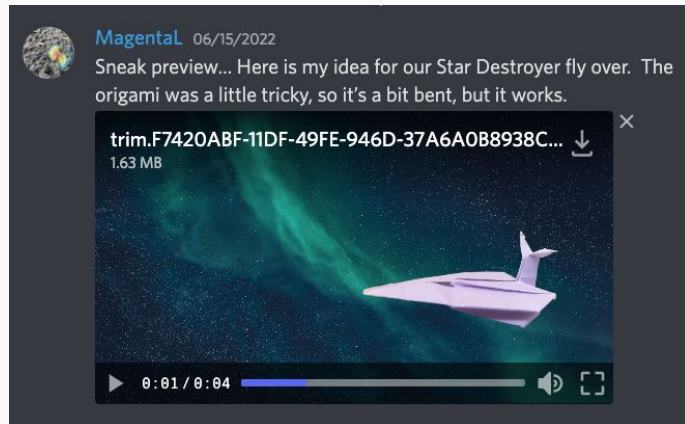
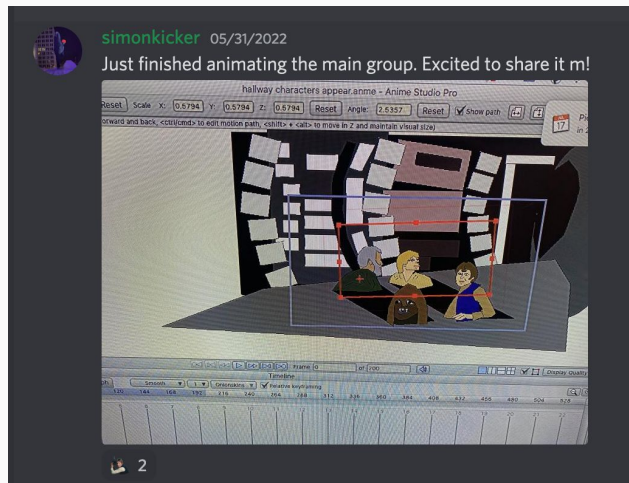
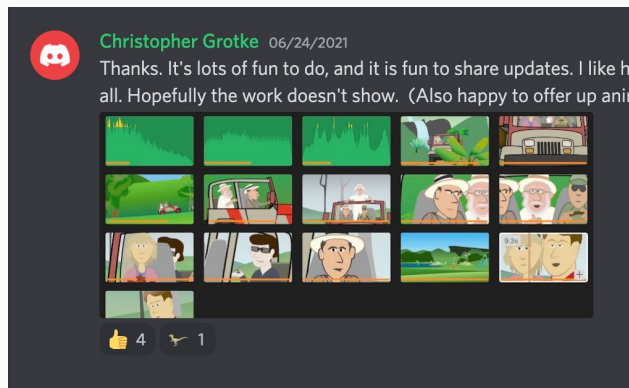


Clement 05/15/2022

Coordinating motifs is a great idea. I have both sections of the cantina scene so it won't affect me but it would be great for other composers.

1

Community Sharing



To try things out on the *Show Your Flair*
Server, join now:

<https://discord.gg/ndU2UDGp>

Thank You!

