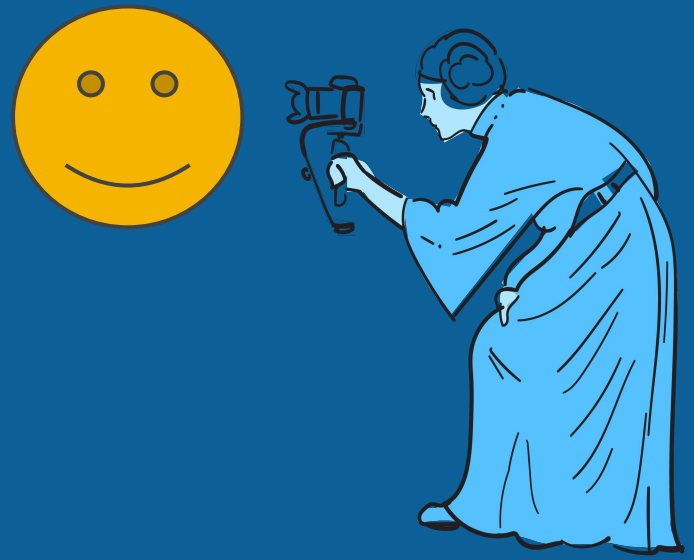
Show Your Flair

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.

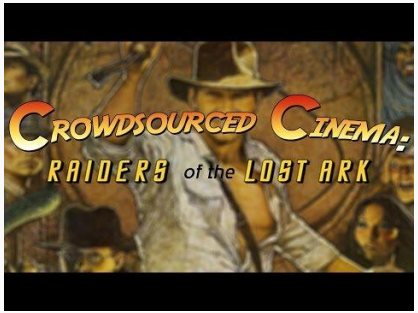
Identifying as a “creative” is behind a gate.
The project is fun, familiar, low risk - safe.
Failure is minimized with short scenes - safe
It appeals to both professionals and newbs.
It bonds people from he community and creates stories.

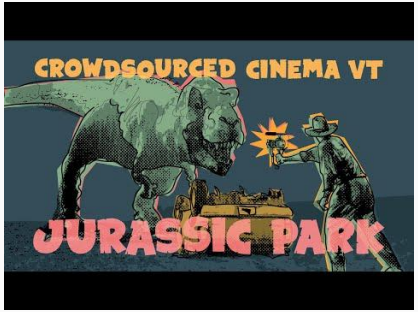
History of the Project

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


CROWDSOURCED CINEMA:
RAIDERS of the LOST ARK


CROWDSOURCED CINEMA VT
JURASSIC PARK

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.

Digging Into Discord

Crowdsourced Discord Servers

Isla Nublar - 2021 Crowdsourced Jurassic Park

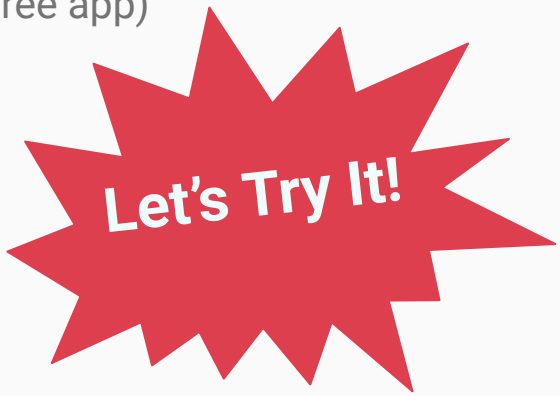
At Peak 89 Members

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



Go here to make your Discord Server:

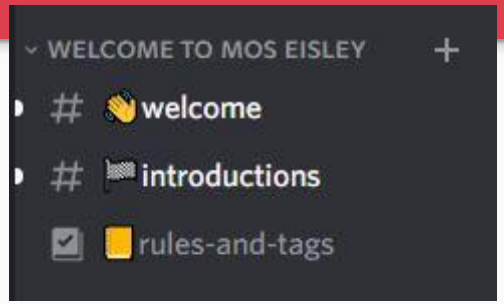
discord.com/

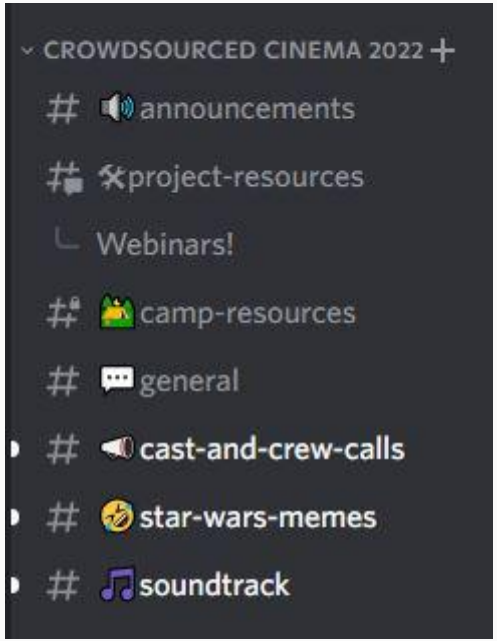
Go here to join the ACM Discord Server:

https://discord.gg/jV7Ugz9E

Channel Types

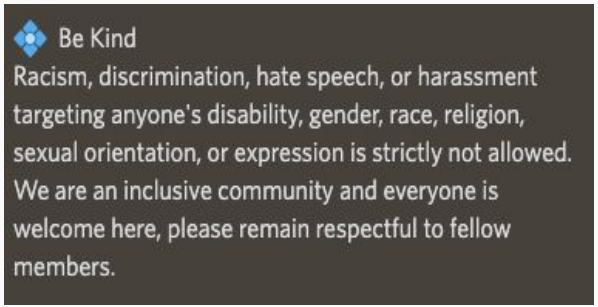
- **Introduction Channels** - The front door of the community
- **View Only Channels** - Great for announcements and resources
- **General Discussion Channels** - Provides a space for people to engage together
- **Admin Channels and Other Role-Based Channels** - Private channels for sub-groups.

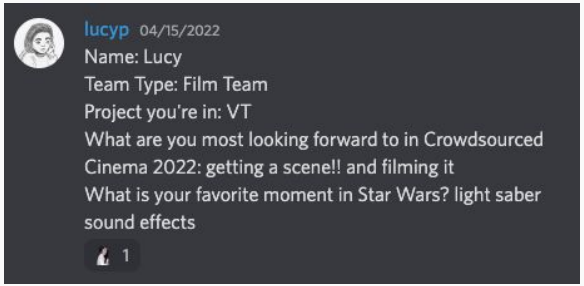




Introduction Channels

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





View-Only Channels

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

Pre-Production Webinar Resources:

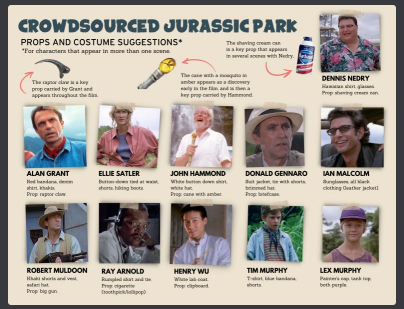
https://www.mediafire.com/folder/whjmht31t1c2p/Pre_Production
Workshop: Pre-Production Planning
Host: Kurt Broderson of MCTV in Middlebury, VT

Resources Include:

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

These production support materials are here to assist you in the production of your Crowdsourced project scene. This link contains a recording of the workshop and handouts. If you need assistance in accessing these materials offline, please contact your local access center. (edited)

Gin-gantosaurus - Media Factory 06/11/2021



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.

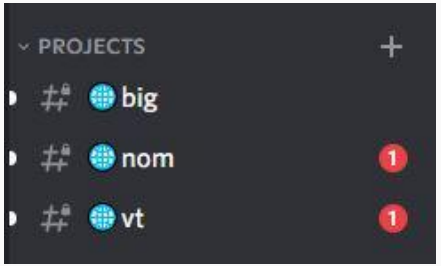
Several folks have asked about the colors we are using - this is the palette for the poster design and you are welcome to use it in your own designs.

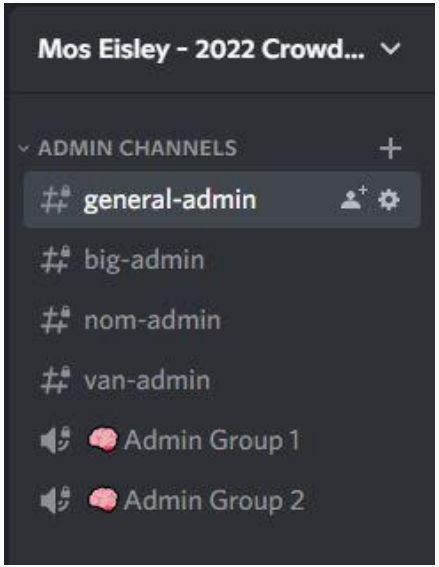
General Discussion Channels

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

Role-Based Channel Access

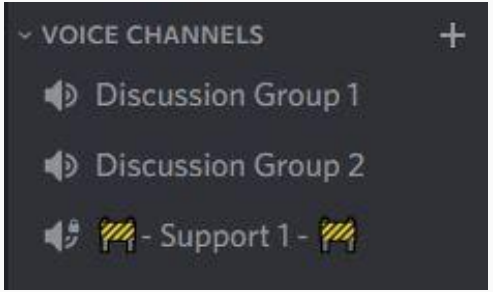
Role-based channels are great for creating smaller groups of people in your community. This can break out people by interest or create distinct channels for messaging.

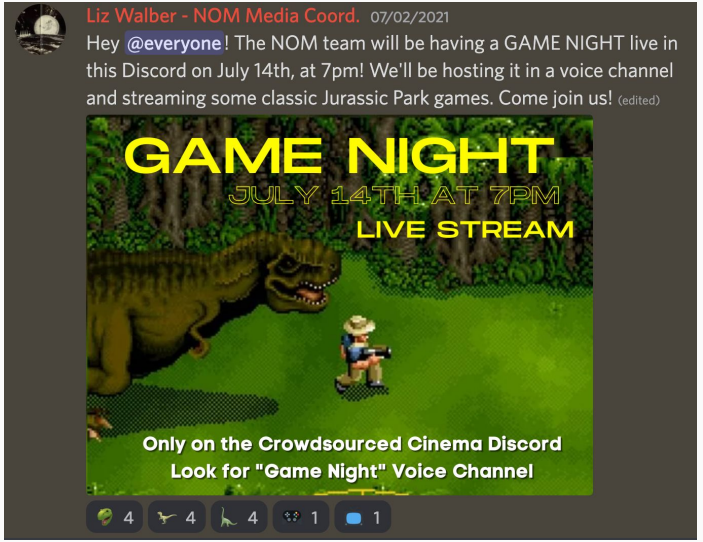




Voice Channels

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



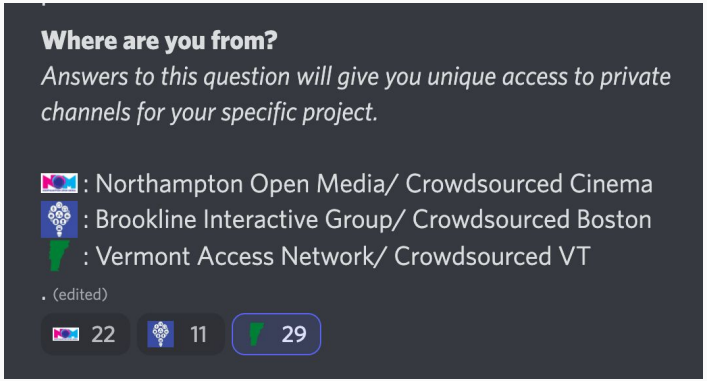


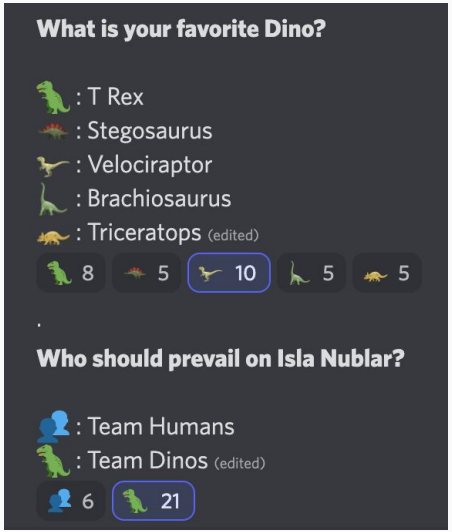
Let’s Make Channels

Back to the Discord - DEMO TIME

Assigning Roles and Permissions

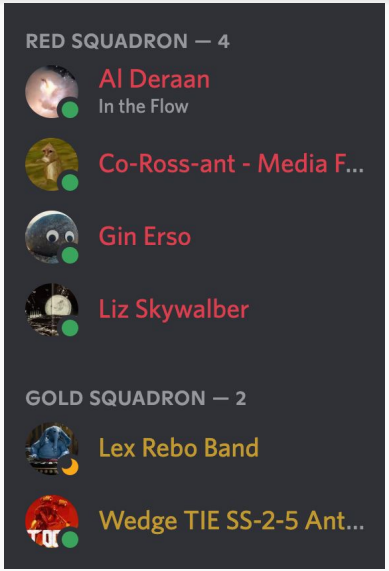
Roles can give people ways to express themselves and provide access to certain channels.

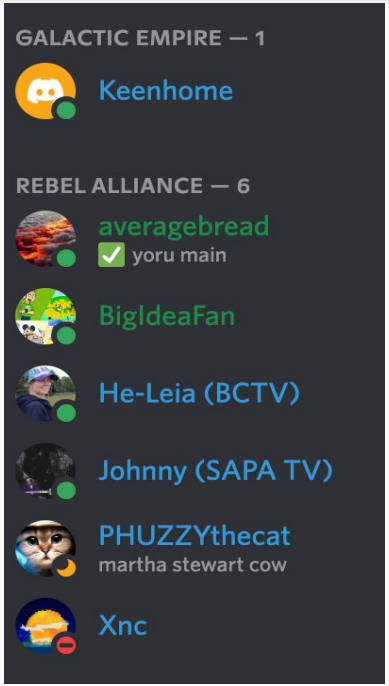


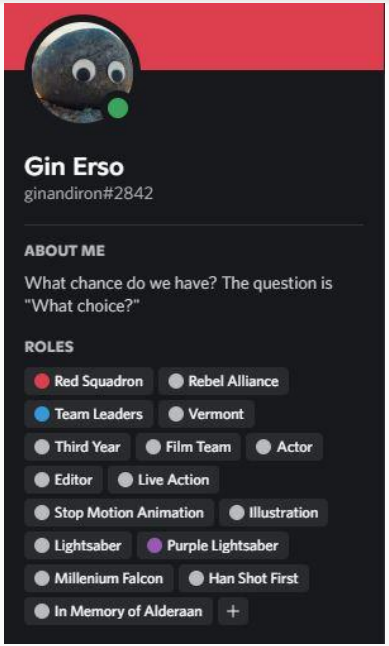


Organizing Your Members

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







Target Messaging with Roles

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

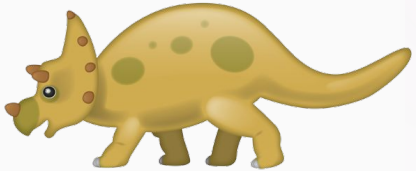
Making Your Server Unique

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

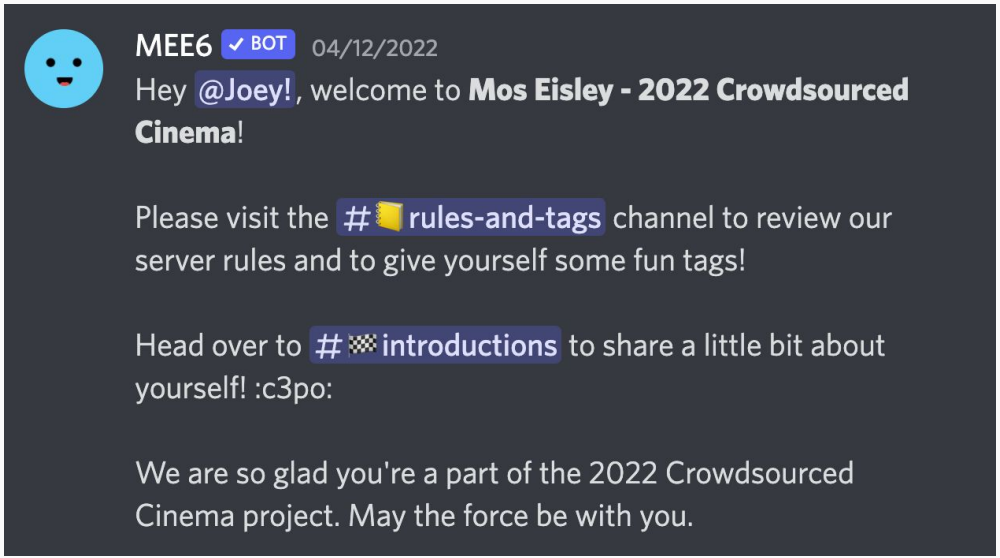
Lets make some emoji roles



Bots (Droids)

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

- Mee6
- Carl Bot



Building Community

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

Communication Strategies

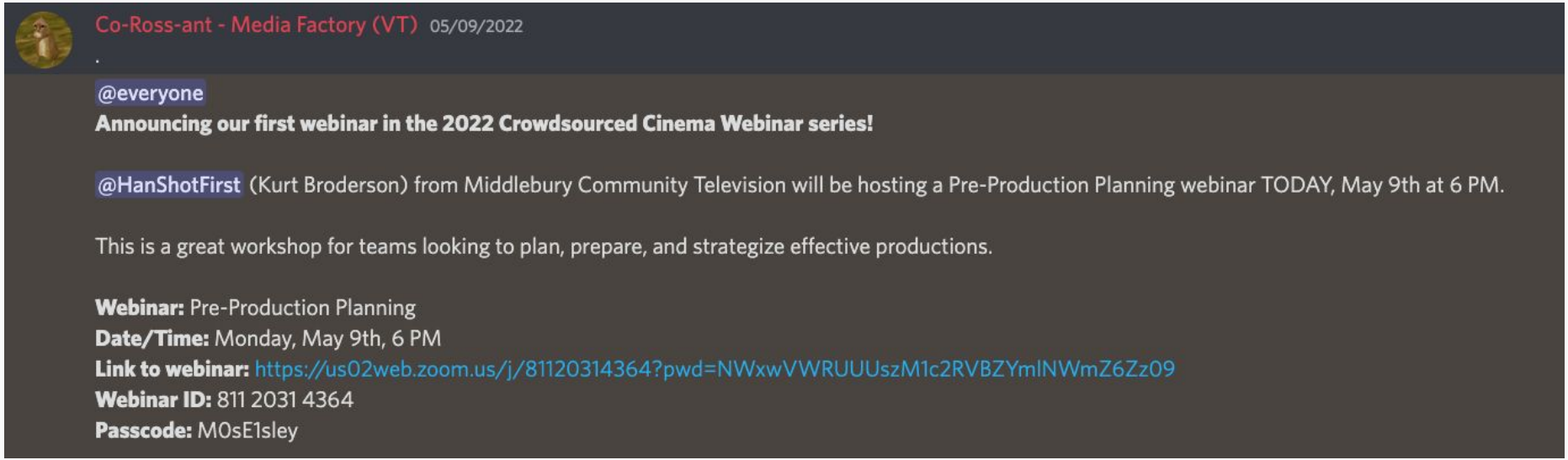
- Roles and Tags - can call out specific group of people

- **@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!

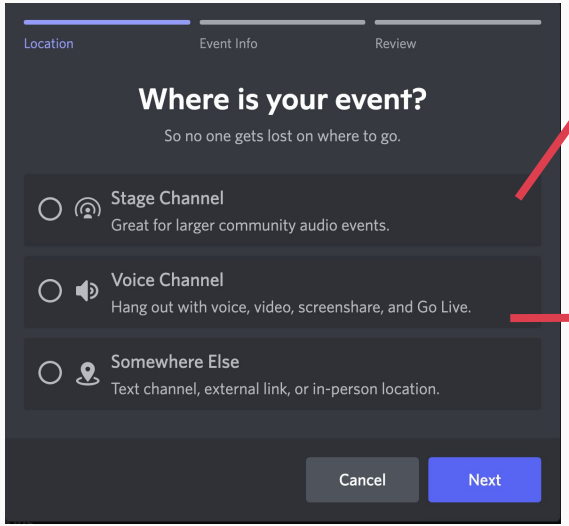
Hosting Events

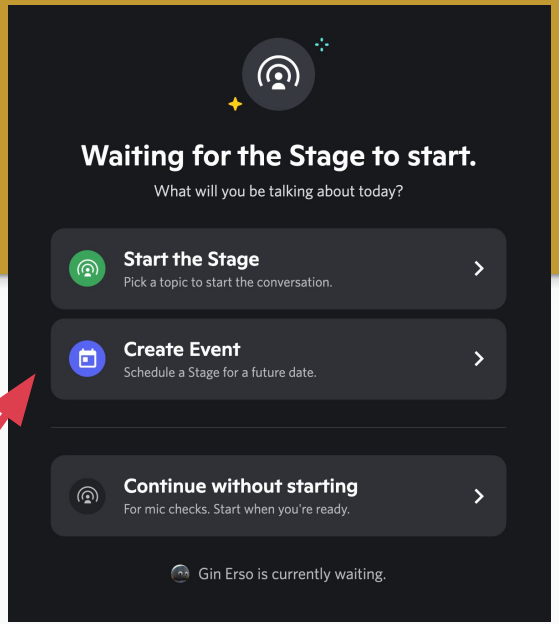
Events can be held in Discord voice channels or promoted via Discord.
GF - switch with Events schedule

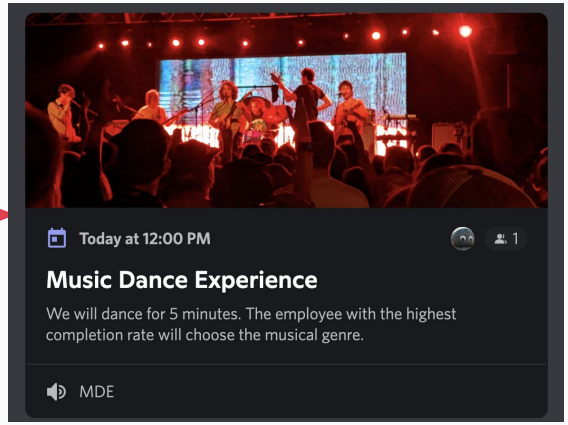


Hosting Events In Discord

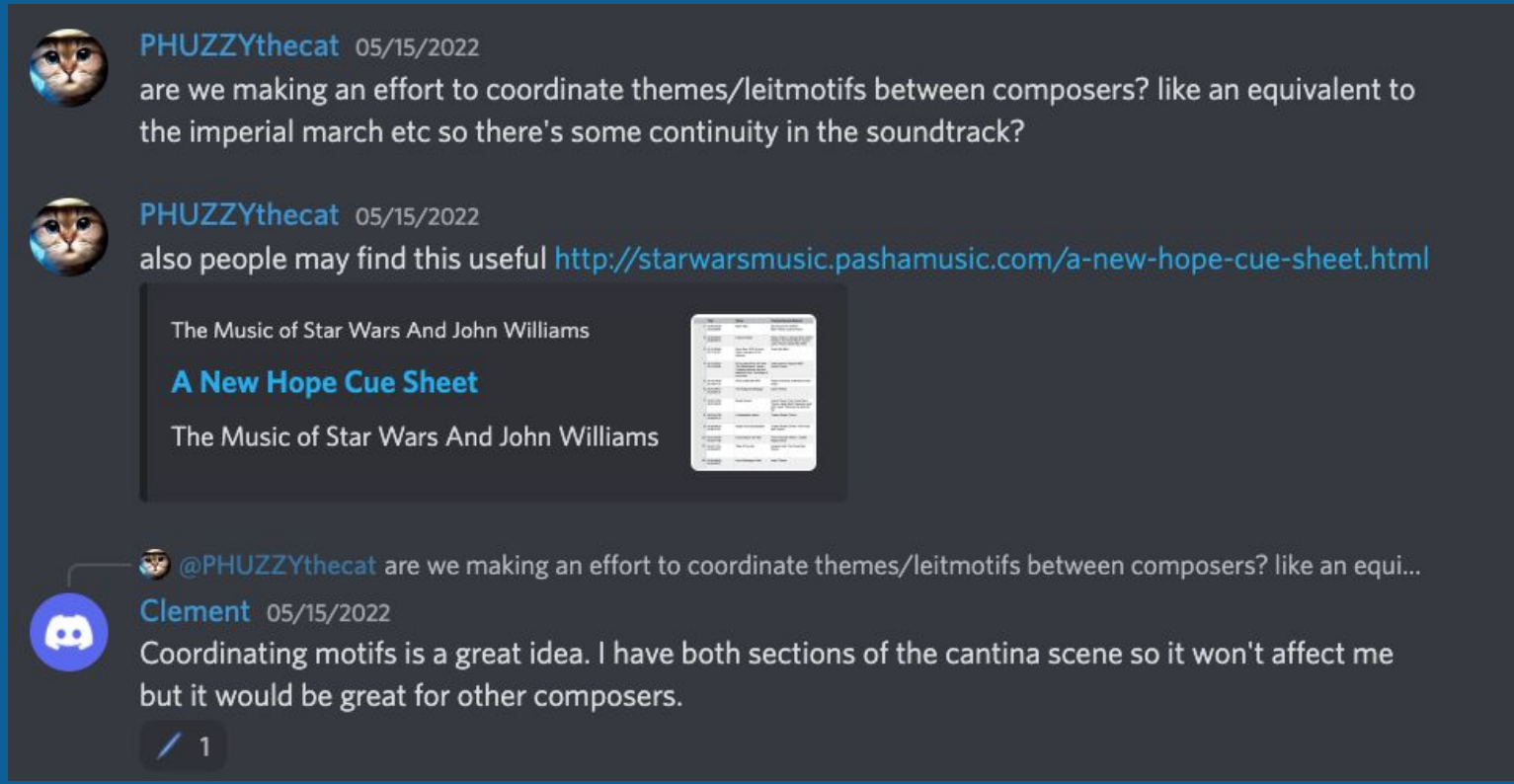
Main Menu / Create Event







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

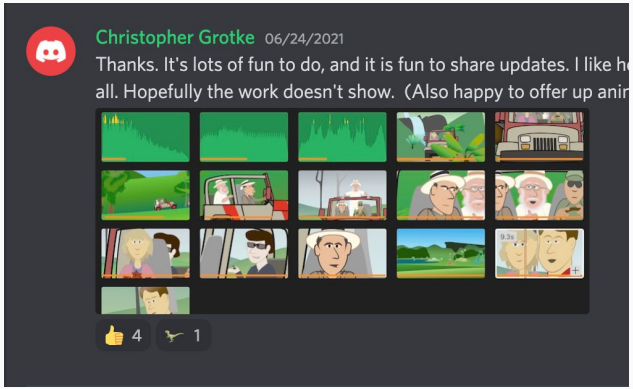
The Music of Star Wars And John Williams

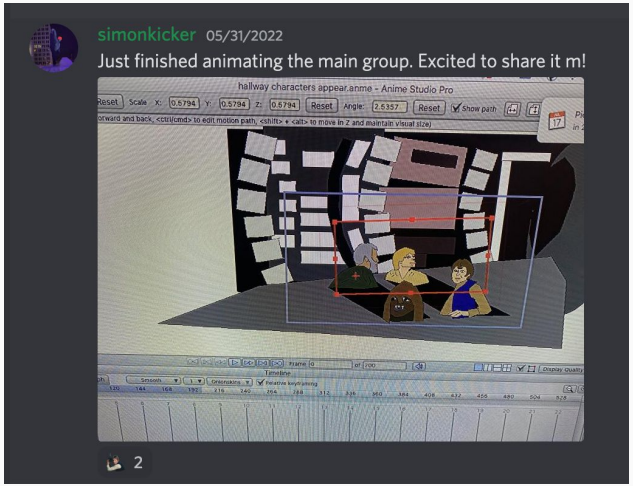
@PHUZZYthecat are we making an effort to coordinate themes/leitmotifs between composers? like an equi...

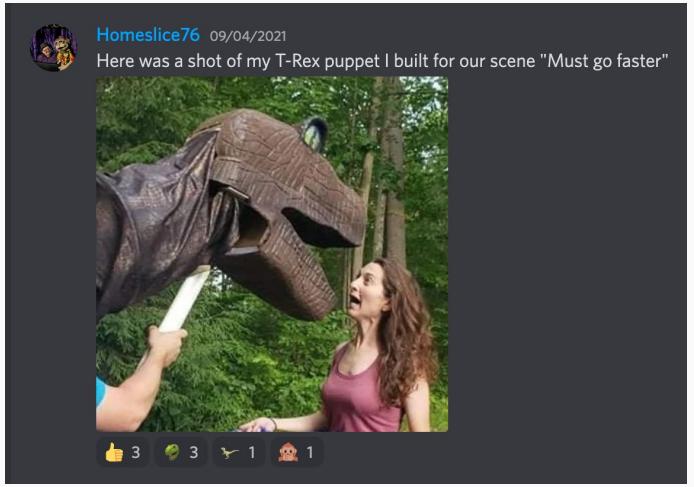
Clement 05/15/2022
Coordinating motifs is a great idea. I have both sections of the cantina scene so it won't affect me but it would be great for other composers.

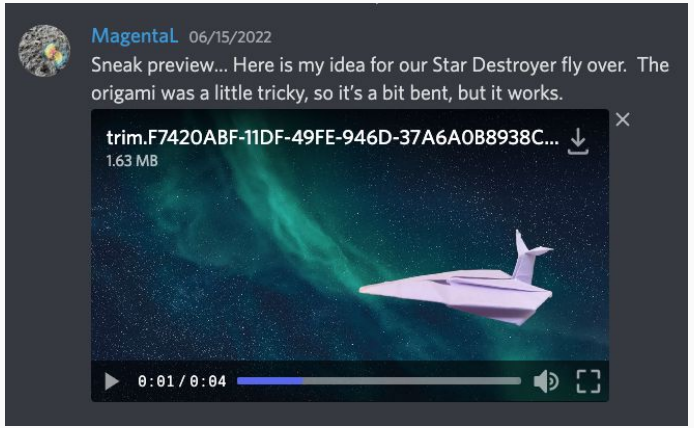
1

Community Sharing

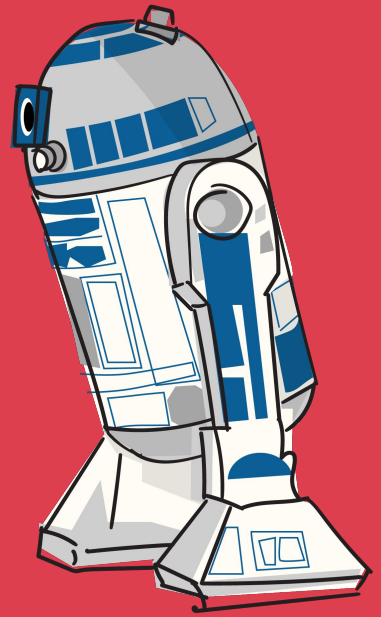








To try things out on the *Show Your Flair* Server, join now:

https://discord.gg/ndU2UDGp

Thank You!