



# CONCEPT DEVELOPMENT

That Will Change Your Idea of Video Making

1



Identify your purpose of making a video:

Do you want to make a video for:

- Promotion ?
- Content ?
- Sustainability ?
- Amusement?

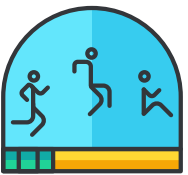
2



Prepare to step out of your comfort zone

- Thinking how hard instead of how easy to make a video.
- How much time can you afford to make one ?
- Anyone to work with ?

3



Every idea works, only if you can make it work.

- Be practical or be capable

4



You need collective mind to develop an idea

- Brainstorming and sharing idea session
- Active listening
- Keep asking questions

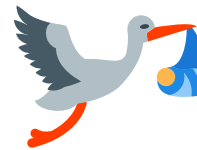
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Draw a concept map, write something or draw something anyway

- Keep writing down every idea
- To branch out and link the idea with possible and related factors

6



Need references to develop an idea

- Help visualising an idea
- Help building structure of narrative and storytelling
- Help communicating an idea with others

7



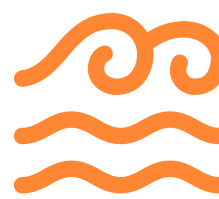
Find stories that you will relate and engage with

- Using story or sharing your learning experience with others who might feel the same.

-Try not to make it like a wikipedia



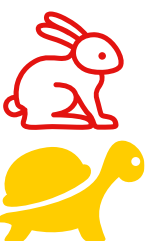
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Identify trendy subject matters

- Keep your fingers on the trendy buttons like Youtube, Instagram, Snapchat....
- Merging your academic idea to trendy topics

9



Think low and start with petty idea. You need to have room for your concept to grow

- Less money, less expectation, more creative room.

-Know how far you can go with your idea

10



Cases to share

- Case 1: Psychosis by HKHA
- Case 2: Bipolar by Time to Change