Module 4: Recording B-Roll and Stock Images

Rationale: B-roll is key to storytelling and documentary video projects, in particular, because it provides visual context, enhances storytelling, and adds depth to the narrative. It offers supplementary footage that supports and reinforces the main storyline, capturing details, emotions, and atmosphere that enrich the viewer's understanding and engagement with the subject matter. B-roll also helps to maintain visual interest, pacing, and continuity throughout the documentary, making it a vital element in creating a compelling and immersive viewing experience.

Standards Alignment | Grades 5–12

Michigan English Language Arts

- **SL.5.5–SL.8.5; SL.9-10.5; SL.11-12.5:** Use visual displays and digital media to clarify information and strengthen presentations.
- **W.5.6–W.8.6; W.9-10.6; W.11-12.6:** Use technology to produce and share work.

Michigan Social Studies

- **P1.2 (Grades 6–8):** Examine visual and historical sources for context, perspective, and accuracy.

ISTE Standards for Students

- **1.6.b – Creative Communicator:** Create original work or responsibly reuse digital resources in new productions.
- **1.6.c – Creative Communicator:** Use digital tools and visual media to communicate complex ideas.

Connection to Iconic Michigan: While the expert interviews or narration may be the main focus of a video, keeping the camera solely on the person being interviewed throughout can become monotonous for the viewer. To maintain engagement, filmmakers often insert b-roll footage into their documentaries. This keeps the visuals dynamic, with engaging images that change every five to ten seconds. This technique is something you'll apply as you create your own exemplar.

🎬 Media-Making Skill Boost

New to video production? Watch this short Read, Write, ROAR! mini-lesson:

- *How to Master Camera Movements* - https://www.youtube.com/watch?v=s-csnBG68lY

As you watch, think about:

- How could this skill support your own exemplar?
- How might you teach this concept to students?
- What challenges might students face with this skill?

Media Literacy Connection: *What creative techniques are used to attract my attention?*
B-roll is one of the creative techniques filmmakers use to maintain audience interest and add meaning to a story. By analyzing and creating B-roll, educators and students learn to recognize how choices about shots, framing, camera movement, and sequencing can influence what an audience notices, feels, and understands.

Watch this short documentary from *Iconic America - Boston Strong & Redemption* - https://tinyurl.com/yv3uycta

- Take note of ten different b-roll shots used, and describe the camera framing for each one.

Teacher Resource:
As noted below, the only images/footage other than what you and your students record that are allowed to be included in your videos are from the following two sites:

- *Library of Congress Digital Collection* - https://tinyurl.com/mr2mp53z
- Pexels (Free Stock Images and Footage) - https://www.pexels.com/
- Iconic Michigan Stock Footage and Image Sites Information - https://tinyurl.com/27wzmbh6

Additional Resources from Student Reporting Labs
1. How to Record B-Roll on Your Phone — https://tinyurl.com/53rhcbkx - Practical guidance for shooting supporting visuals using accessible equipment.

2. Filming 90-Second Stories — https://tinyurl.com/3bu7383d - Applies composition, lighting and audio techniques through hands-on recording.

Level Up video *Get That B-Roll* — https://story-maker.org/library/get-that-b-roll/- Level Up video on using supporting shots to tell a visual story. Teachers can add purposeful B-roll to a short interview clip.

Reflection:
1. How can b-roll and stock footage enhance storytelling in a documentary, and why is it important for creating a more engaging and informative film?

- Possible Answer: b-roll enhances storytelling by visually supporting the narrative, adding context, and keeping the audience engaged. It helps illustrate points made by the interviewees and provides smooth transitions between scenes.

2. Think about a hypothetical documentary you might create in your classroom. What are some b-roll shots you might include that you can capture on your own?

- Possible Answer: Teacher working at desk, classroom equipment, students working in groups, assignments written on the board.