
WORLD STORY ORGANIZATION

Changing the world, one story at a time.

Mission Statement & Vision • March 2009
Justin Edwards, Director



WORLD STORY ORGANIZATION

MISSION STATEMENT



The world has a story to tell..

World Story Organization is dedicated to providing a storytelling and film production education for communities around the world.

WSO identifies, initiates, and provides strategic guidance in curriculum development for starting film schools in countries with developing film industries.

WSO provides training and curriculum for local educators to temper it to their culture and stories, seeking to maintain indigenoussness.

WSO seeks to give a voice to stories around the globe in coordination with other organizations.

WORLD STORY ORGANIZATION

VISION

Our vision as we lay the foundation for WSO:

- To start new film industries, populated by indigenous stories.
- To discover new visual storytelling styles.
- To develop community and education efforts in the arts.
- To train faculty who will implement film programs in local communities.
- To share stories that have yet to be told to a greater audience.

How we hope to accomplish this:

- Creating adaptable curricula that can be geared toward local cultures.
- Hosting week or month-long workshops.
- Building 1-year film programs.
- Building 4-year college degree programs.
- Finding committed donors - financial, equipment, educational experts.
- Fundraising - script competitions, film festivals, dinners, conferences, etc.
- Partnership with film commissions, local universities, other NGOs.

Who is our target?

- Countries with developing film industries.
- University faculty and community educators.
- Prospective film teachers wanting to pass on their education.

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M E T H O D O L O G Y

The World Story Organization is primarily a curriculum and training provider to developing film industries around the world.

WSO works with local organizations in the arts to provide curriculum and training for teachers who, in turn, will use the curriculum and temper it to their culture and stories, emphasizing maintaining the indigenous voice.

In our goal of discovering new and indigenous visual storytelling styles, the influence of the Western (Euro-American) story with all of its archetypes, values, structure, and style could inadvertently stifle the indigenous voice that we are after.

In light of this, WSO is in no way a *provider of educators* to film industries around the world. It is our belief that, in order to maintain indigenoussness, training in film should primarily come from teachers within the same culture.

WSO provides the foundation for a film production education regardless of the classroom setting: from an extra-curricular program for high school students, a 4-year program for a degree-granting institution, evening classes at a local community arts center, month-long workshops, and so on.

WSO is also a connection for production equipment from generous individual donors, major corporations, small businesses, media and arts commissions, and the like to provide cameras, lights, sound, and editing equipment with identified educators.

WSO provides the foundation for film industries around the world to take the first steps in establishing their unique voice in the global cinema.

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SAMPLE CURRICULUM

Photography

Making a good picture
Shutter speed
Aperture
Working with light
Elements of design

Editing

Importing
Cutting
Transitions
Working with time
Pacing a scene
Out to In to Out
Matching action

Development of the Motion Picture

History
Technology
Theory
Hollywood System

Documentary Filmmaking

Finding the story
Writing
Capturing moments
Editing

Intro to Image & Sound

Still camera
Video camera
Sound recording
Lighting
Audiovisual comm.

Introduction to Cinematography

Lighting
Composition
Covering a scene
Focus
Pan, dolly, zoom
180 degree rule

Narrative Strategies

The Short Film
The Feature Film
Character Archetypes
Genre studies

Production Design

Set design
Lights
Wardrobe
Makeup

Intro to Storytelling

3-act structure
Hero with 1000 Faces
Writer's Journey
Dramatic beats
Rising action
Climax - Resolution
Character

Introduction to Directing

Working with actors
What characters want
Script analysis
Storyboarding
Working with camera

Contemporary Hollywood Cinema

Current hits
Directors
Screenwriters
Producers
Trends

Screenplay Adaptation

From the news
Novel
Short story
Graphic novel

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SAMPLE BUDGET 2009-2011

PROJECTED INCOME:	2009	2010	2011	TOTALS
Church Sponsors	1200	1200	1200	3600
Business Sponsors	6000	12000	18000	36000
Individual Contributions	6000	9000	9000	24000
Grants	0	6000	6000	12000
TOTAL INCOME:	\$13,200	\$28,200	\$34,200	\$75,600
PROJECTED EXPENSES:				
Salary	0	0	0	0
Office Space/Eqp/Sup*	1000	14000	16000	31000
Utilities	0	1200	1200	2400
Telephone	1200	1200	1200	3600
Postage	500	500	500	1500
Programs**	0	1000	2000	3000
Insurance	1200	1200	1200	3600
Conferences	2000	2000	4000	8000
Training/Library***	0	2000	2000	4000
Transportation	3000	3000	3000	9000
Cameras	1000	1000	2000	4000
Sound equipment	600	600	600	1800
TOTAL EXPENSES:	\$10,500	\$27,700	\$33,700	\$71,900
NET:	\$2,700	\$500	\$500	\$3,700

* Office Space: WSO plans on opening an official office in 2010.

** Programs: Yearly film festivals and screenwriting competitions to showcase the work WSO-provided education has accomplished around the globe.

*** Training/Library: WSO hopes to open doors for its first film program sometime in 2010.

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A BRIEF HISTORY

World Story Organization was founded by Justin Edwards in April of 2008. Edwards has a background in film production, multimedia development, curriculum, and spent a semester studying in Kenya in 1999, where he first became interested in seeing Kenya's film industry come into its own.

Since then, Edwards completed his B.A. in *Performance, Production, & Culture* and his M.Ed. in *Career & Technology Education* from Bowling Green State University. In 2007 he first began to connect the dots between his love of Africa, film, and education. This would ultimately lead to starting WSO in 2008.

In May of 2008 Edwards moved to Kenya to establish WSO's presence with the Kenya Film Commission as a provider of education and training in film for Kenya's blossoming local film industry. At this time, WSO was also approached by Daystar University in Nairobi, Kenya to develop a 4-year degree program in film production, which will be the first of its kind in East Africa.

Edwards is continuing his work in Kenya in 2009. WSO will be delivering a 4-year degree program curriculum to Daystar University in March. In April, WSO will be hosting their first production workshops, in partnership with the Kenya Film Commission and Hot Sun Foundation, a visual arts foundation that serves Kibera, the largest slum in Kenya.

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WHERE DO YOU COME IN?

- Promote and publicize WSO among colleagues and educators who may wish to contribute or participate in curriculum development and training.
- Consider partnering with WSO to establish an annual or monthly corporate donation that would provide needed equipment and supplies for WSO's training programs.
- Donate personally by creating a scholarship fund that can be used to provide transportation, books and materials, room and board for future film educators who attend WSO's training programs.

WORLD STORY ORGANIZATION

C O N T A C T

Please feel free to contact World Story Organization:

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And please visit us on the web for up-to-date news and information:

www.worldstoryorganization.org