

Celebrate ECO Heroism

A Media Arts Program Guide For Educators



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Puffin Foundation, Ltd.

Celebrate ECO Heroism with The MY HERO Project



A Guide for Educators by Wendy Milette

The MY HERO Project uses media and technology to celebrate the best of humanity and empower people of all ages to realize their own potential to effect positive change in the world.

*Wendy Milette is the Director of MY HERO's Media Arts Education Program
And The MY HERO Film Festival.*

Celebrate ECO Heroism is a Media Arts Education Program that highlights local and global heroes working to protect the environment.

Through the course of this program students watch award winning short films, learn to use media, interview local leaders working to protect the environment, and create works of art that celebrate eco-heroism.



Director Wendy Milette teaches students about camera composition

This guide is based on a 12-week after-school program designed for 3rd and 4th graders at the Laguna Beach Boys and Girls Club. (myhero.com/LBBC)

This program was made possible with support from The Laguna Beach Community Foundation and The Massen Greene Foundation.



Field Trip to Crystal Cove Alliance with the Boys and Girls Club Eco Heroism Class

Celebrate ECO Heroism is a Media Arts Education Program that highlights local and global heroes working to protect the environment. Through the course of this program students watch award winning short films, learn to use media, interview local leaders working to protect the environment, and create works of art that celebrate eco-heroism.

Below is feedback from students who took part in the Celebrate Eco Heroism Pilot program:

“Learning about different heroes and what they do. I learned that many plant and animals are in danger. I loved everything in MY HERO!! This was one of the best programs I have ever been in.”



“We got to make movies and music to express yourself and I liked that because I never did that before so that was cool.”

“Seeing how you can help the earth, I like it because maybe you can become a hero.”



Comments from the Parents:

~ “The messages you are sending to our children and the way they can use them is a lifelong benefit as well as how much they grew and their personal sense of pride and esteem.”

~ “MY HERO is a great program for kids to learn to take care of the ocean and animals.”

~ “My daughters enjoyed learning and meeting people that were engaging.”

The following guide can be customized to create a unique Celebrate ECO Heroism for your community:

PRE-PRODUCTION COORDINATION

Determine how many students you can accommodate in the program based on space and media productions tools. Then create a flyer to announce the program. Include permission slips for parents/ guardians to sign for their children to take part in this media arts education program. Since students will be on camera and will be interviewing local heroes you need parental permission to use the media online and to share with local press and not for profit organizations to promote your program. You will also need parental permission for students to join in field trips if that is an option for your group. ([link to release forms and flyer](#))

Build your team

Identify local partners: artists, educators, media professionals, college interns, parents & staff who will help to implement the program in your community. You may find that there are members of your community that would be happy to share their expertise with your students.

Identify guest speakers

Invite leaders from local environmental organizations to speak to your students. Many local organizations have developed media presentations for this kind of outreach. Be sure speakers understand that the students are learning media skills and will want to have the opportunity to interview them on camera. Be sure they understand that their talk should be limited to no more than ten or fifteen minutes to leave time for questions. ([sample organizations](#)) ([sample letter](#))

Identify Fieldtrip locations

Find local wildlife centers that will be suitable for fieldtrips with your students.

Introduce the leaders of local not for profits that support these nature centers to your vision for the program, explain the number of students, the time frame of your program and your desire to bring the students to visit their educational center for a field trip. They may have resources to help cover the cost of transportation if they understand the specifics of your program.

For example in this model program The Crystal Cove Alliance and The Laguna Canyon Conservancy covered the cost of transportation for the students come from the Boys and Girls Club to visit their sites.

Equipment inventory

Here is a list of equipment that will be necessary for starting this program:

- ~A video-projection system or large monitor for showing movies.
- ~Loudspeakers that can connect to the computer for showing movies.
- ~Internet access is preferred but not essential.

Media Production Tools: digital still cameras, microphones, video cameras, headphones, digital tape recorders, computers with Internet access, computers with video and photo editing software programs...cables, portable hard drives for media storage, tripods, lights, video tape.

The project can be modified depending on your access to these tools, so if you have limited video production resources do not give up!

If you do not have internet access in your classroom MY HERO will provide you with DVD's.

Camera Composition & Interview Techniques

Exploring the CAMERA and learning about composing shots

 **Film: MY HERO Report: Slater**

Using digital cameras is fun and easy. Students enjoy exploring creativity with digital images.



ACTIVITIES:

Cameras & microphones:
practice composing shots and interviewing each other

Computers:
study photographs & films on myhero.com



Field Trip: Crystal Cove



Introduction to the non-profit conservation group: Crystal Cove Alliance

Celebrating the beauty of nature is a great way to raise awareness about the need to preserve wilderness. Students should be encouraged to think about the kinds of shots they'll need to create video montages of their expedition. MY HERO students reporters are encouraged to use digital cameras and audio recorders (still and video) to document what they are learning to share with others in the community and online. If nature guides or other experts are present students will also have an opportunity to practice their interview techniques.



Film: Celebrate ECO Heroism at Crystal Cove State Park



Crystal Cove Alliance Fact Sheet

Ocean Conservation: One World One Ocean

Film: One World One Ocean

Sustainable Seafood Lesson

Discuss the concept of sustainable seafood with the students to familiarize them with good choices of fish to eat and fish to avoid eating and why. For more information:

<http://www.montereybayaquarium.org/cr/seafoodwatch.aspx/>

-  **Fish to avoid eating**
-  **Fish that are good choices to eat**

Stop Motion Animation

SUPPLIES NEEDED:

-  Seafood Story Script
-  Seafood Story - list of characters for casting students

Start with a script along with fish cut outs and an underwater-like painted background. Use a good USB microphone for recording voice-over into the computer.

ACTIVITIES:

Computer with USB mic – Assign roles and record students reading Seafood Story Script.

Camera – Set up stationary camera focused toward the ground on the painted background and have students assigned to assist with shooting one frame at a time and slowly moving the fish (one frame at a time) across the background to illustrate the story. [Patience needed]

Putting it all together:

Work with select students in post-production editing. We introduced iMovie to edit the pieces together.

-  iMovie Basics
-  Seafood Story (created in program)



ECO HERO Portraits



Film: Eco Warrior



Guest Artist: September McGee

ACTIVITY:

Drawing Hero Portraits

All class activity under the guidance of guest artist.

SUPPLIES NEEDED: Drawing Paper & Oil Pastels & tools

Include print outs with photos of local heroes & heroes from the films for reference.



QuikScience Presentation

 **Film:** Trash Talk

Film discussion: Talk about how young people can make a big difference by taking action, making films and inspiring others.

Guest Presenter Ryan Ashton,
from **Quiksilver Foundation**

Local environmentalist Ryan Ashton shares the details of the QuikScience competition and brainstorms with students the many ways that they can be pro-active in helping the environment.

Activities:

Cameras & Mic: Students practice interview techniques with the guest speaker.

Computers: Encourage exploration of music authoring programs like Garage Band or Audicity.

 **Garage Band Tutorial**



Eco Song Creation

Music Video & Post Production

 **Film:** Don't Give It All Away

Film Discussion: Discuss the creativity that Slater uses while editing stock footage along with her own footage to illustrate the song.

Preparation: Using digital audio software (Garage Band) invite a musician to record a basic rhythm track that can be used as a starting point for creating an original song.

Group Activity: Listen to the rhythm track with students and invite them to create & perform lyrics of their own. Record the student's performances with a USB Microphone plugged into the computer. Involve the entire group by coming up with a simple Chorus for the song that they all can sing. Assign selected students to take stills and video of the recording session.

Putting it all together:

Using digital editing software (iMovie) begin the post-production process. Have the musician output the final song as an audio file and work with select students to edit the recording session footage into a music video.

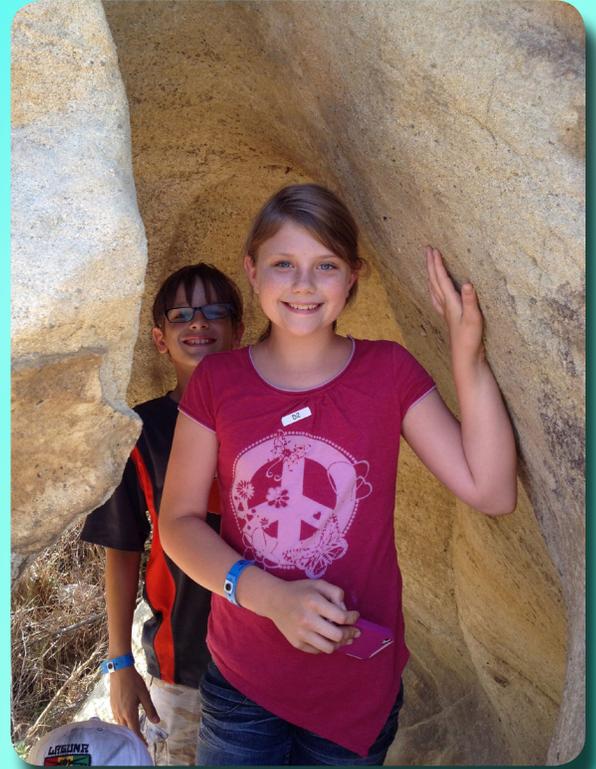
 **Eco Hero Rap (created in program)**



Field Trip to Laguna Coast Wilderness Park

<http://www.ocparks.com/lagunacoast/>

Assign still cameras and video cameras to selected students to practice being reporters and documenting the wilderness outing. Allow time for students to interview the naturalists on the hike. Emphasize the importance of preserving wild places for people to appreciate for years to come. Allow quiet time for listening to nature and experiencing the peace of the land.



Nature Mural

Film: Help Mary Save Coral

Film discussion: Miranda Anderson is an award-winning filmmaker who submits work every year to the MY HERO International Film Festival. She started making films when she was in Elementary School and now continues to submit work as a Middle School student.

Guest Presenter: Robin Altman, <http://www.rwethealtman.com/> Robin shares her enthusiasm for art and some simple concepts about mural design.

ACTIVITY:

Nature Mural Painting

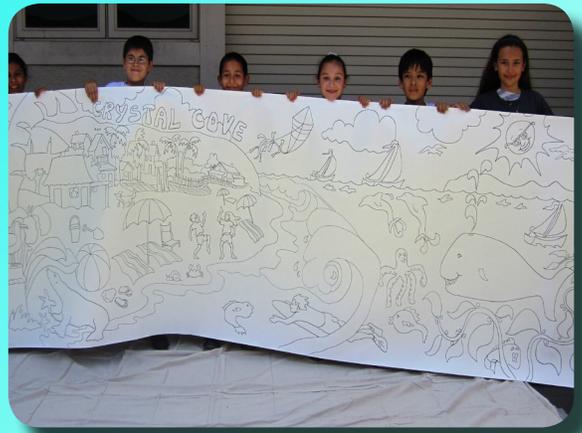
SUPPLIES NEEDED:

6' x 4' canvas, paint & brushes & sponges, tarp

Preparation:

Give canvas to the artist prior to the class so that they can create an outline for the students to paint into. Celebrating nature is a good theme for this project.

Cameras: Assign selected students cameras to document the fun and colorful process.



Prepare art and media for FINAL SHOWCASE

Film: Tiger Talk

Film discussion: Brainstorm the impact of watching this film and the work of WWF to protect wild animals.

ACTIVITY:

Preparation

Hang art on the walls and the mural in a hallway. Organize digital graphics, photos, audio & film files into a FINAL MEDIA folder on the computer.

Preparation:

Give canvas to the artist prior to the class so that they can create an outline for the students to paint into. Celebrating nature is a good theme for this project.

Cameras: Assign selected students cameras to document the fun and colorful process.



Celebrate ECO Heroism

Credits



The MY HERO Project Team

Jeanne Meyers - Co-Founder & Executive Director

Wendy Milette - Program Director & Media Arts Mentor

Dave Kelly - Media Arts Mentor & Camera Operator

Stuart Pearlman - Media Arts Mentor

Daniel Chavez - Media Arts Mentor

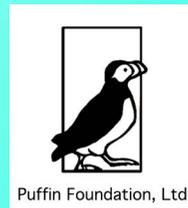
Charlie McMahan - Media Arts Mentor & Camera Operator

Nathan Smith - Media Arts Mentor

Jonathan Anderson - Graphic Designer

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Participating Organizations

Crystal Cove Alliance

Harry Helling & Sue Magdziarz

Crystal Cove State Park

Ranger Winter Bonnin

Laguna Canyon Foundation

Maxwell Borella

Jordan Van Durme

Laguna Coast Wilderness Park

Laura Cohen

Laguna Beach Police Department

Nicki Atkinson

Quiksilver Foundation

Ryan Ashton

Artists

Robin Altman - Mural Design

September McGee - Portrait Art

Contact MY HERO For More Information:

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