



**Geonewmedia**

**VIDEO  
FOR SCIENCE  
COMMUNICATION**

[www.geonewmedia.com](http://www.geonewmedia.com)  
[trevor@geonewmedia.com](mailto:trevor@geonewmedia.com)  
0425 371 812



# SEEING IS BELIEVING

Video is an effective way to profile your organisation to your stakeholders, customers, and recruits. Today, digital video communication is a cost-effective, powerful way to engage your audience, instantly creating clarity

from complex content. Video stories can reach your audience online, through social networks, at events, on the small screen or the big screen. A video story can take on a life of its own and is a tangible demonstration

of your organisation's performance and outcomes. By showcasing real people with real stories, video can influence decision-makers and the community.

# COMBINING VISUALS WITH TEXT IMPROVES COMMUNICATION

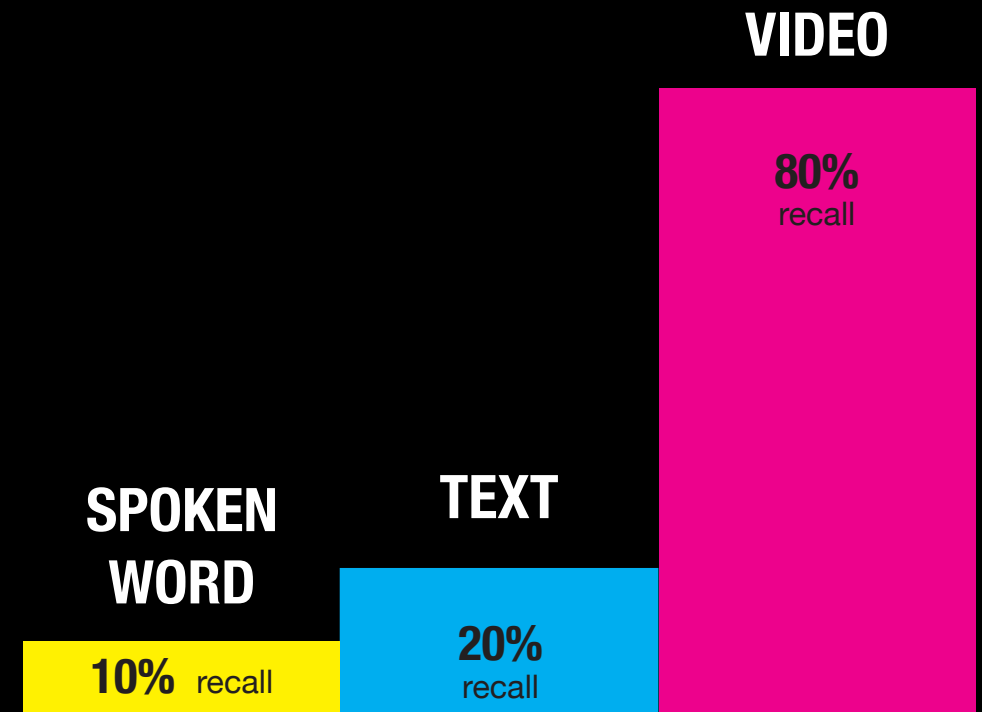
**BY 89%.**

“Visual Language and Converging Technologies in the Next 10-15 Years and Beyond” by Robert E. Horn, Stanford University, Dec. 2001.



# HOW WILL YOUR MESSAGE BE REMEMBERED?

“Syntactic Theory of Visual Communication”  
by Paul Martin Lester, 1996. The Noun Project





# EXPERTISE

Geonewmedia specialises in cinematic, digital videos on science, environment, health and safety. We have over 15 years experience in producing video content for broadcast, museums, web, and mobile devices. We are a caring

company with a love for wildlife, nature and people. Our team includes training specialists, earth and environmental scientists, video producers, and storytellers. We can deliver to any screen and in most languages.

**“The art of visual expression  
– turning complex content  
into clarity”**

# SERVICES

Business Video Profile  
Documentaries  
Web Videos  
Stakeholder Video Communication  
Time Lapse Photography

Environmental Health & Safety Films  
Research Presentations  
Language Services  
Induction videos  
Training DVDs

Internal Video Communication  
Aerial Cinematography  
Event Filming  
Products Launch Videos

## WHY WORK WITH GEONEWMEDIA?

- We come from a science background
- We have a proven track record in producing high end digital media
- We are committed to the best possible result
- We produce engaging video content from complex science data
- We pride ourselves on a blue chip cinematic look

# CASE STUDY

Showcasing WAMSI's research

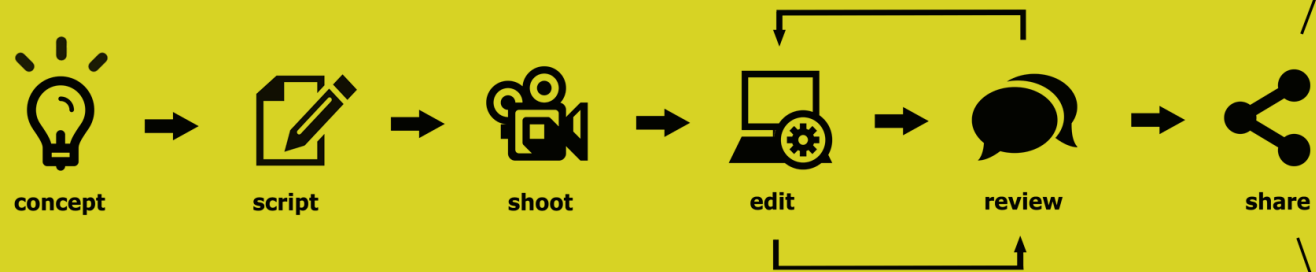
## The challenge

The Western Australian Marine Science Institution (WAMSI) is a leading Australian marine organisation, bringing together 15 partners including State, Federal, industry and academic entities, working together to deliver large-scale marine research in a multi-disciplinary and holistic way.

In 2012, five years after their establishment, WAMSI wanted to showcase the outstanding science outcomes they had achieved, in a way that would resonate with decision-makers and the wider community more effectively than an annual report.

WAMSI engaged Geonewmedia to produce a video that would not only help them to raise their profile and build a credible brand, but would make complex scientific achievements accessible and create an emotional connection with a broad audience.





# CREATING THE VIDEO


With hundreds of field research projects and several hundred scientists, telling a cohesive story with any great depth was going to be a difficult task. We did not want to create just another corporate propaganda video. We knew that great stories are not just about

the discoveries but about the people involved and the journey they took.

To narrow the scope, our team of researchers went on a quest, interviewing more than 70 individuals selected by the WAMSI communication

office. We were looking for 7 of the best stories to make the documentary.

A second challenge was keeping costs down while still creating a blue chip, documentary look. WAMSI had the budget to send our film crews to only a few of their many field sites across WA.



Dr Tom Hatton  
CSIRO

An innovative approach was required to include the many scientists that we could not film in the field locations. We conducted the first round of interviews by phone, and once we had identified which stories to use, we interviewed these scientists during the course of one week in the studio. Using the magic of a green screen (as a

backdrop to the interviewees) we could place spectacular marine science footage behind them. We shot some of the field footage ourselves and WAMSI partners and scientists provided the remainder. Using this technique, we achieved a cinematic look and all the scientists involved had the opportunity to visually showcase their work in a

way that engaged the audience.

With any video project, one of the key challenges is to distill the common themes from all of the information gathered, in order to create a new story that resonates with the audience. At Geonewmedia, we love this part of the work.



After our rigorous research effort we found that these 70 scientists shared a passionate curiosity and sense of awe about the natural world. They were also highly collaborative, working with colleagues not only in WA but across Australia and around the world.

One of our favourite stories from the project involved three WAMSI scientists who discovered the power of curiosity and collaboration early in their careers as PhD students at James Cook University. Chris was studying corals at the Ningaloo reef off Western Australia and Russ and Jamie were studying the Great Barrier Reef. Getting together over drinks one warm Friday evening and comparing notes on their observations of coral spawning, they wondered,

**“Wouldn’t it be wild if all the corals spawned at the same time?”**

The team embarked on a series of field studies and determined that is exactly what happens. The mass coral spawning they discovered is one of the greatest reproductive events on the planet, synchronised over thousands of kilometres. The aggregations of eggs on the ocean’s surface are so expansive they can be seen from space. The power of curiosity and collaboration evidenced by this story fit perfectly with the values WAMSI wanted to communicate in their documentary.

**Video must be  
credible, convincing,  
timeless, and real.**





## THE RESULT

The result was our film ‘Western Australia’s Ocean Environment – A Voyage of Discovery.’ The seven chapters, each covering a different topic, can be watched independently as short films. Combined they form a 30-minute linear documentary for

museums and cinema screens. The film showcases the work of scientists young and old and highlights the benefits of collaboration, sharing knowledge, and building long-term relationships within the science community.

The short films and full documentary screened at science symposia, at museums, in schools and universities throughout Australia, and at national and international film festivals. The YouTube version on the WAMSI website has been viewed more



than 20,000 times, and we still get comments on this work today from the marine science community.

You can see it at:

[www.geonewmedia.com/films](http://www.geonewmedia.com/films)

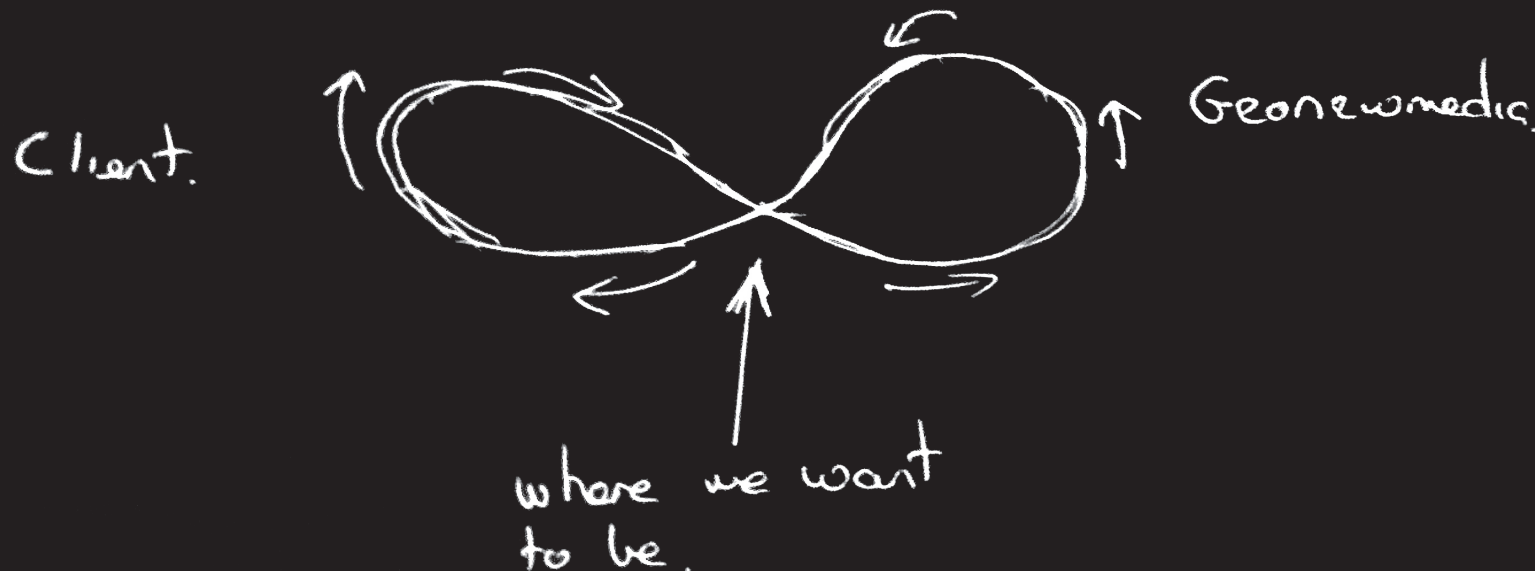
**“Working with Geonewmedia has been really worthwhile. They are very flexible, respectful and engross themselves in your project fully. A great working relationship develops, that optimises the deliverables as the common goal.”**

*Dr Steve Blake, CEO (2006-2012), Western Australian Marine Science Institute.*

To find out more about the process, inspiration, and practice we use to create a short video story, read on.

# PROCESS

At Geonewmedia we have developed a seven-step process that helps us work with our clients to deliver outstanding results. We have honed this process over many years of experience, incorporating elements we observed, learned about, and tried until we discovered a method that worked best for us and our clients. We are constantly refining it, and we use it as a guide, leaving room for creativity, inspiration and innovation.



# 1. LISTEN

We assume our clients intuitively know what they like but need help to create a visual language to express it. We work with them towards an “Aha!” moment that says we’ve hit the target. We are there to translate their literal and thematic messages into a visual story. We do this by listening, asking questions and confirming.

We start by finding out what is driving them. Our clients want their ideas to be heard. Our aim when listening to them is to discover their unique and compelling story and the central themes that power it. What is the organisation’s history? What are they proud of? What are their shortcomings? Their core values? This is pure GOLD. After we have found their story we ask our clients to show us some of their other corporate videos. We ask, what do you LOVE? What do you HATE?

At this point we will have an idea of what the unique story is and what they want their audience to feel. Listening to our client in this way helps us uncover what they want most from the video.

# 2. UNITE

Cooperation is the foundation of any team effort. We believe everyone involved—the client, project managers, directors, subjects, and most importantly the audience—should have a voice in the creative project. We are all making the same film. It is critical that everyone is included early, and we try to involve the client early and often. In this way we maintain a clear goal we are all heading for.

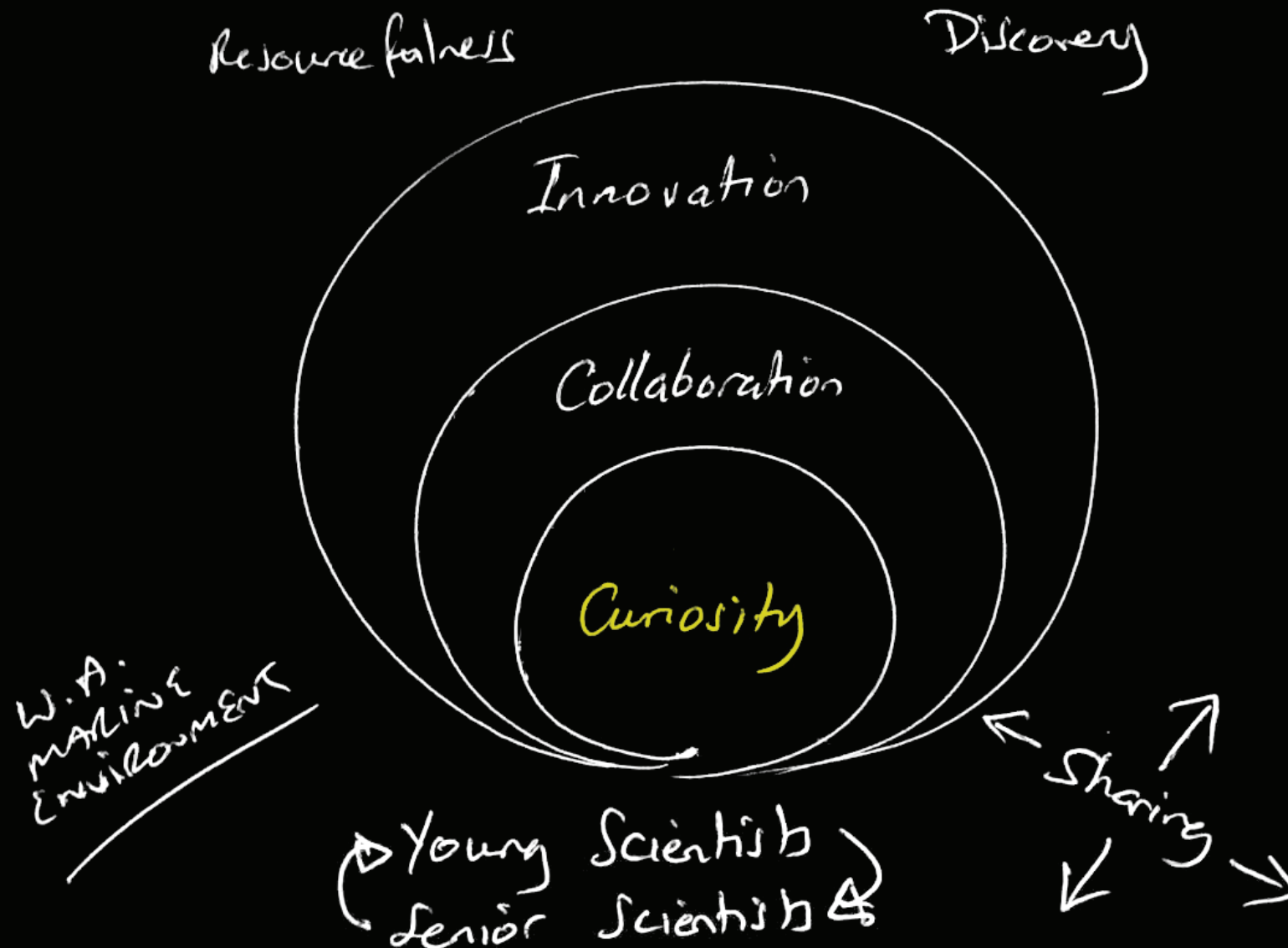
# 3. THEME

Themes have power. They can communicate much more deeply than literal messaging. Every organisation, every brand, has a theme. Our challenge as video producers is to target a given project’s theme and use it as a guide to influence every decision from the initial concept to the final edit. Once we identify the theme, we can quickly answer other questions.

There is nothing like a well-told story. A great book or film reaches millions with its universal relevance. The subject of the story must not only point to something greater than itself but must communicate that idea effectively. That idea with its transcending message is the THEME.

We have a method for identifying the theme. In the Listening step we note down key words—words the client repeats and gets excited about. As we listen we help to find the heart, the emotional epicentre. We listen for seven key words and decide which one goes in the centre. This word represents the client’s values and is the gravitational source for the project. For example, for the WAMSI project, the word at the centre was Curiosity, followed by Collaboration.

# CURIOSITY + COLLABORATION = DISCOVERY



## 4. CONCEPT

Without a concept, all you have is a bunch of disparate parts competing for attention, rather than collectively forming a whole. A concept is an idea that illustrates the theme and brings these parts together.

A great concept is perhaps the most valuable result of creative endeavour. We have no rules here, and making the concept visible often seems like luck. But with our experience, daily practice, and constant study, we at Geonewmedia recognise a good one when it appears. Unpredictable, unconventional, and brilliant ideas appear to come from nowhere, but in fact are a natural result of the team's work. To get there we start with sketching, doodling, storyboarding, and of course collaborating with our clients.

**“I begin with an idea, and then it becomes something else”**

*- Pablo Picasso*

## 5. EAT THE AUDIENCE

This means we internalise the audience, consider them in every part of the process from concept to delivery. We need to know clearly who they are, what they want, and what they need to know. We need to know how they are likely to digest our production—cinema, desktops, or mobile devices. We have our client's target audience in mind every step of the way.

## 6. FILTER

The nature of short video places limitations on the number of subjects and the amount of content we can include. Limiting to a maximum of three to five ideas can be frustrating, but in fact this limitation focuses the message and makes it stronger. In this step we edit the content to its essence. Keep it simple and keep the audience engaged!

## 7. JUSTIFY

Every detail matters, even if it seems small or insignificant. Justifying as we work is as important as justifying the end result. It saves time, money, and energy. This means communicating with our clients and the creative team, being open to their comments and identifying unnecessary elements. Creating the best work is a team effort, and not everything can be explained rationally. Whether it is the logical mind, the gut, the creative team, or the client telling us something is not right, we pay attention. The work has to ring true.

**“God is in the detail”**

*- Ludwig Mies Van Der Rohe*

To learn more on how we  
can help you contact

# Geonewmedia

[www.geonewmedia.com](http://www.geonewmedia.com)  
[trevor@geonewmedia.com](mailto:trevor@geonewmedia.com)  
0425 371 812