

CAMERA ACTION



DECEMBER 2024 REPORT

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CRISTINA CABRAL

Funded by: DGACCP



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LETTER FROM THE FOUNDER



GABRIEL FERNANDES

Camera Action Founder

The risks facing young people today are directly proportional to their exposure to the world of delinquency. To prevent our youth from entering this nefarious world and to break the connection that can eventually be established in free time wrong contacts or examples that

should be rejected, it is necessary to create project ideas for their professional future and ways to attract them to education. And Camera Action was born!

Gabriel Fernandes, the mastermind behind the Camera Action project, played a pivotal role as the sponsor of the multimedia equipment and facilities. His experience as a former journalist, combined with his vision for media education, provided students with access to advanced tools and expertise

100%

Students satisfaction rate

100%

Achieving Social Impact

98%

Parents satisfaction rate

LETTER FROM COORDINATOR



CRISTINA CABRAL

Project Coordinator
Head of Multimedia

Camera Action is much more than a multimedia course—it is a call to action and a safe space for young creatives to explore their talents. In a world where teenagers are often exposed to violence, poverty, and misinformation, this course stands as a beacon of hope. It challenges the negative stereotypes about immigrants and people from diverse communities perpetuated by the media.

Not only does Camera Action give a voice to the voiceless, but it is also the first course in the Lambeth borough dedicated to teaching multimedia skills to young people.

It is a true honor to be part of this groundbreaking project, which is already uncovering trailblazing talent. This initiative is poised to transform the lives of its students and uplift the entire Portuguese community in the UK.

The course was led by Cristina Cabral, an award-winning filmmaker, lecturer in Diversity and Media and Visual Methods, and a PhD graduate in Cultural Industries from SOAS (University of London). Cristina facilitated both online and in-person sessions and organized workshops featuring industry professionals, providing students with unique work experiences to practice the theory learned in the online classes.





PROJECT OVERVIEW

VISION

Camera Action is an innovative and impactful project that teaches multimedia skills to children of Portuguese descent in Lambeth, London. Designed for children aged 14 to 18, the course began on October 1st and received incredible interest from students originally from Portuguese-speaking countries. The course was fully booked within the first weeks and successfully engaged 10 participants from diverse backgrounds, all passionate about the creative industries.

MISSION

- **Divert Youth from Delinquency:** Engage young people in constructive activities that reduce their exposure to negative influences.
- **Foster Talent and Creativity:** Encourage self-expression and skill development through film, photography, acting, and other artistic disciplines.
- **Promote Education and Career Readiness:** Equip participants with knowledge and tools to build a brighter future through education and professional development.



PROJECT OVERVIEW

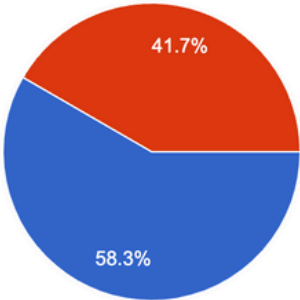
- **Build Positive Connections:** Create a supportive community where young individuals can form meaningful relationships with mentors, peers, and role models.
- **Inspire Social Change:** Use storytelling and media to raise awareness about important issues while empowering youth to be advocates for positive change in their communities.

**BY IGNITING PASSION AND PURPOSE,
CAMERA ACTION TRANSFORMS FREE TIME
INTO A POWERFUL OPPORTUNITY FOR
GROWTH, LEARNING, AND SELF-DISCOVERY.**

PARTICIPANT DEMOGRAPHICS

- Age Range: 41.7% of participants were 14 years old.
- Gender: 41.7% female, 58.3% male.

Gender
12 responses



14 years old

41.7%



Female Students

41.7%

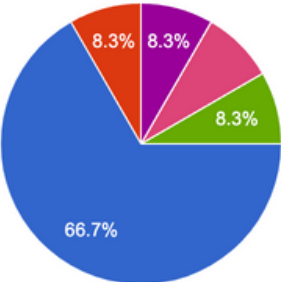


Male Students

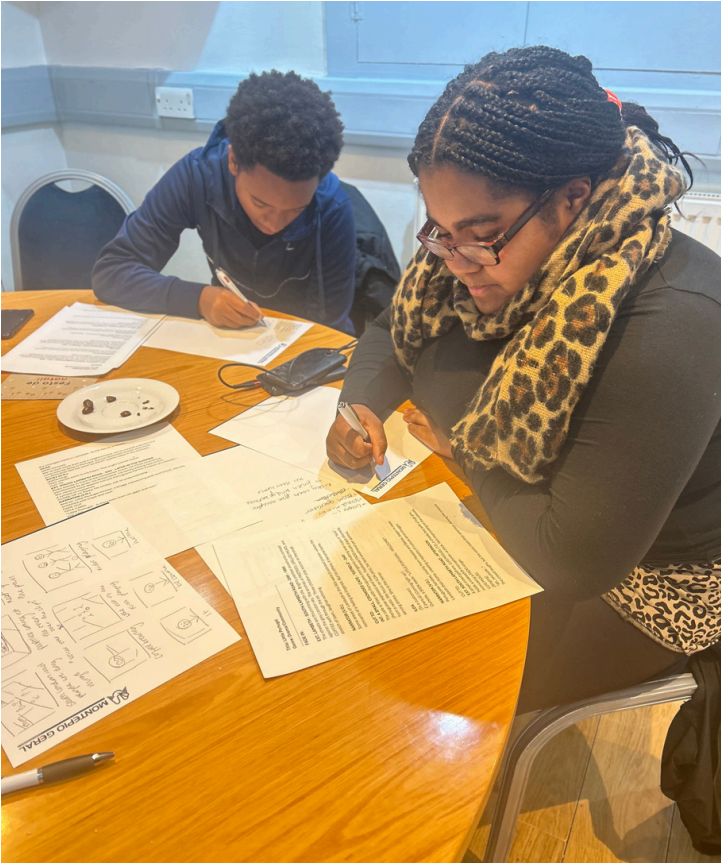
58.3%

EDUCATIONAL LEVEL

- Education Level: 66.7% of participants are currently attending high school.



- High School Student
- College Student
- University Student
- Working Professional
- Homeschooled
- Other (please specify)
- Secondary School
- Six Form



Attending High School

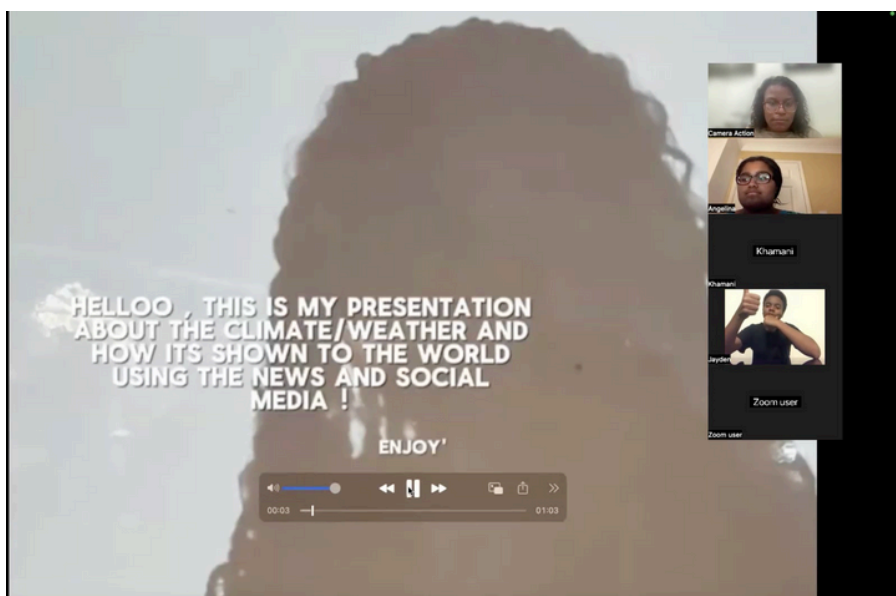
66.7%



COURSE STRUCTURE

The course combined hybrid learning with online and in-person sessions:

- Online Classes: Held on Tuesdays, 7 PM to 8 PM, focusing on multimedia theory.
- In-Person Workshops: Conducted at the Portuguese Community Centre, these sessions allowed hands-on practice of the skills learned online.



The online classes, delivered via Zoom every Tuesday during the school term, were well-attended, with students logging in promptly and engaging enthusiastically with the multimedia topics. In an online environment, audiovisual materials are crucial to maintaining students' interest, and the content was effectively delivered using thematic presentations, videos, quizzes, and practical assignments. These assignments were pivotal in assessing the students' skills and enabling personalised teaching to ensure every participant could benefit fully without feeling disadvantaged.

EXPERT WORKSHOPS



**JOÃO LUÍS
MONTEIRO**

Image Reporter - Videographer

* An image reporter with 28 years of experience in global television networks, including SIC TV (Portugal), Globo TV (Brazil), and Abu-Dhabi Media TV. .

* João shared his expertise in broadcast reporting, visual storytelling, and adapting to international media landscapes.

Date

9 NOV 24

Students rate

100%



FILIPE ANJOS

Filmmaker- Producer - Video
Editor

* A filmmaker with a multicultural heritage (São Tomé and Príncipe) and CEO of Santano Production.

* Filipe's workshops emphasized storytelling through diverse perspectives, exploring cultures, beliefs, and experiences.

Date

16 NOV 24

Students rate

100%

EXPERT WORKSHOPS



SKILLS DEVELOPMENT

SETTING UP CAMERAS, STUDIO LIGHTING, AND WORKING WITH MULTICAMERA SETUPS USING CHROMA KEY.



CAMERA ANGLES: USING A VARIETY OF SHOTS, FROM EXTREME CLOSE-UPS TO HIGH-ANGLE SHOTS, TO TELL A STORY.



- **SMARTPHONE FILMING: LEARNING THE TECHNICAL ASPECTS OF PROFESSIONAL FILMING WITH PHONES, FOCUSING ON AUDIO, COMPOSITION, AND THE RULE OF THIRDS.**



- **EDITING: EDITING VISUAL MATERIALS USING MOBILE APPS AND PROFESSIONAL TOOLS.**



- **REPORTING: CONDUCTING INTERVIEWS, ADAPTING TO HIGH-PRESSURE SITUATIONS, AND SIMULATING LIVE BROADCASTS IN A STUDIO WITH MULTI-CAMERA SETUPS.**



STORYBOARDING AND PITCHING:



STORYBOARD: CAMERA ACTION CREW



SCENE 1, WIDE ANGLE

The Camera Action Team are ready for another busy day in the studio



SCENE 2, CLOSE UP

The production Team made sure they would have their favourite fruits for snack time



SCENE 3, MEDIUM SHOT

Cali, Sophia and Angelina, were preparing to shoot their successful Morning Show



SCENE 4, MEDIUM SHOT

Khamani and Thalah preapre to shoot their first Interview. Their show has more than 1milion followers on YouTube.



SCENE 5, CLOSE UP

The Costume designer prepared the outfits for the next show



SCENE 6, MEDIUM SHOT

Jayden' prepares to record another Podcast about Messi vs Ronaldo

SHORT FILM PRODUCTION:





AUDIO STORYTELLING



PRACTICAL EXPERIENCES

- The students began pre-production for their first short film, *Little Portugal*, inspired by the true story of the Portuguese community's migration in the 1980s and 1990s. Highlights included:

Title: Little Portugal

Genre: Drama/Community

FADE IN:

EXT. LAMBETH - SOUTH LAMBETH ROAD - DAY - 1985

The streets are thrumming with life. Brightly painted storefronts contrast against the grey London sky. The aromas of PASTRIES, GRILLED MEATS, and COFFEE waft through the air. Three children play soccer on the small stretch of lawn, laughter echoing.

NARRATOR (V.O.)

Some areas of Lambeth in the 80s were ill-advised places—where the remnants of a fading era lingered. But for others, it became home.

CUT TO:

INT. A SMALL, CROWDED CAFE - "ESTRELA" - DAY

The cafe is filled with Portuguese immigrants chatting over cups of "bica" (Portuguese espresso) and beers. Traditional FADO music plays discreetly from a radio. We focus on ILDA (40s), her face weathered yet spirited, serving drinks. She is the owner.

- **Location Scouting:** A visit to Estrela Tapas restaurant, where students interviewed the owner, Mr. Michael, who warmly welcomed the group. Students enjoyed Portuguese pastries and beverages while gathering insights for their film. During the visit, they applied their skills by taking notes and photos and implementing the knowledge gained in class.



ACHIEVEMENTS

Participants showcased remarkable enthusiasm, attending sessions punctually and delivering excellent results despite school commitments. They demonstrated creativity and teamwork, producing impactful projects in podcasting, public speaking, photography, filmmaking, and editing. Three of the students are multi-award-winning creatives:

I love Camera Action because I am able to learn sophisticated multimedia skills. I am studying Film and Television at College, but the level of learning at Camera Action is advanced. Khamani Edwards, 17 years old

Mr Gabriel is really generous, for allowing us to use all of the amazing equipment. I loved the personalised hoodies. Cali Cato, 14 years old

We are a little family here at Camera Action. Ms Cristina, is always smiling and teach us in a way that we understand. Angelina, 14 years old

Camera Action shows me that I can follow my dreams. I want to be an illustrator and create my own Podcast Show, Jayden, 15 years old



CONCLUSION



SOCIAL IMPACT



DIVERT YOUTH FROM DELINQUENCY



PROMOTE EDUCATION AND MULTIMEDIA SKILLS

CAMERA ACTION, SUCCESSFULLY CONTRIBUTED FOR A MORE INCLUSIVE LAMBETH.

Camera Action has successfully demonstrated how multimedia and the creative industries can empower the younger generation to amplify their voices and make an impact. Students are now equipped with foundational skills to pursue multimedia careers and will continue their journey by producing Little Portugal. Their passion and commitment highlight the project's success and pave the way for future creative initiatives.

PLANS FOR 2025

* PRODUCTION OF LITTLE PORTUGAL SHORT FILM

* TRIPS TO SKY NEWS, BBC, WARNER BROS

ADDITIONAL WORKSHOPS WITH PROFESSIONALS IN THE MULTIMEDIA FIELD

* **MARCIA VEIGA**

Journalist and audio storyteller at BBC World Service.

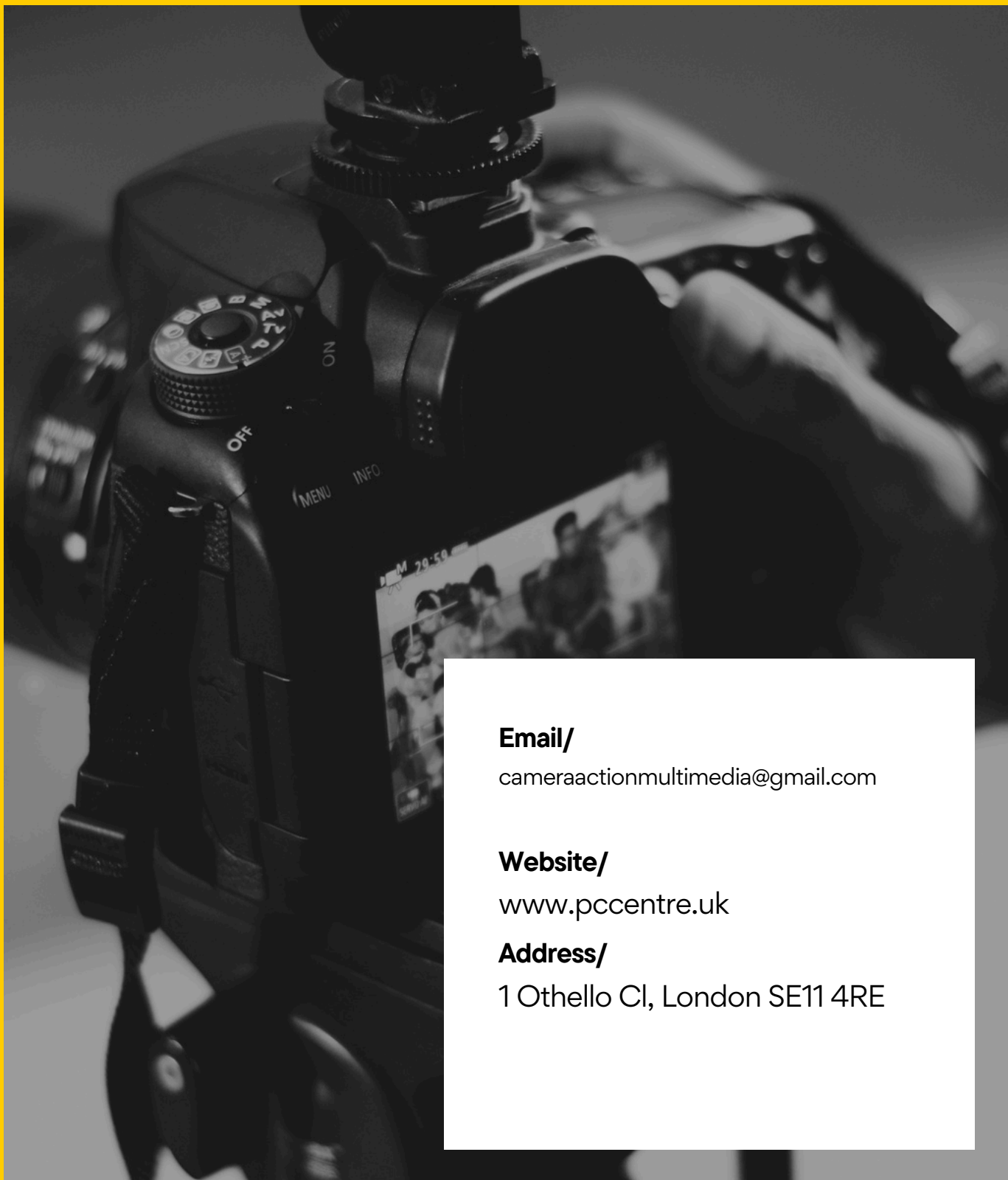
B | B | C RADIO
LONDON

* **ANNE MARIE DIAS BORGES**

Award-winning journalist, former BBC Africa journalist, and Consul of Cabo Verde in the UK

BBC
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