



DOC.MOB!

FILM

MANIFESTO

BY DANIEL ALEGI

DOC.MOB

MANIFESTO

SHARE THE TRUTH AS YOU SEE IT.

(A RESOURCE FOR MOBILE DOCUMENTATION PROJECTS)

PRINCIPLES

Short and Simple

Doc.mob films are short, simple and smart portraits.

30 steps from Main Street

Take 30 steps from Main Street. Go left or right, it doesn't matter.

Curious Action

Stay curious about people, culture, and places.

Find Your Way In

Your eye on a big doc on a global issue?

Weave

Keep your film short and tight. Every frame is important...

Reveal

You have no obligation to entertain, distract or manipulate crowds.

Make mistakes

Trust your process and try different approaches.

Respect

Make a doc you can take responsibility for.

Be smart, forget equipment.

Technical perfection is not important.

Storytelling is process

Share the truth as you see it.

Short and Simple

Doc.mob films are **short, simple and smart** portraits. A subject may **occupy a street** or stand against injustice, **describe a feeling, an experience, an insight.**

Doc.mob encourages little-known voices to **speak-up and question the world.**

30 steps from Main Street

Take 30 steps from Main Street. Go left or right, it doesn't matter, just **wander** away **step by step** from shops and neons. **Stop and see** where you ended up, where you stand now. Off the beaten path you find the **Unfamiliar**. Point and shoot. **Explore.**

Curious Action

Stay curious about **people, culture, and places**. When others **show-and-tell** you a personal story, listen and observe. When your *doc.mob* turns out different from what you planned, shine your passion and let your **curious action** take it home.

Find Your Way In

Your eye on a big doc on a **global** issue? Pin-point your focus on **one person** or place, and find your way into the big stories.

Weave

Keep your **film** short and tight. Every **frame** is important, every **beat** is connected. No time for extra music sequences or filler footage.

Reveal

You have no obligation to entertain, distract or manipulate a **crowd**. Let **relationships** reveal personal choices and highlight conflicts. Focus on “what happens now”. **Share the truth as you see it.**

Make mistakes

Trust your process and try different approaches. You may edit a thousand times before "the cut". Make strong choices, **mistakes don't matter. Unexpected solutions** are waiting for you around the corner. When a *doc.mob* finds its **core**, there is no need to add much more.

Respect

Create brief reflections about the **human condition**, not sentimental effects. Respect pain and special conditions. Make a doc you can take responsibility for.

Be smart. Forget equipment.

Technical perfection is not important. History will be documented with smart phones.

During the Arab Spring no one complained about the pixellation of key images. What matters is story.

Tell yours, or no one else will.

Storytelling is process

Manifesto principles are not a formula. A film doesn't have to force outcomes or turn out in any specific way. **Every *doc.mob* is an experiment in storytelling.**

“Share the truth as you see it”

DANIEL ALEGI

I am a film-maker, educator and cultural entrepreneur. I founded Cinemahead in California in 1999 because making movies and teaching others how-to write and shoot better has always been my thing.

I learned what I know by working as an apprentice and as an assistant director, before I made my own films or went to graduate film school at UWM. The rest of my time I spent sharing what I know, giving back what I see as the sources of the magic of film-making.

The Doc.Mob Manifesto is a short list of principles I use in teaching a practice documentary module at the University of Karlstad. I was invited to be a guest film teacher Sweden in 2002 and now I am based here. I apply the Cinemahead workshop methods to every course or workshop I do, in partnership with several other film schools and organizations in Scandinavia and Europe.

In Doc.Mob we make very short documentaries not much more than one minute long. The films have to be smile and personal. You can visit docmob.net and see how inspiring these films can be. A lot of young filmmakers from these courses go on to rewarding and inspiring film work, and are part of a community that shares meaningful work and resources.

The Doc.mob manifesto is for you.

/daniel alegi

Cinemahead.com



CREDITS

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