

Manual visEUalisation

The Making of the StopMotion clip

“BLOODSHED”

Topic: Anti-Discrimination of LGBTQI*

visEUalisation

HOW TO DEVELOP INNOVATIVE DIGITAL
EDUCATIONAL VIDEOS



Content

1. Preparation Form	3
2. Storyboarding.....	4
3. Preparation of the shooting of Bloodshed	5
4. Stop Motion (the actual app)	6
5. Referential Sources: Cateater	6
6. Imprint	6

1. Preparation Form

At the beginning of the visEUalisation process for **Bloodshed** stood preliminary work on a very specific, yet broad, preparation sheet. Thus, to clarify for ourselves how the topic should be treated and which thought process would be underlying. We wanted to make sure that we had a document to remind us of our initial approach, what pictures and what wording would be important to us and also what kind of overall “vibe” we wanted to convey.

Preparation form: Anti-Discrimination of LGBTQI*



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SUMMARY FOR VIDEO PREPARATION
Name of the Topic
Anti-Discrimination of LGBTQI* in Adult Education
OBJECTIVES. Why do we make the video?
Sexual orientation and identity as well as gender identity remain focal aspects of any individuals (self-)identification. Being part of any minority group subsumed under the LGBTQI* umbrella until today poses a heightened risk for being discriminated against both within the private and the public sphere. The attainability and accessibility of adult education services largely depend on the individual adult educators knowledge and skill set. To combat discrimination and/or to not unknowingly reproduce discriminatory structures the adult educator needs a basic understanding of what discrimination is and how it manifests. Structural/institutional discrimination can be analysed as the last link in a chain of processes.
Through a public health example from the LGBTQI* realm, this videoscribe proposes a small introduction to categorisation, stereotyping, prejudice and discrimination.
TARGET GROUP. Who should see the video?
Trainers in adult education, administrative staff in educational institutions, train-the-trainer-staff and institutions.
What are the key points of the video? What should the viewers learn from the video?
For the adult educator to grasp the difference between stereotypes and prejudices as well as to see that discrimination is not a single violent event but rather a complex mechanism that can start without mean intentions.



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An example is shown here, but all the images are saved in a folder as an attachment:

25 Images related to the topic

50 words related to the topic

LGBTQI*	resistance	stigma	spectrum	herstory
LGBTIQ	marginalisation	hatecrime	fetishism	accountability
LGBT	female	ageism	education	allyship
sexual	male	femme	human rights	alliances
orientation	trans*	butch	social justice	pride
genderqueer	non-binary	fag	empowerment	cisgender
pinkwashing	intersex	oppression	resilience	community
bullying	queer	legal	gatekeeping	tribe
violence	lesbian	recognition	selfesteem	future
discrimination	gay	unicorn	feelings	emancipation
perseverance	chosen family	internalisation	history	representation
binary	transsexual	bisexual	transgender	homosexual



The preparation form also addresses the target groups we have in mind. This is very important for distinction measures. If a clip tackles more than one topic, it is quite possible that certain content is directed at specific audiences. For example **Bloodshed** deals with general information about blood donorship as well as very specific information about discrimination in relation to men who have sex with men (“GB” and “LGBTQUI*”).

2. Storyboarding

The overall idea for the **Bloodshed** plot was conceived during the preparation of a course for our visEUalisation creativeLAB on unconscious biases, stereotypes and what (structural) discrimination looks like. You can read more about this in our visEUalisation toolbox. It's the document called "**Toolkit visEUalisation II - Creativity techniques for Visual Thinking**". Below you find pictures from the actual course. Those pictures together with the preparation sheet became the origin of this particular StopMotion clip. And thus served as a slightly unconventional storyboard.



3. Preparation of the shooting of Bloodshed

As soon as the contents for the clip were formulated and research on specific data was conducted the creation of the moving bits and pieces started. This meant: “building” a studio out of a cardboard box, install lighting, selecting a background, drawing Gayle and producing paper snippets with text and information, print them out and frame them with different colours of tape and so on. This is a good time to mention that working on a StopMotion clip is a very haptical experience that allows for the producer to be as crafty and creative as they wish. The background is a sheet of cake presentation paper. Below you can find some pictures of the materials used. In terms of colours the rainbow flag and the blood were setting the tone a bit – hence the colourfull frames around some of the info texts and the subdued white background, which makes the intense colours pop and thus draw the focus on them.



Red letters on white background.



Gayle presents themselves.



The „studio“. The opening in the roof is where you can install additional light but it also serves as the opening for the camera lens of your device of choice (tablet, pad, mobile/cell/smart phone,...).



Scissors, washi and/or construction tape, stamps, print-outs, objects (feathers,...), pictures, clay... You can use anything you like.

4. Stop Motion (the actual app)

The iOS app **Stop Motion** offers a range of settings and features to create captivating and enticing video clips. The screen is quite simple and almost self-explanatory and thus you can start right away with producing your video.

After setting up our “studio” we shot all pictures in preset order and edited the duration of time a single image was shown. If after shooting you find out that a cluster of pictures should swap places you can easily do that and thus change the order of appearance of the contents. Next we simply choose one of the background music tracks available in the paid for version of the app. This showcases one of the advantages of the app: you can produce the entire video in one app without the need for several other apps for post-processing.

5. Referential Sources: Cateater

We can't really recommend the single best tutorial. There are vast resources online that can help you improve your technique. But below you can find the official page for the app Stop Motion Studio which offers guidance and specific tricks to get your work started.

<https://www.cateater.com>

6. Imprint

This paper was written in the framework of the Erasmus+ Project **visEUalisation – How to develop innovative digital educational videos**. Authors and final editing: Jan Schröder and Julia Keil from 2Kroner (www.2kroner.de)

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