Manual visEUalisation

The Making of the Videoscribe

"Where are you from?"

Topic: Anti-Discrimination of People of Color (PoC) in Adult Education

visEUalisation

HOW TO DEVELOP INNOVATIVE DIGITAL EDUCATIONAL VIDEOS

visEUalisation Project – how to develop
innovative digital educational videos
2018-1-PL01-KA204-050821

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Content

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1. Preparation Form

Where are you from? is the fourth video 2Kroner created. At the beginning of the visEUalisation process for Where are you from? 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. In the preparation form you answer three crucial questions about the topic in mind:

- Why do we make the video?

- Who should see the video?

- What are the key points of the video? What should the viewers learn from the video?

Preparation form: Project Development for NGOs in Adult Education

The preparation form also addresses the target group(s) you 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. During the process of Where are

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you from? the original target group was enlarged on the way. The point of departure was to address white trainers as written in the preparation sheet:

„White trainers in adult education, white administrative staff in educational institutions, white train-the-trainer-staff and institutions."

The core story of the video is taken from the experiences PoC-people often face when answering the usual question "Where are you from?". Within adult education this question occurs either during the mandatory "ice breaker activities" at the beginning of a workshop or during further breaks and what should be recreational small talk. Trainers and / or other learners often expect something fascinating and original from other people's biographical backgrounds and tend to continuously circle back to this theme instead of focusing on the expert input of the learner on the learning topic.

However, during the entire process another underlying topic occurred: How to apply an inclusive visual vocabulary as a trainer when free stock imagery is limited and the available stick figures tend to be almost exclusively white? The preparatory process with the preparation sheet included a first glance at existing free stock images. This research gave us a deeper insight about the visual language that already exist. Among the commercial databases there might be some, who seem to have a conscious diversity approach (the applied animation software VideoScribe has a relatively high number of non-stereotypical characters) but the search in free databases was rather discouraging. In the case of the topic Antidiscrimination of People of Colour (PoC) in Adult Education it was quite difficult to find non-stereotypical (if any at all) images of for example Black people.

The idea of an entire new stick figure set with particular many PoC characters occurred and led to the creation of more than 900 figures. This is how a second target group emerged: Trainers and organisations from peer groups, who might have a use for PoC visual imagery – be it only to see themselves reflected in this domain.

The final video is somehow split between two interests and target groups which make things complicated and led to the additional short version of Where are you from?, which cuts out the topic of stereotypical stick figures.

An initial brainstorming of 50 words completes the preparatory process. Brainstorming in general opens your mind and hereby supports you to outline your topic. The collected catchwords might be useful to transport your message. They gain further importance if your plan is to upload your video to YouTube or a website. Significant keywords make it easier to find an interested audience. Altogether the preparation form is a useful tool to familiarize yourself with your topic.

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2. Storyboarding

A storyboard is a popular and essential tool to prepare a video. Our conclusion is that neither outstanding images nor an excellent technical realisation can compensate a poor or non-existing storyboard and storytelling. A storyboard is a visual representation of how your video will unfold itself screen by screen. As it is an internal work document it does not to be tidy and nice at all. Don't get too detail driven! It's more important to doodle rough and fast to capture e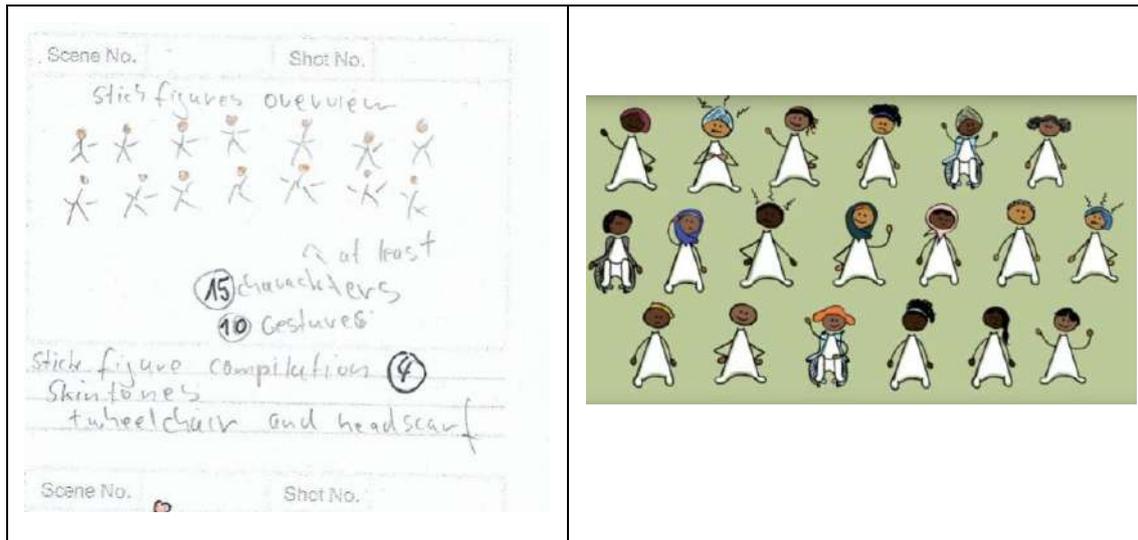very idea that comes up and to develop a sense for the narrative. The storyboard of Where are you from? is simply sketched with a pencil. The internet offers a wide range of free storyboard templates. We downloaded a free word-template from www.boords.com. But even a scratchpad or flipchart might do the job. You can learn more about creating a captivating story in our visEUalisation Toolkit Storytelling. This Toolkit offers 20 master plots that support you to elaborate characters and stories. The story of Where are you from? is a plot-mixture between a "Riddle" and "Transformation" inviting the viewer to solve the challenge.

The video making process itself might develop or change your original storyboard – which is totally fine. Some things seem gorgeous in script form, but for whatever reason don't work visually. However, you can see that crucial scenes and ideas were exactly realized according to the storyboard.

Storyboard and realisation by comparison:

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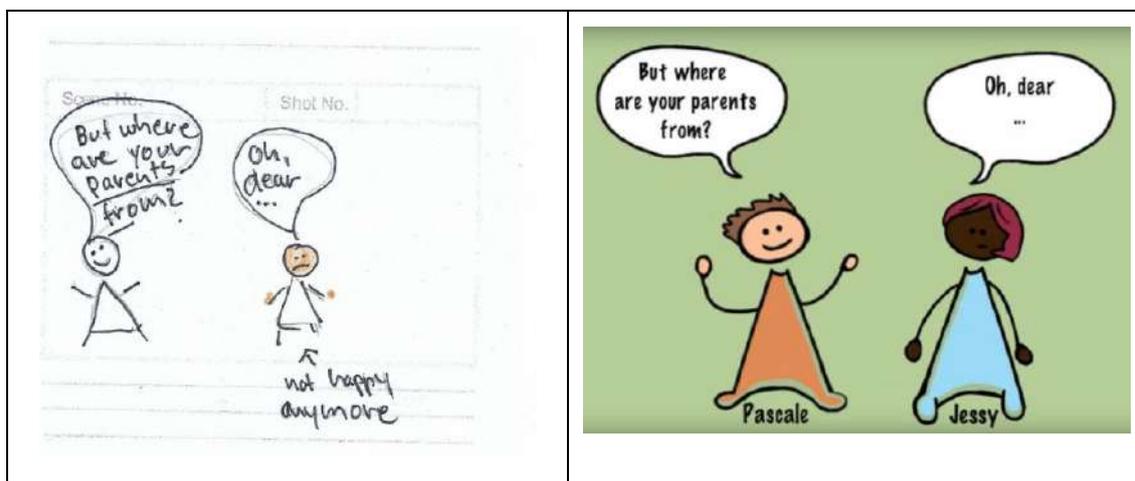
A storyboard is particularly important in case somebody else is responsible for the technical realisation of the video and/or the drawing of graphics.

3. Images

Together with Where are you from? the idea of a full PoC stick figure set came into live and became the most significant output within the topic. Eventually we created a set of 24 characters and 11 gestures. 991 figures are now ready for download and free to use in the visEUalisation Library. You can use them for video-making but also in your next powerpoint presentation, in handouts and other teaching materials.

To create digital characters, you need both a pen tablet and an image-editing program. The Where are you from? characters where drawn with a Wacom Intuos Pro Pen Paper Tablet M and edited with the free and open source image-editor GIMP.

User interface GIMP:

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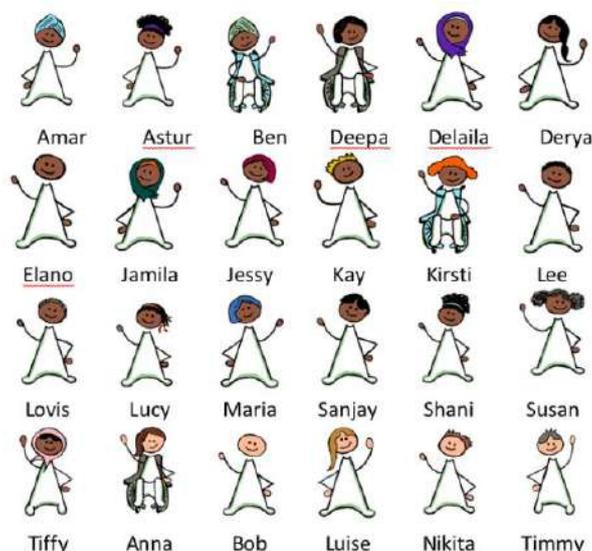innovative digital educational videos
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Both Tools together will take you probably 2-5 days to get acquainted with and to figure out your preferable settings (beginners, no prior knowledge). Don't be disappointed at the beginning. Eye-hand coordination is challenging if you have never drawn on a tablet before. You can learn more about GIMP in the "visEUalisation Online Course Unit Digital Image Processing".
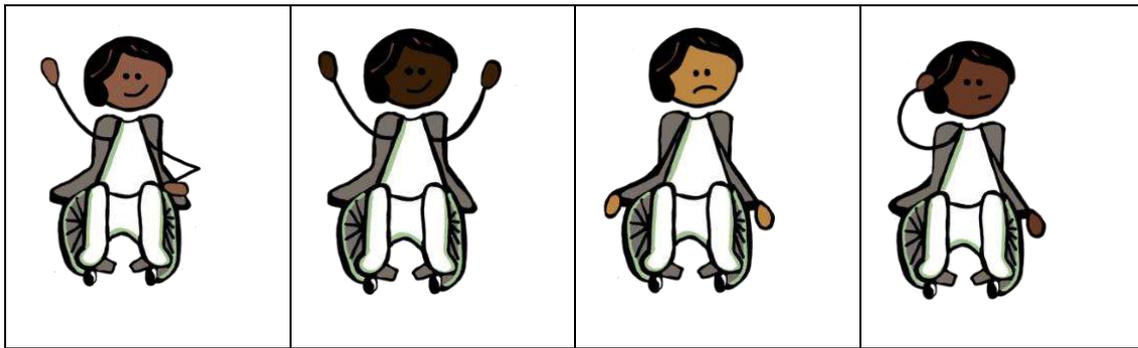
As we wanted to produce hundreds of images the figures are rather simple. For instance, we decided against detailed fingers and did not colour the clothes. But one can still upload the figures in GIMP or any other image-editor using the "filling tool" to give the outfit some colour. We did so for the characters used in the video:

Altogether we tried to create characters as diverse as possible - including wheel chair users, characters with grey hair, characters with unspecified gender and characters wearing a headscarf:


Amar	Astur	Ben	Deepa	Delaila	Derya
Elano	Jamila	Jessy	Kay	Kirsti	Lee
Lovis	Lucy	Maria	Sanjay	Shani	Susan
Tiffy	Anna	Bob	Luise	Nikita	Timmy

Characters come in different skintones:

4. Sparkol VideoScribe (the actual software)

Where are you from? is set up with Sparkol videosoftware VideoScribe. VideoScribe is a typical whiteboard style animated video software that allows you to create animated whiteboard videos. You can select images from the VideoScribe library, upload your own images, type text, select fonts and add music or voiceover.

Interface VideoScribe: Problem Tree Analysis
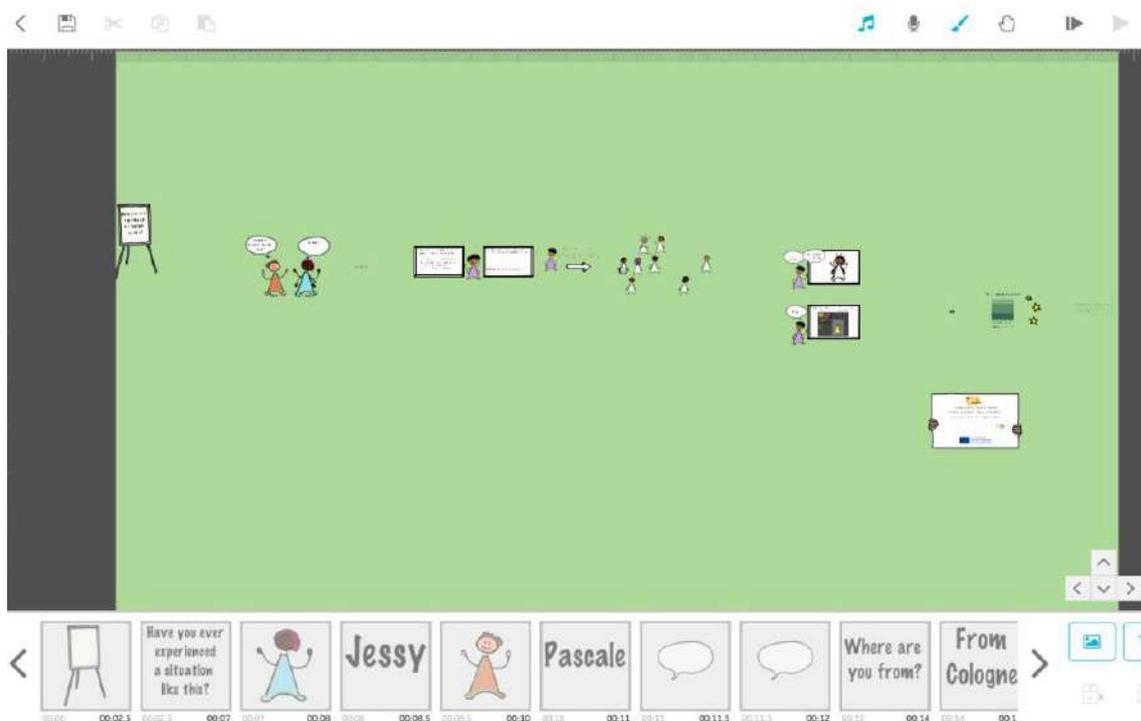
As you can see, the software allows you to create your scenes via uploading and arranging the various elements on a big virtual whiteboard – which is green in the case of Where are you from? as we decided for a coloured background. The respective

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scenes will be run according to the pace you set. The screenshot demonstrates why a well thought out storyboard is an absolute must. It is a bit like making a real movie: after a scene is shot it is difficult to make essential changes without a re-shoot. Meanwhile minor adjustments in colour or pace are quick and easy to implement into the video draft. Major changes are complicated. Replacing a single image is manageable at any point of the process but adding an entirely new scene, changing the order in a sequence or adjusting the zoom can be very time consuming and nerve wrecking. Every retrospective change runs the risk that you suddenly have to adjust all neighbouring scenes. Or that you – by accident – destroy the settings of a scene that already was in the can.

Sparkol VideoScribe offers great features to add to your video. In Where are you from? we applied the "hand feature". The hand feature allows you to select a hand and/or writing utensil you want your text and images drawn in. You can choose from a varied selection. The "hand feature" is part of the unique aesthetic you might know from various educational scribes throughout the world wide web. It is popular because it is very easy to apply and makes a great effect:
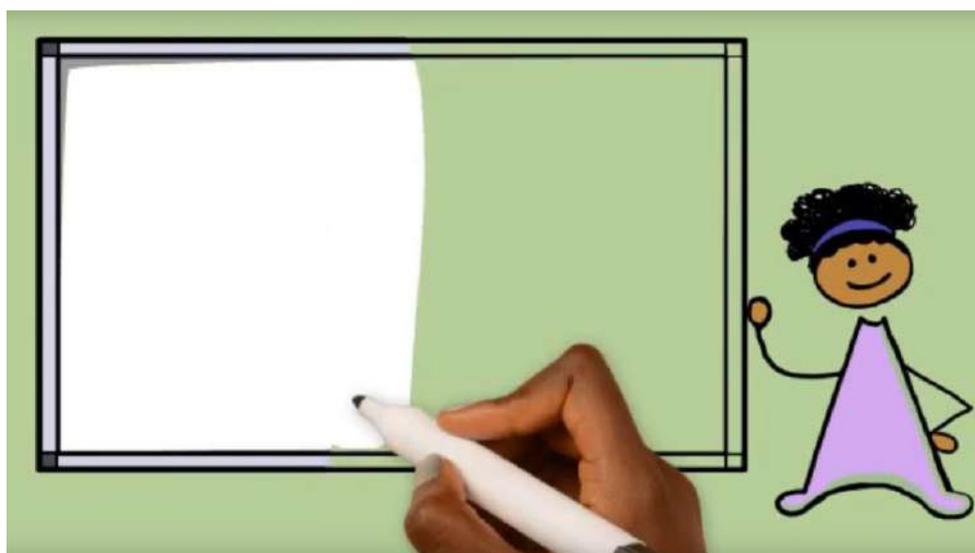
We invite you as well to change the typical "whiteboard – white" into another background colour. This is a feature included in VideoScribe. You simply choose a specific colour and a specific texture. The following blog helps you to adjust background colours: „3 Fun VideoScribe background styles to try by Naomie Linford" We decided for a green background on the longer version and a yellow background on the short version of Where are you from? The different background colours make it easier to distinct the versions in your database.

To create the dialogue of Pascale and Jessy we laid images (speech bubbles) above each other and used the "morph" function to animate Jessy´s movements. Two similar

but not alike images "Jessy hands off" and "Jessy hands down" where placed above each other on the "whiteboard" instead of besides each other. With the right configuration the images simulate movement. You can learn about this in the following video tutorial by Sparkol VideoScribe: "Morph – Change an image into something new". Laying images above each other or morph into each other can support you to avoid some irritating movements within the video, but those techniques are a little bit more complicated than just uploading the images beside of each other.

If you work with a video it is helpful to note your main decisions on specific colours (hex value code) fonts and hands/features either on the storyboard or elsewhere. You will have to enter the information repeatedly. By documenting it immediately you make it easier for yourself to reproduce your chosen style in future videos.

Problem Tree Analysis' main settings:

> **Fonts styles:** Marker felt Thin
>
> **Font colours:** black #000000, burgundy #8d2047, VideoScribe offers a preselected colour palette but you can also enter a defined hex value which gives you the freedom to individualise colours and to take up colours of your corporate design or logo.
>
> **Background colour:** light green #b8d49a (long version), yellow #faf290 (short version)
>
> **Hand:** "hiswill"
>
> **Music:** „First One"

VideoScribe is an easy to learn whiteboard style animated software. You`ll need 2-5 days to get acquainted with it and after that it will be sheer fun. However, our conclusion is that you should have prepared a ready-to-go storyboard and a good idea of the video you want to create. Every minute not invested in preparation will cause a double amount of time during the realisation. Check as well the visEUalisation Online Learning Unit about Videoscribing.

5. Music

For Where are you from? the accompanying music was simply taken from the VideoScribe Library which offers a wide range of choices: the chosen title is "First One".

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No post-processing was made. If you decide for a title lasting not as long as your video
you have to activate the "loop track" feature:
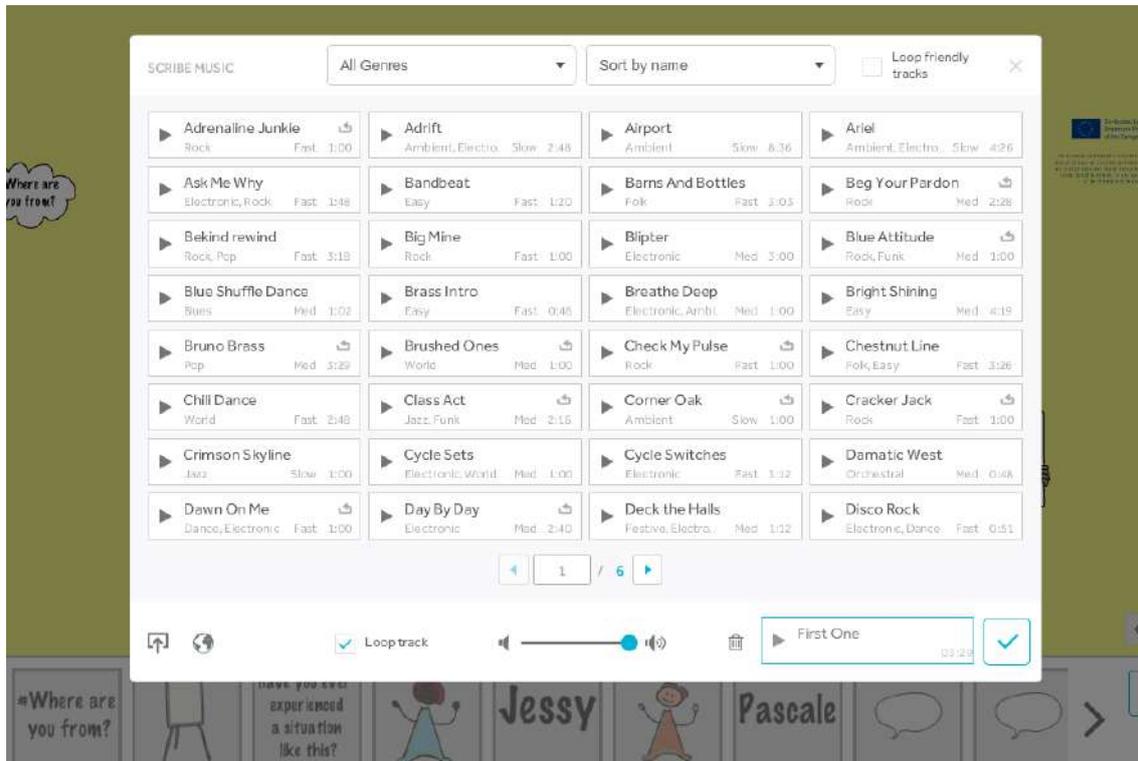
6.   Referential Sources: Online Tutorials

Selection of storyboard templates, ideal if you want to print your templates and sketch
your storyboard in the traditional way by hand: https://boords.com/storyboard-
template#pdf-storyboard-templates

"How to storyboard – the basics" by James Chambers. Very briefly summed up and
useful introduction into storyboarding: https://boords.com/blog/how-to-make-a-
storyboard

Copyleft and free-to-use websites for sharing and downloading photos, illustrations,
vector graphics:
https://pixabay.com/
https://unsplash.com/
https://www.needpix.com/

whiteboard style animated video software Sparkol videosoftware VideoScribe.

Sparkol VideoScribe Tutorial on "hand feature":
https://www.youtube.com/watch?v=dpb2kLnYqx8

Sparkol VideoScribe Tutorial "Morph-Change an image into something new"
https://www.youtube.com/watch?v=fk8n7Sa9GF4

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3 Fun VideoScribe background styles to try by Naomie Linford:
https://blog.videoscribe.co/3-fun-videoscribe-background-styles-to-try?utm_campaign=videoscribe_features_series&utm_source=youtube&utm_medium=social&utm_content=backgrounds_blog

7. Imprint

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

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