Manual visEUalisation

The Making of Video

"Inclusive Leadership – Some say …"

visEUalisation

HOW TO DEVELOP INNOVATIVE DIGITAL
EDUCATIONAL VIDEOS

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

Co-funded by the
Erasmus+ Programme
of the European Union

Content

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

Co-funded by the
Erasmus+ Programme
of the European Union

1. Preparation Form

The video on "Inclusive Leadership – some say …" was the 3rd video we produced in the frame of the project visEualisation. It meant that we had already some experience with the production of a video and the process we share here we found useful for our work.

The preparation form was a first brainstorming on possible content, key-words and pictures in connection to Inclusive Leadership. It was a good way to sort our thoughts and to become a bit clearer on what the final content of the video could be.

We always started with the keywords, then the pictures and then we started to formulate the objective and the target group. The title was the very last content.

SUMMARY FOR PREPARING VIDEO
Name of the Topic
Inclusive Leadership
OBJECTIVES. Why do we make the video?
To explain what the content of "Inclusive Leadership" is   To create curiosity about our "inclusive leadership" trainings
Target group. For which is the target audience video?
Generally all type of people, who want to develop their leadership skills - leaders, managers, educators, trainers, consultants, coaches   Seminar participants of alp (mainly leaders, educators, trainers, coaches)
What are the key points of the video? What should the viewers learn from the video?
• To learn some key areas of inclusive leadership (e.g. active listening, value diversity, giving up power to empower others, being interconnected)   • challenge the thinking about traditional Leadership   • Alp is a possible partner in learning how to become an inclusive leader
Some images related to the topic + ideas for pictures

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

Arrow
Network
Goal
Door
World – Universe - Starts
Ladder / steps
Team – planning together
Hands – Handshake
People communicating
Street / path / different direction
Plants growing

50 words related to the topic

• Create a safe working environment • Carry forward decisions taken in the team • Encourage creativity and responsibility	Allow yourself to be surprised Trust that everybody is working with good intensions Courageously stand up for the others Connect with people	Set goals together Be realistic Allow for flexibility Stay in touch with reality Build bridges through dialogue Create sense of belonging	Focus on the big goals and on the overall quality Listen with genuine interest Reduce barriers Keep an open mind Find the right place for each person based on their talents	Reflection Leadership Attitude Knowledge skills Power Empower Human Rights Humour

Tip: Take time to think about what you want to reach (**objectives**) and who your **target group** is. For inclusive leadership we wanted to create 2 videos on the topic. We needed to make smaller packages.

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

Learnings: In many books it is described that the making of a videos is 80% planning and 20% doing. We can support this idea and recommend to take more time for planning instead of jumping too quickly into creating the video.

2.   The frame for the story

For these videos, we also used the main questions from storytelling to create the frame. Even if there is not a real person or character going through the story, there are 2 inputs coming from 2 sides into the video, which we identified as the protagonist and the antagonist. The topics underneath helped us to develop the red line of the story.

- **Audience**: leaders, managers, educators, trainers, consultants, coaches
- **Purpose**: Make people curious about Inclusive Leadership
- **Topic**: Inclusive Leadership
- **Plot**: Raise Curiosity – new knowledge
- **Main Characters**:
    o Protagonist: We say …
    o Antagonist: Some say …
- **Entry-Point**: Open package
- **End of the story**: Package - want to unwrap your own IL package
- **Content**: Aspects of Inclusive Leadership
- **Motivation**: to learn about Inclusive Leadership

3.   Text and pictures planning

Once we had the red line for the story we started writing the text and created the frame for the pictures. Our approach was first to write the text and then to visualize what pictures could fit with each line of text. As you can see underneath we created a few more sentences, which in the end we did not add to the video. So for the sentence "*It is an attitude valuing myself … the others and … the resources we have in the world*" we felt that although the sentence is true, that the idea was too big and it was better to take it apart. We also did not manage to find a picture that could represent all of these ideas.

| Nr	Picture - Ideas	Text	
1	Package with an open loop, there is sign with Inclusive Leadership on it.	Some say Inclusive Leadership is …	
	2 hands shaking or a scale with strengths and weaknesses	… appreciating the skills & knowledge of others	Finally the sentence was not taken
2	ear or 2 people, which are talking to each other	… about listening	
3	People, who are looking very diverse: e.g. blue hair, pink dress, different coloured people etc.	… valuing diversity	
4	A men or women, who is changing into „super-women/super-man	.. about giving up the power and empower others	
5	Landscape with a path … 2 people walking the path	… going the path together	
6	Package - from Szene 0	**We believe it is all of this, but much more …**	
	One person / group of people / world	It is an attitude valuing myself … the others and … the resources we have in the world.	Finally the sentence was taken apart
7	Faces – crying, laughing, thoughtful, happy, sad ….	It is about being truly myself in all my actions with my emotions, strengths and weaknesses.	
8	Something with arrows / maybe the world & people	It is about being aware that we are all interconnected.	
9	Some plants and animals	Taking decisions that value the resources in our world.	
	Watch	It is about being aware of the moment	Finally this was not taken
10	Fence / wall, which is broken down or a door, which is open and you see another world behind	It is about having courage to break down barriers for people at risk of being excluded from society	
11	Scale – on one side the world and on the other side people	Definition: The aim of inclusive leadership is to create, change and innovate whilst balancing everybody's needs.	
12	Package … wrapped	Want to unwrap your own IL-attitude.	

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

		Check out our website to find out more www.alp-network.org	

When the text and the ideas for the individual picture were set, the graphic designer started to work on the picture production.

4. Picture production

The creation of pictures was a process between the writer and the graphic designer. We started with a phone-call, where we discussed the text and created possible ideas for the characters and the different scenes. The graphic designer drew then a first draft of the different scenes and objectives. From there we worked our way to final pictures.

Find here some examples how we developed with the pictures:

Text: … going the path together	Text: The aim of inclusive leadership is to create, change and innovate whilst **balancing** everybody's needs. The left one was the first draft – then right one the final version we used in the video.
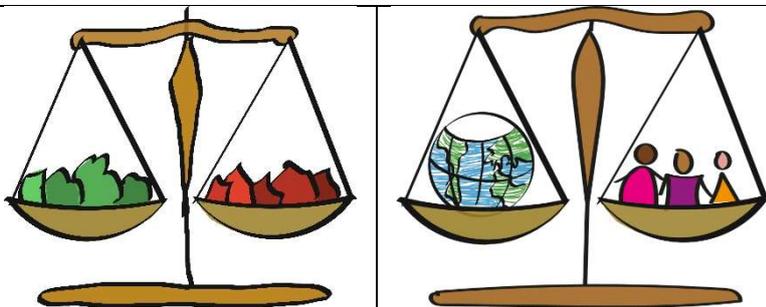
Technical challenges

The project enabled us to purchase a **WACOM tablet** to draw with. Initially, we started drawing with this, but soon figured out that the **laptop** we worked with was too weak. It constantly crashed when trying to use drawing software. No matter which software, the laptop crashed.

This is why we switched to drawing in the free adobe draw app on a Samsung **tablet**. This app delivered nice images, but the export functions were limited. So exporting to Adobe Illustrator became a necessity, and again, computer crashes were hindering the work.

7

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

At some point, the artist invested in a more **powerful laptop** with a separate graphic board. From then on, all pictures were drawn by hand using the WACOM graphic tablet and a stylus in adobe illustrator. (Gimp GNU Image Manipulation Software would have been another option, as you can see from the workflow of other videos created by other partners).

Tip: From our experience we recommend to have a strong working storage on the computer or laptop with a separate, dedicated graphic card before starting to get into drawing your own pictures.

Tip: When exporting the images, we suggest exporting to .svg files. If the lines of the painting are clear, the animation software can 'draw' your image.

Tip: In order not to overload VideoScribe with individual pictures, we recommend to produce composite images as background for scenes. As an example, instead of having a table, 2 chairs and coffee cup appear in sequence, which takes a lot of time, we create one pictures and let the background move in at once. This takes less space in the video and also saves time, as only one picture needs to be formatted and not 5 or even more.

Further learning

Another learning was that when working in adobe draw (the free app on the tablet) all images had a white background layer the size of the canvas. This meant that if for one video we chose a coloured background in VideoScribe, the images would appear on a white rectangle. The layer had to be removed and any white parts in the image coloured in manually to make the images ready for use in VideoScribe

5. Video

For this project we worked with Sparkol VideoScibe Software. It is quite easy to use, offers a range of pictures, fonts, music and tools to create a simple video and it offers enough tutorials to learn it from the scratch.

What we learned was that in an ideal situation, we decide first the **colour scheme** (background, colour of font, colours of the pictures etc.), the **fonts** we want to use for

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

headlines, people talking, information etc,, the way how the pictures / text blocks are moving in (with the hand, writer, without anything, appear or are drawn) and then start creating the video. In reality, it is a bit different, because we started trying out different possibilities – background, colours, fonts & movements. VideoScribe offers a range of different possibilities. If you have a lot of time then try it out – it is a lot of fun.

In our video we started to upload scene by scene – first we uploaded the pictures and placed them on the canvas and then we added the text blocks. With the first 2 – 3 scenes we started to play with the fonts, the colours and the basic concept. Once this was agreed we uploaded the next scenes and worked our way from scene to scene. We like to support different message with different colours. So e.g. for the last scene, where we explain, what we understand by Inclusive Leadership we put the key words in red and with capital letters. (see underneath)

Tip: Take a final decision on the font, the colour scheme and the movements a soon as possible – ideally after the first few scenes. You save a lot of changing of individual pictures and text blocks by doing this early in the process.

Basic settings for this video

Licence: CC BY-NC-SA

Drawing properties: Draw for text / Move in for pictures

Font style: Open Sans

Font colour: We gave different colours to the input which come from "some people say" (orange) and "we say" (green). The start was with black and very important words were red.

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

Music: Slow Strings (rock/pop)

Tip: **Timing for reading the text:** as a creator you quickly get used to your text and often are very fast in reading, because you already know what is coming up next. It helps to have external people watch the video to see if the timing for each sequence is long enough. It could also be too long and then it becomes boring to watch.

6. Music

In VideoScribe, there are about 200 music tracks which you can use for videos. We decided to go with the existing selection. In our video the music was the final step after we had built the whole video.

For this video we found by chance the music "Slow Strings" (rock/pop). It is a quite calm music, but grows in intensity and speed as it goes on. We felt that the music gave a bit of excitement to the video.

In VideoScribe you can only choose one music track for each video. If you want to have different types of music for different parts, you need to first finish your video in VideoScribe and then combine it in another programme with the selected music. This can be done e.g. in filmorago, gravity movie editor, imovie or adobe premiere.

Tip: What comes first? If you have some dramatic moments in your story, music can support these special moments. In some cases, it is useful to choose the type(s) of music first and then to add pictures and text with the right timing to the music.

Tip: In case the music is not lasting as long as the video you need to to activate the "loop track" feature, then it starts again.

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

Co-funded by the
Erasmus+ Programme
of the European Union

7.   Referential Sources: Helpful Online Tutorials

Gimp is a free and open source software to manipulate pictures. We used the software also to set the copyright status of the pictures. But it offers a wide range from photo retouching, image composition, image format converter etc.

Website: https://www.gimp.org/

This is a video from Sparkol VideoScribe. We found the tutorial how to erase pictures very useful:

https://help.videoscribe.co/support/solutions/articles/1000053868-erase-an-object

This 19-minute tutorial helps you get started with a WACOM Intuos tablet, shows you how to change the settings and work with the tablet and photoshop together.

https://www.youtube.com/watch?v=bCgnz1Q8JTg

This 20-minute tutorial shows how to design freehand graphics in *the brush tool in adobe illustrator.*

https://www.youtube.com/watch?v=4P4-QIj0B2o

8.   Imprint

This paper was written in the framework of the Erasmus+ Project "visEUalisation – How to develop innovative digital educational videos". Author and final editing: Irene Rojnik, co-autor Julia Braunegg (www.alp-network.org)

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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

Co-funded by the
Erasmus+ Programme
of the European Union

visEUalisation – How to develop innovative digital educational videos

www.viseualisation.eu

Lead Partner:

Fundacja Ad Meritum

www.admeritum.com.pl

www.sbico.eu

Partners:

2Kroner Julia Keil und Jan Schröder GbR
www.2kroner.de

alp-activating leadership potential (Irene Rojnik und Julia Braunegg)

www.alp-network.org

Asociacion de investigacion de la industria del juguete conexas y afines
www.aiju.info/en

Version 1.0