

# Manual visEUalisation

## The Making of Video “Entrepreneurship”

Topic: Entrepreneurship

visEUalisation

HOW TO DEVELOP INNOVATIVE DIGITAL  
EDUCATIONAL VIDEOS



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## 1. Preparation Form

The video on “Entrepreneurship- what does it really mean” was the first video we produced in the frame of the project visEUalisation. It meant we didn't have any experience in video scribing then. We were after one training sessions within the project: TechLab Training and this was our only technical background to create this video. The first version of the video was shown during CreativeLab Training.

In our first video, we decided to talk about how we understand "Entrepreneurship", as we are dealing with education in this area as an organization; the decision about this topic as the topic of the first video was made as a result of discussions among the trainers involved in the project.

The first step to develop the video was the "Preparation of forms". The structure of this formula allowed us to think about the main message of the video and the selection of words and images for the story.

<b>PREPARATION FORM FOR PREPARING VIDEO</b>	
<b>Name of the Topic</b>	
<b>General topic for 5 videos of PL partner: Migrants integration in Europe through entrepreneurship.</b>	
<b>Topic of the video: How to become an entrepreneur?</b>	
<b>OBJECTIVES. Why do we make the video?</b>	
The aim of this video is to provoke a certain provocation, to provoke the participant of the training on entrepreneurship, to revise his attitude to entrepreneurship as a business start-up and to see in running a company something more than just economic indicators, taxes, business plan.	
<b>Target group. For which is the target audience video?</b>	
Migrants in Europe. Both immigrants from non-EU countries and EU citizens, who migrate in Europe to find new work opportunities.	
<b>What are the key points of the video? What should the viewers learn from the video?</b>	
While watching the video, the participant feels drawn into the story, sees himself as the main character of the story, who wants to start a company and seeks help from the public administration. There the main character gets a certain amount of knowledge, which is then verified during the daily running of the company. The main character - a woman - sees herself as a "businesswoman - superwoman" while running a company.	

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

arrow	woman	sunglass	woman-walk
bag	laptop	street	world cloud
book	light	success	work
calculator	man	super-woman	
check list	megaphone	team	
clock	mobile	town-hall	
coffee	money	tree	
flag	notebook	trolley	
flower	objective	trophy	
frame	paper	woman-bag	
gear	pencil	woman-paper	
globe	percentage	woman-sit	
graphic	rocket	woman-speak	

**Tip:** The most important thing is the awareness of the idea we want to express, we need to spend enough time to formulate a clear and concise main idea for video.

**Learnings:** Not all of the keywords and images in "Preparation forms" were finally included in the video, but gathering them allowed us to focus on what is most important in the message we will be developing.

## 2. The frame for the story

After a few days from having “Preparation form” ready, one person from the team suggested a script for a video. It was presented to the rest of the team in the form of a spoken one, with handwritten simple graphical visualisations.

The other team members asked for details and made suggestions. We were still before CreativeLab training, where we learned the principles of storytelling, but already at this early stage of video preparation it was clear to us that in the video will feature the main character going through the story.

Choosing the main character was the most important moment in this discussion. It was about a person who will be the personification of an entrepreneurial person: with practical experience in entrepreneurship, associated with such features as:

taking initiative, being innovative and creative, risk taking, turning ideas into actions, being able to manage and organise own path of education and work, being aware of one’s learning abilities and the optimal use of time, information and learning opportunities, being able to develop further on already gained experiences and competences.

We also wanted our main character to be associated with being tolerant, open, friendly to people regardless of origin.

It was a big challenge. We had different ideas, but our last main character was:



We decided that a young woman, in a suit, a mother, with a child in her arms and having a coat like Superman, would best express the entrepreneurial spirit: freshness of ideas, courage, taking risks, good attitude, challenges, overcoming difficulties, goal and way to goal.

While watching a movie during CreativeLab, this character attracted the attention of the audience the most, she was immediately named: “Superwoman”.

- **Audience:** Educators, trainers, consultants, coaches – working with migrants as the target group of educational activities.
- **Purpose:** Make people curious about Entrepreneurship as the set of traits of character
- **Topic:** Entrepreneurship
- **Plot:** Raise Curiosity – new knowledge
- **Main Characters:**
  - Protagonist: We say ... /people of work/
  - Antagonist: Some say ... /word of science representatives)
- **Entry-Point:**
- **End of the story:** Package – set of traits
- **Content:** Aspects of Entrepreneurship
- **Motivation:** to learn about Entrepreneurship

### 3. Text and picture 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.

Nr	Picture - Ideas	Text
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

When the text and the ideas for the individual picture were set, we started to work on the picture production (images).

#### 4. Images

For the graphic development of the video, we can use open sources of images, use the own libraries of the video scribing software or white board and make our own images. In this sense, the elaboration of own images allows discussing the type of model and creating alternatives to be used.



Images are a very important part of video style. It is a creative work where extra images are often generated to test its effect or to define alternatives on the proposal. Not all images are necessarily used. If you work on the need to incorporate images, as they are necessary, the need to generate images discarded is reduced. Although an interesting tip before starting to generate the videoscribing with the software is to have the main images of each scene defined in the storyboard, to quickly make a first version of the video on which it is easier to add complementary images that enhance scenes.

## 5. Video

For this video, we have decided only to use VideoScribe since it was enough to explain the topic of European Citizenship. As we previously said, we explain how we acquired the ease of travelling over the countries in the European Union, without borders or restrictions. This includes the possibility of travel for work, to study or simply to know about other cultures, such as gastronomy, etc.

**Text properties:** Draw

**Font style:** Not available, since VideoScribe has updated font types and now they are different, but it is similar to “Nanum Pen” or “Bad Script” fonts.

**Font colour:** Black, red, green, purple, blue; depending of the phrase. (Note: Videoscribe offers a colour palette but you can enter as well a hex code which allows you to adapt to your corporate identity colours!

**Hand:** Default hand

**Music:** “Defined in paragraph 5. Music”

VideoScribe is an easy to learn whiteboard style animated software. We recommend you to 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.

## 6. Music

We have chosen two songs to use as a background from the YouTube Music Library, one of them is “Vibe Mountain – Clover 3”. Apart from the three main songs, we used sounds taken from Freesound.org database.

Both music and sounds and music are adjusted and added to the video in the post-processing phase.

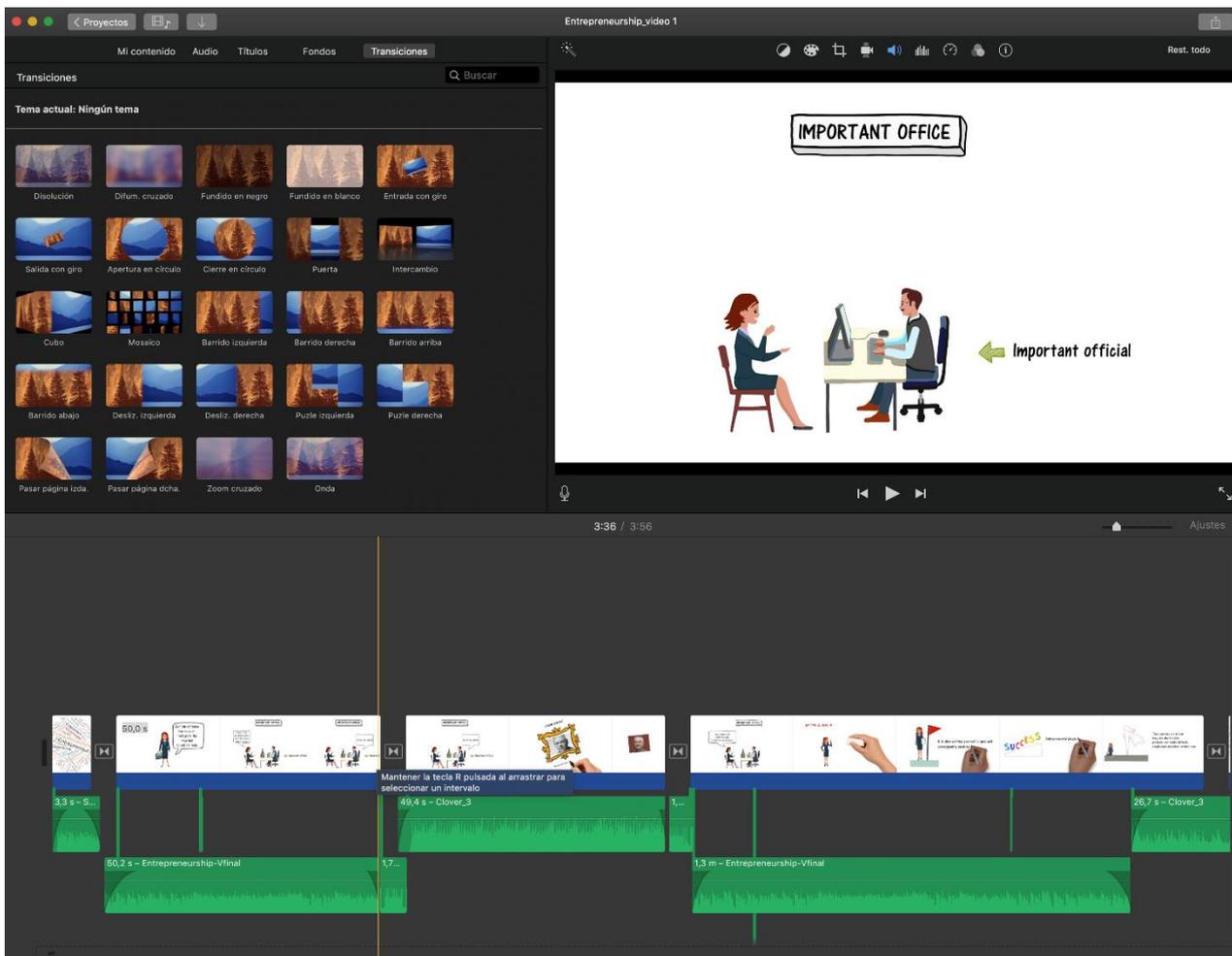
## 7. Post-processing

Video post-processing allows you to add other special effects or join video clips made in different software. In addition to adding sounds and music.

For this video edition, it is possible to use different free software, depending on the type of platform. In this case, this video has been post-processed using iMovie. This free software is only available for the IOS platform and has been used for its simplicity, speed of editing, and optimal results in HD format.

It is also possible to generate your own sounds and songs or add voice over to the video.

For this, the software we recommend is Audacity. In this case, for this video, it was not necessary to resort to this software, because the sound effects can also be improved in iMovie, as in any video editor that allows adjusting speeds, bass, treble, etc.



## 8. Imprint

This paper was written in the framework of the Erasmus+ Project “visEUalisation – How to develop innovative digital educational videos”. Authors and final editing: Natxo Seguí from AIJU ([www.aiju.es](http://www.aiju.es))

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