

# Manual visEUalisation

## The Making of Video

### “Reasons to be an Entrepreneur”

Topic: Volunteering in entrepreneurship activities.

visEUalisation

HOW TO DEVELOP INNOVATIVE DIGITAL  
EDUCATIONAL VIDEOS



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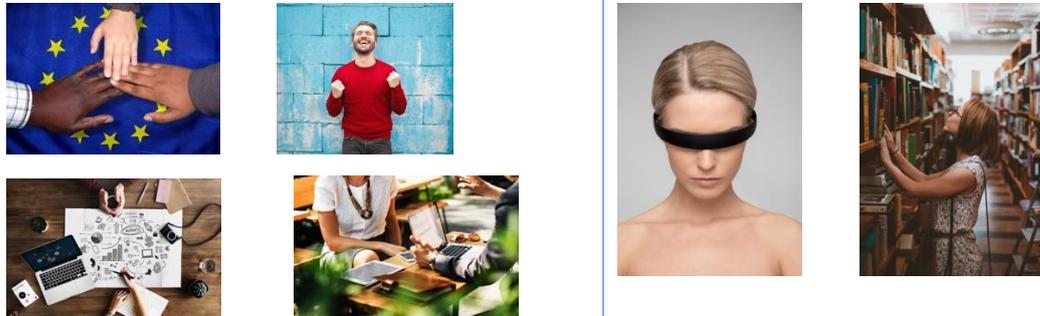
## 1. Preparation Form

“Reasons to be an Entrepreneur” is a video created by AdMeritum Foundation. The main purpose of the video is To help to understand the real meaning of “entrepreneurship” and to facilitate entrepreneurial predispositions and traits recognition.

<b>PREPARATION FORM FOR PREPARING BRIEFING VIDEO</b>	
<b>Name of the Topic</b>	
<p><b>General topic for 5 videos of PL partner: Migrants integration in Europe through entrepreneurship.</b></p> <p>“Reasons to be an Entrepreneur”</p>	
<b>OBJECTIVES. Why do we make the video?</b>	
To help to understand the real meaning of “entrepreneurship” and to facilitate entrepreneurial predispositions and traits recognition.	
<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>	
<p>The key point is to present the meaning of “entrepreneurship” not just as “the ability to start own business”, but in wider understanding of the word – as a set of traits, which include 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.</p>	

*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**

entrepreneurship entrepreneurial entrepreneur business businessman businesswoman company market work e-company	initiative creativity risk idea action opportunity future start courage growth	manage organise develop control effectiveness create initiate dream vision strategy	learning education training competence experience skills traits abilities predispositions practice	migrant immigrant citizen Europe European Union non-EU country migration crisis ups and downs beginning
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## 2. Storyboarding

The storyboard allows you to have a sequence of scenes and texts that make all those who have to develop the video to imagine its results. It becomes a basic graphic guide of all the elements you want to be present in the video. In the case of multidisciplinary

teams, it is very important to have this storyboard to be able to adjust the development of the video and make it really a successful job.

It is important to prepare a sequence of scenes that allow you to follow and understand a story.

For the realization of the storyboard, we can use a simple paper prepared to generate vignettes in an orderly way and that provide a narration of the video intended to be elaborated.

However, we can also use specific software to create the storyboard. In this sense, we can find various free or open-source software.

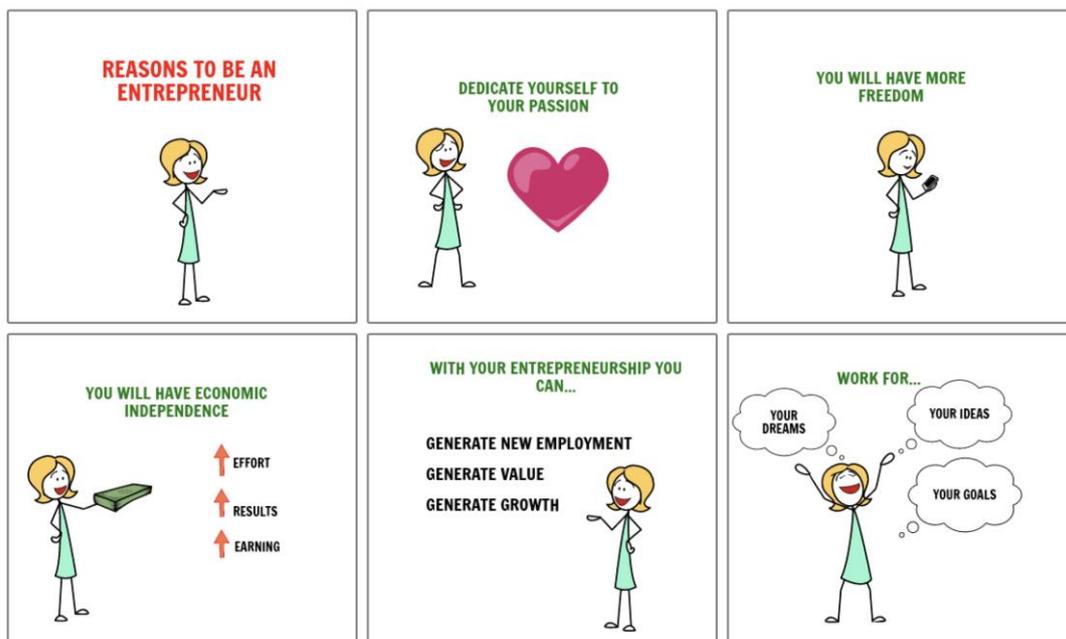
You do not need a specially elaborated storyboard, as in a movie, since the movement of the cameras is usually done in an automated way if you use specialized whiteboard software where you have it.

In this case, we have used the StoryboardThat software, a free multiplatform online.

The advantage of using StoryboardThat software is that it can easily be shared in PDF format and edited, including new characters, scenes, or modifying existing ones.

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

REASONS TO BE AN ENTREPRENEUR



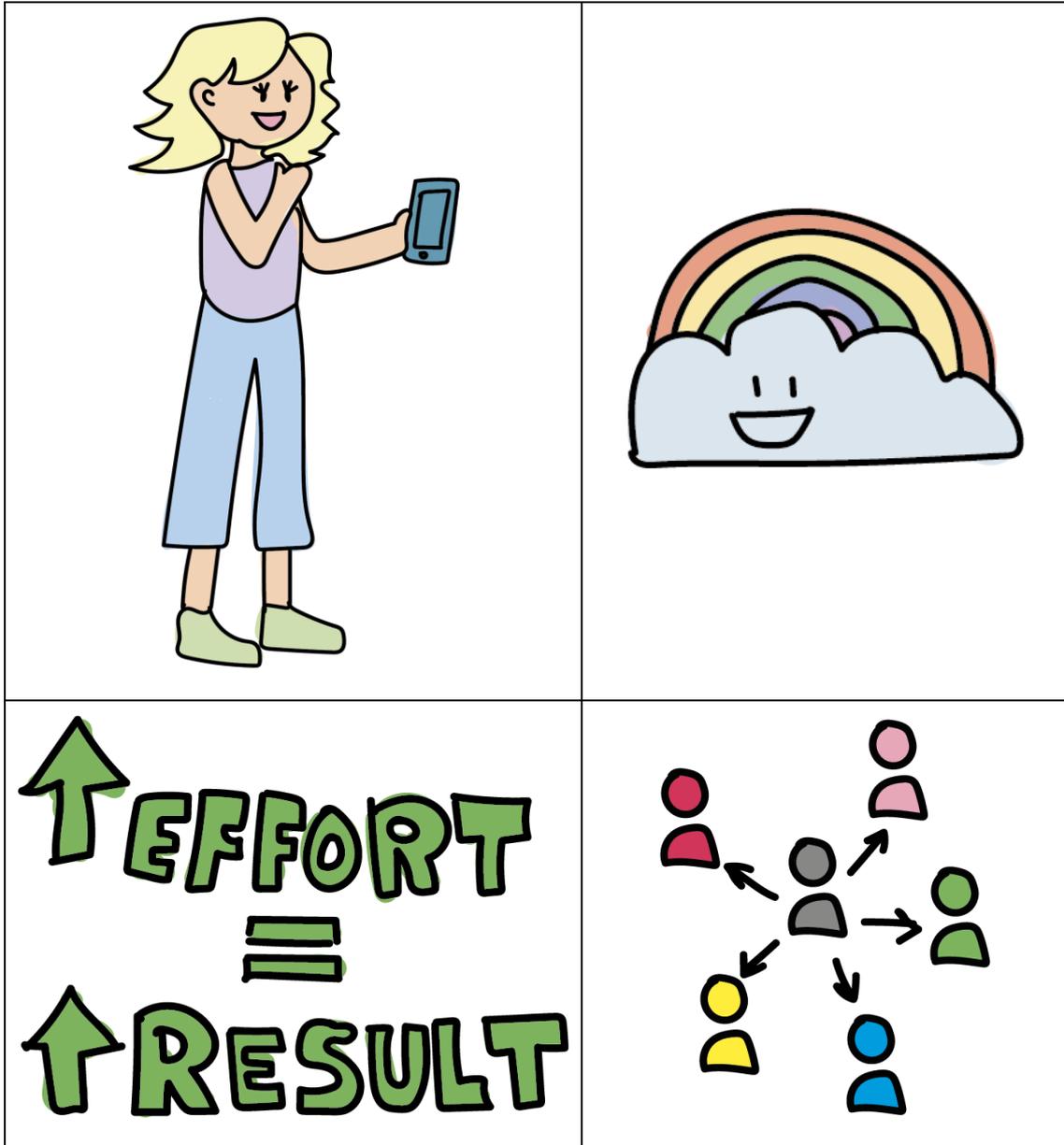
It depends on the type of video and the work team; the storyboard should be defined in more or less detail. In this case, the work team that has developed this video has been three people from the same organization. The storyboard does not initially need high detail since the entire development team continually carries out reviews and interactions.

In this case, there is a specialist in drawings, a specialist in the development of Video Scribe software, and a specialist in the development of complementary images obtained in other software: to generate the word cloud.

To learn more about the development of storyboards and storytelling, it is advisable to attend the courses found in the VisEUalisation e-Learning Platform, where you can dig into masterplots, characters and steps for starting your story (Why Storytelling? Course), the best tips for creating a storyboard and a particularly relevant course that explores possible problems and solutions for prejudices and stereotypes (Stereotypical Depictions) that is very interesting to keep in mind when preparing a video storyboard.

### 3. 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. Not all images are necessarily used.



#### 4. Video

VideoScribe offers a wide range of pictures, fonts, music and tools to create a simple video but also enough tutorials to learn it from the scratch.

**Text properties:** Draw

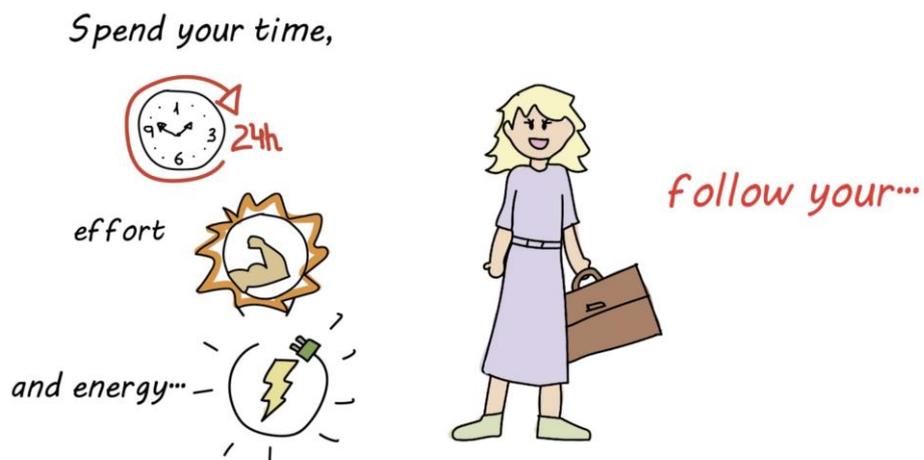
**Font style:** VideoScribe “Basic” font

**Font colour:** It depends on each text

**Music:** Never Mind

For the creation of this video, we used images we created ourselves. They must be integrated into the space of the whiteboard, adapted in size, and, be configured as we want.

## IF YOU ARE AN ENTREPRENEUR YOU WILL FEEL FULFILLED



### 5. Music

VideoScribe has about 200 music tracks, which you can use for videos. We thought it would be interesting to use these tracks since they have no copyright and can be used in all videos. So, we used a VideoScribe song called “Never Mind”.

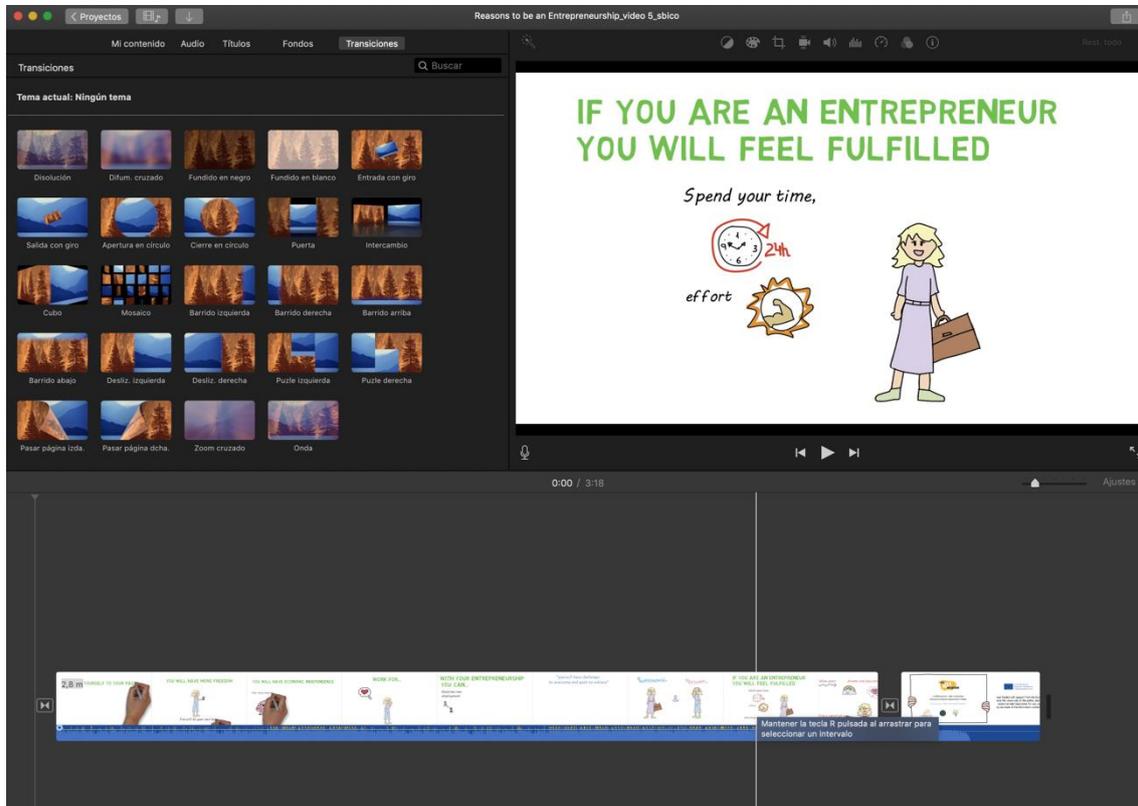
### 6. Post-processing

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.



To learn about other software, it is possible to follow the specially designed course on the [VisEUalisation Elearning Platform](#), entitled “Video post-processing”.

## 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: Natxo Seguí ([natxosegui@aiju.es](mailto:natxosegui@aiju.es))

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 – How to develop innovative digital educational videos

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Version 1.0