

Manual visEUalisation

The Making of Video

“Starting the Company in Europe”

Topic: Starting the Company in Europe.

visEUalisation

HOW TO DEVELOP INNOVATIVE DIGITAL
EDUCATIONAL VIDEOS



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1. Preparation Form

“Starting the Company in Europe” is the third video created by AdMeritum Foundation. The main purpose of the video is to show the benefits of being European in terms of being able to set up a company in any EU country. The video is to make the viewer aware of the fact that a common Europe is also an opportunity to run a business in any country (applied to the residents of the European Union).

PREPARATION FORM FOR PREPARING BRIEFING VIDEO
Name of the Topic
<p>General topic for 5 videos of PL partner: Migrants integration in Europe through entrepreneurship.</p> <p>Topic of the video: The European Single Market</p>
OBJECTIVES. Why do we make the video?
To help to understand the values behind the meaning of “The European Single Market” and to strengthen “spirit of Europe” feeling by Europeans and New Commers.
Target group. For which is the target audience video?
Migrants in Europe. Both immigrants from non-EU countries and EU citizens, who migrate in Europe to find new work opportunities.
What are the key points of the video? What should the viewers learn from the video?
<p>The key point is statement by the Spanish MEP Esteban González Pons of 31.03.2017 in the European Parliament: "Europe is not a market; it is a desire to live together. Leaving Europe is not leaving the market; it is giving up common dreams. We can have a common market, but if we do not have common dreams, we have nothing. Europe is the peace that followed the catastrophic war (...) Europe is the fall of the Berlin Wall. Europe is the end of communism"</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

The European Single Market	common dreams	“Pieriestrojka” (“Perestrojka”)	openness	end
Europe	community	Solidarity	opportunities	beginning
European Union	together	Lech Wałęsa (Walesa)	expand	Brexit
migrant	everything	Berlin Wall	learn	rapture
immigrant	nothing	transformation	become	fear
citizen			success	
non-EU country			global	
migration				

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.

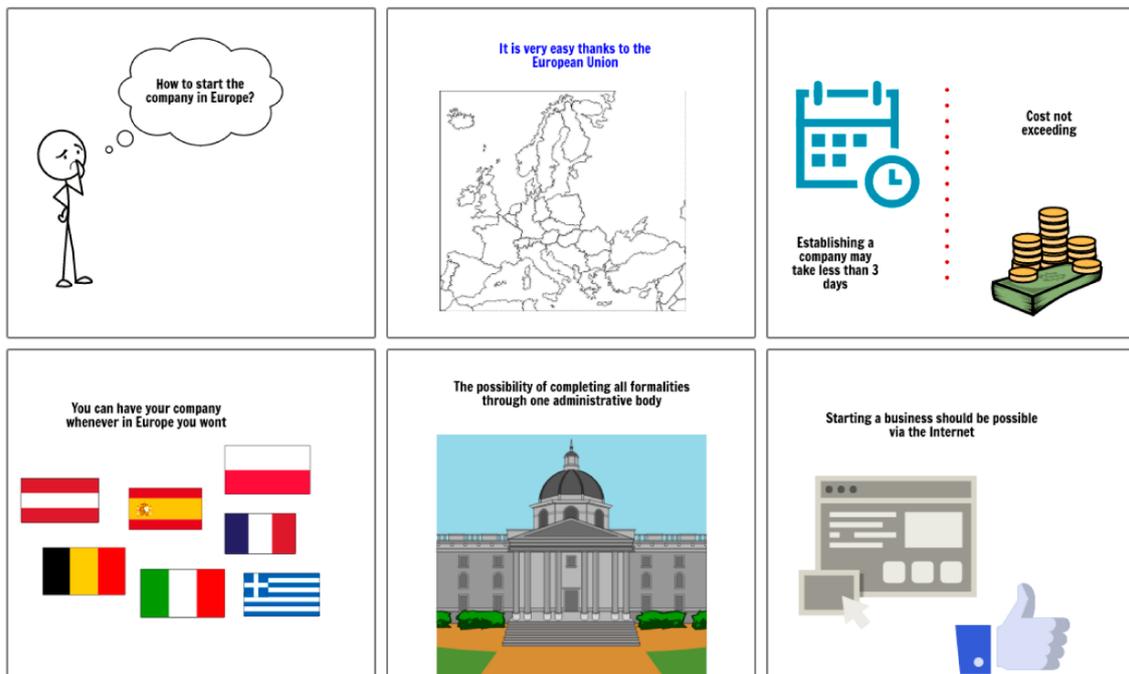
For the realization of the storyboard, we can use specific software to create the storyboard. In this sense, we can find various free or open-source software.

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.



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.

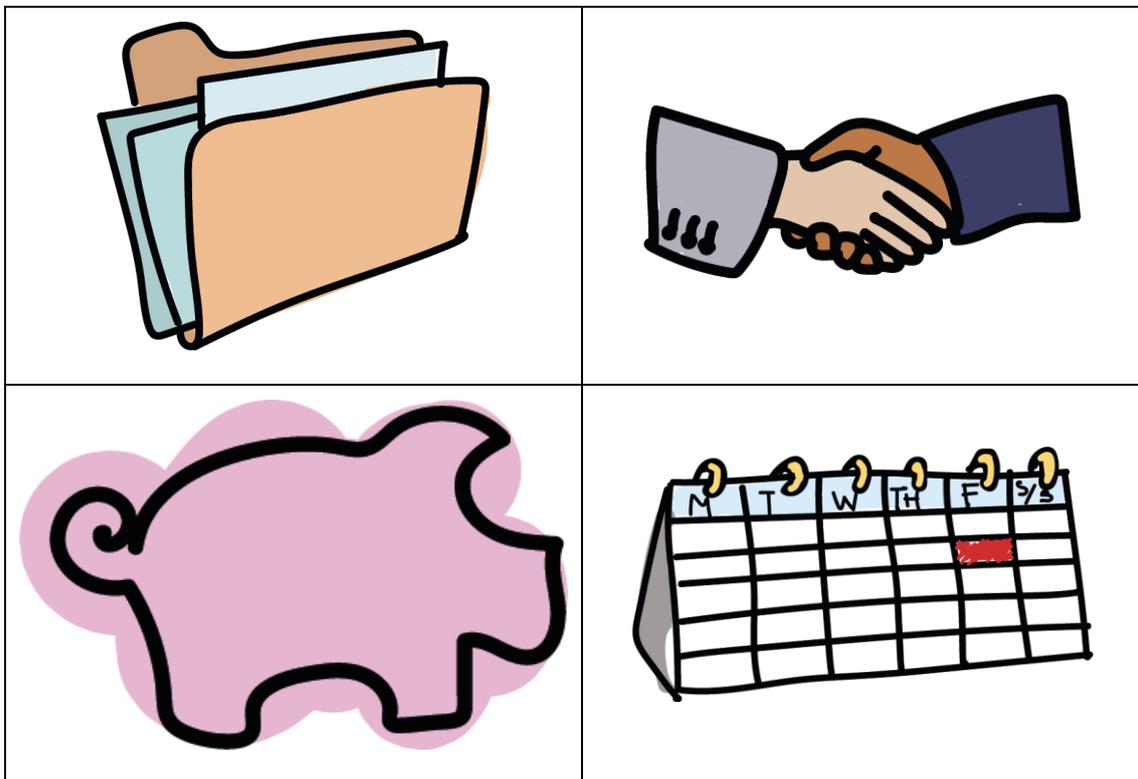
In this case, there is a specialist in drawings, a specialist in the development of Video Scribe software, and a specialist in the development of complementary images obtained in other software: to generate the word cloud.

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.

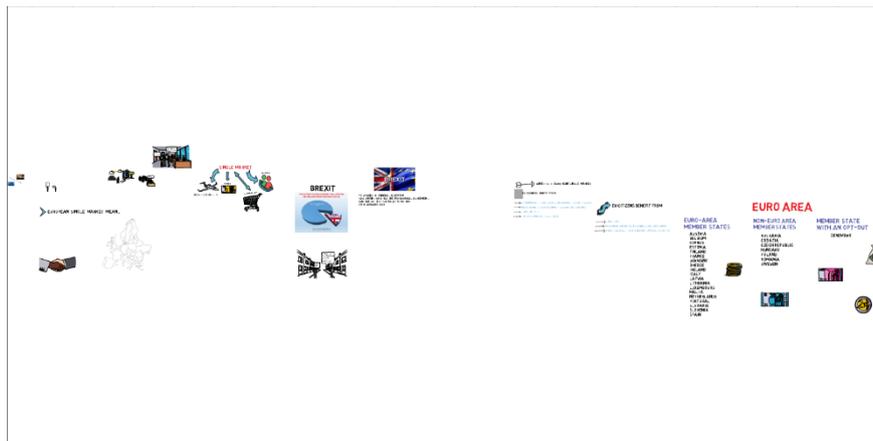


4. Video

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: Black
Music: Down With Paradise

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



5. Music

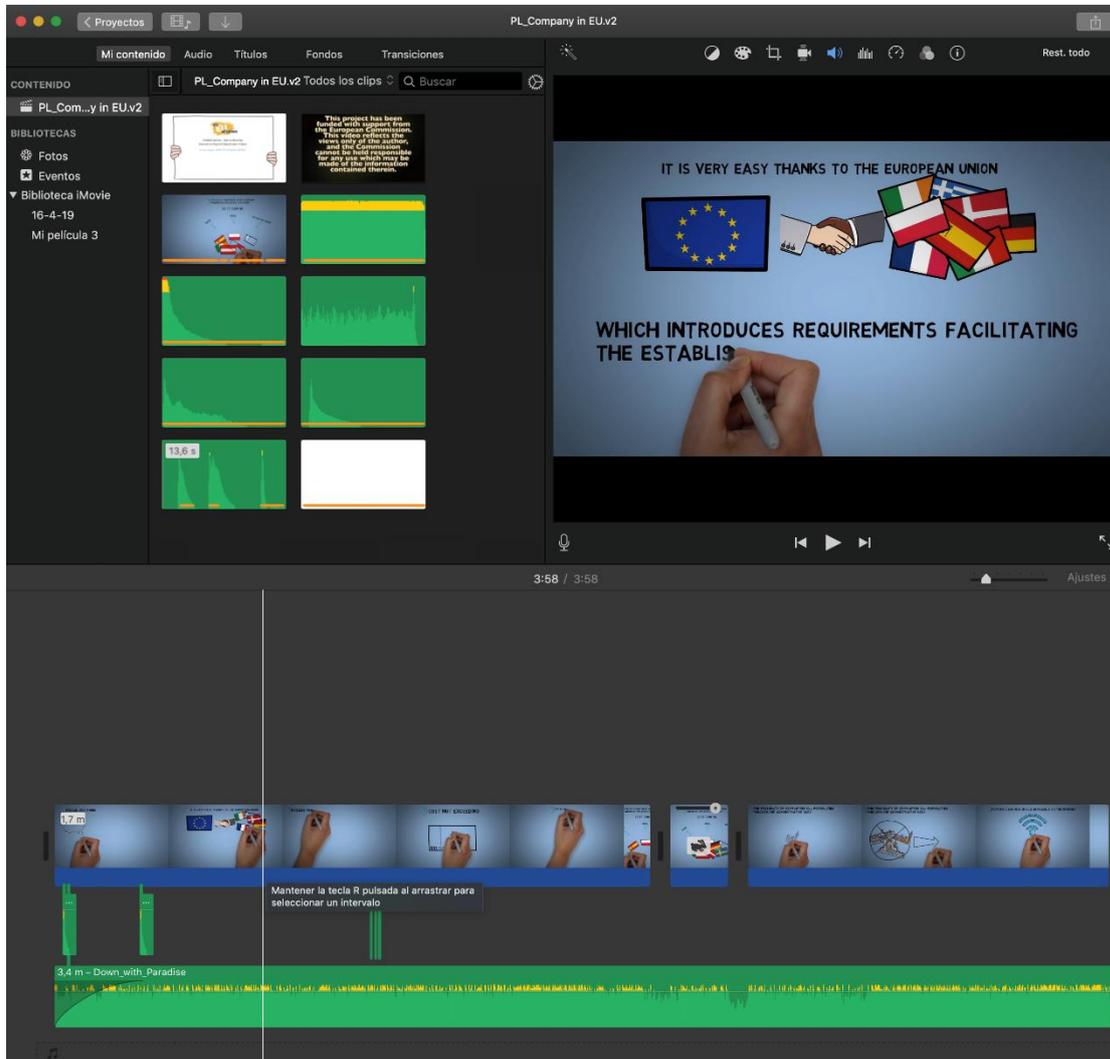
We used a YouTube Music Library song called “Down with Paradise from Norma Rockwell”, but also, we thought it would be great to implement songs and sounds without copyright from other sources, such from freesound.org like “Doh-de-oh.mp3”, or “Cartoon-boing.mp3”.

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)

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visEUalisation – How to develop innovative digital educational videos

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