IO 4: Digital Media for VET in SMEs
Tool 1: Video production process
Tutorial

Hafelekar
March 17th, 2021

DigiVET

1

Title:	IO 4 Digital Media for VET in SMEs
	Tool 1: Video Production Process
Project result (Intellectual Output - IO 4)	Tutorial on using the six steps video production process
Description	Aims and Steps how to use the production process
Partner organisation	Hafelekar
Responsible for the preparation of this document	Paul Schober, Hannah Zogmann
Creation date	17.03.2021
Language	English
Creative Commons	ShareAlike 3.0 Unported (CC BY-SA 3.0)

Content

Project description

Digital Media for VET in SMEs: Online learning of digital media competences for SMEs to empower workplace learning

Digital media offers a new and effective way to engage employees who have low levels of qualifications in small SMEs in learning. In many countries the formal education level of employees is still weak and migration within and to Europe has led to an inflow of additional learners who lack the levels of language to engage in learning using traditional techniques. Digital media can help to overcome this barrier to learning by using more audio, video and visual material to support learning. However, many VET trainers and SMEs lack the competences needed to use digital media.

The objective of the project is to enhance the use of visual digital media in SMEs, to support the training of employees with low levels of qualifications. This will be done through the development of modular online learning programs about the use of visual digital media. The focus will be on visual material for the field of VET learning and shaped by guiding principles and concepts which were used, implemented and evaluated in Germany by ISOB and 'SoWiBeFo e.V.' (e.g. 'Coaches for Digital Learning' and 'Media Pedagogy for Teachers'). The conceptual model for learning and the expertise generated from the projects will be used to develop similar material for VET trainers and facilitators of learning in small SMEs.

Objectives of DigiVET
- VET trainers and facilitators in SMEs will acquire competences for digital learning in two steps:
    a) acquiring basic skills in digital visual media use
    b) using digital media in training of staff who have low levels of qualifications
- A key feature of the project is the provision of support from trained coaches within the partner organizations, who will be available to support in-company trainers and facilitators as they introduce digital learning. In-company facilitators will work with the end recipients (low qualified staff as learners), digital and visual forms of workplace learning.
- Final beneficiaries – Low qualified employees and employees with a lack of educational language skills often lack the means to access written instructions. Visual media as instructional videos make learning independent, allow for repeating the content as needed, and can be designed to promote language proficiency at the same time

Project Duration
November 2019 bis Juni 2022

Website:
Link: https://digivetproject.eu/de
Link: https://elearningproject.eu

Project Partners
- University of Gloucestershire- Coordination
- Hafelekar Unternehmensberatung, Austria
- Mednarodna Fakulteta, Slowenia
- Fundatia Pentru Promovarea, Romania
- ISOB Institut für Sozialwissenschaftliche Beratung, Germany
- Gazi Universitesi, Turkey
- Centro de Formacao Profissional, Portugal

DigiVET

Introduction

This document is used as an additional aid for the use of the explanatory video. It is intended to build a bridge between the video and the tools (e.g. templates). In this document, you will receive step-by-step instructions on how to create a high-quality video. Important tips are given for each individual step as well as corresponding templates and case studies of how to use it. In the appendix, you will find all the templates you need. See this document as a little help when watching the "DigiVET explainer video", see https://youtu.be/qZQWjQ7MgZ4 .
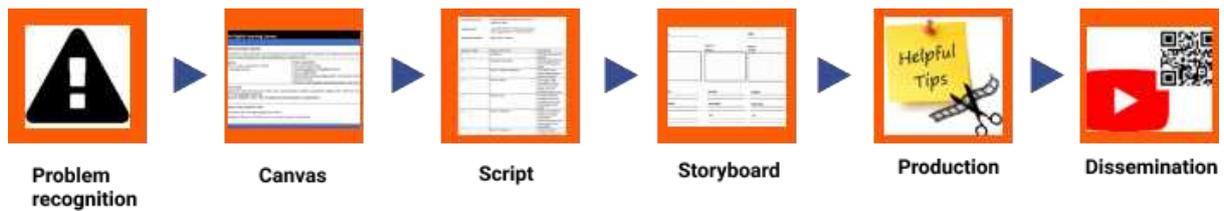
Requirements

- Templates (Canvas, Script, Storyboard, Additional Sheet for Voice Over, Bucket List)
- Technical Equipment (Canva, Movavi, QR-Generator, Camera, mobile phone)
- Other Equipment (Pencils, Paper, …)
- DigiVET explainer video (Link: https://www.youtube.com/watch?v=qZQWjQ7MgZ4&ab)

Production process

The process consists of six steps that build on the previous step. It is important to work through these six steps in order to produce a high quality explainer video. Below is a brief overview of what to expect in each step.

Step 1 – Problem recognition Understand & observe problem	
Step 2 - Canvas Strengthen point of view with a canvas	
Step 3 – Script Structure ideas with a script	
Step 4 – Storyboard Visualize the script with a storyboard	
Step 5 – Production Create a bucket list, produce the video	
Step 6 – Dissemination Export & upload video, create a QR-code, share it with your community	

Problem recognition → Canvas → Script → Storyboard → Production → Dissemination

Each step is assigned its own symbol so that they can be easily identified when reading the document.

Step 1: Problem recognition

Main Goal:

This step is about identifying the core of the problem. It is about being aware of the problem and being ready to do something about it. The aim is to name the problem precisely in order to be able to work on it in the next step.

Approach:

A series of questions will help you to determine the core of the problem.

Useful Tips:

Some helpful questions to clarify in advance.

- – What are the pains & gains of your audience? (1)
- – Which value proposition can you offer? (2)
- – What needs to be explained by the video? (3)

Case study:

For each question you will find answer options that helped us to edit the video. Ask yourself the same questions about your explainer video to really target your audience.

(1) There is already a lot of material on video production. It is difficult to keep a clear overview.
(2) A clear, understandable and simple explainer video that shows the video production process in six steps.
(3) It explains how to get from the problem to a finished video. A video that on the one hand is presented in an understandable way and on the other hand calls for action.

See the bucket list for problem recognition on the next page.

DigiVET
PROBLEM RECOGNITION

1

WHAT ARE THE PAINS & GAINS OF YOUR AUDIENCE?

WHICH VALUE PROPOSITION CAN YOU OFFER?

WHAT NEEDS TO BE EXPLAINED BY THE VIDEO?

DigiVET

Step 2: Canvas

Main Goal:

In general, a canvas is a planning method and helps to get a clearer picture of the problem. It serves as a visual representation of your problem and structures it into subcategories in order to have a clear picture of how and with what you can solve the problem.

Approach:

The template "Canvas" is needed for this step and can be found in the appendix.

The order in which the canvas is filled in is important. The focus is always on the target group and the value proposition. These two components should always be kept in mind when filling out the other categories.

The order in which the canvas is filled in:

1. Learning target group
2. Value proposition
3. Field of action with intermediate objective
4. Objectives vs. Out of scope
5. Results / Key features of the explainer video

Useful Tips:

– A guiding principle of the business model canvas is simplicity over completeness.
– Focus on the essentials. Only the aspects that are decisive for success are relevant. The rest comes later.
– Change needs structure. A clear picture enables smooth implementation.
– Canvas is a planning method to improve and optimize processes in the company.
– Use Post-Its, whiteboard, paper & pencil to visualize your ideas. Different colors as color codes clarify the interrelationships of the individual points.

Case study:

See the digital learning canvas on the next page.

Roadmap for Digital Learning Canvas

Field of action with intermediate objective

There is a lot of material on film production and this large amount scares people into diving into this subject area at all. Clients want a simple and compact process of how they get from idea development to a finished video.

Learning target group	**Value proposition**
-low skilled employees in SMEs -coaches and trainees in SMEs -organizations in media production	-easy and simple video -visual examples to strengthen the topic -easy to implement -benefit from creating a high quality video in just a short time -show don't tell "Simple, understandable and implementable video process"

Objectives vs. Out of scope

Objectives: explaining the video process in six steps, use visual materials, include a protagonist, length of the video not exceed four minutes, information based on the DigiVET handbook

Out of scope: charge for explainer video, video is limited for specific people or organizations

Results / Key features of the explainer video

-finished video with clear topic and high quality instruments

-understanding of the use of methods such as canvas, script and storyboard

-tips & tricks for low budget explainer videos

DigiVET

Step 3: Script

Main Goal:

The main aim of this step is to come up with a story of how best to bring the problem to the target audience.

Approach:

The template "Script" is needed for this step and can be found in the appendix.

The title, learning content, target group and duration are determined. Then go into more detail by thinking about individual scenes and writing down what is to be seen in each scene.

Useful Tips:

- Less is more. Describe the scene in one or two sentences.
- Always focus on the "show don't tell".
- Keep the main plot simple.
- Look at other videos and scripts. Write down what's good and bad about them.
- If you want to teach well, the content has to be tailored to the target group and the following things have to be considered: The content should be presented as simply as possible at the beginning and then built up step by step.
- Read your script out loud and see which dialogue sound natural and which sounds forced.
- Proofread your script.
- Accept that you still might have to make some changes during filming.

Case study:

See the Script on the next page.

3

Script

Title:	"Six simple and effective steps to an explainer video"
Learning Content:	understanding the production process of explainer videos
Target group:	low skilled employees in SMEs, Coaches and Trainees in SMEs, organizations in media production
Duration:	maximum of four minutes

Number of slide	Name of the scene	Description
1	Welcome	Introducing the project DigiVET
2	Purpose of the video	a rough description of the purpose (process path → see PowerPoint slides)
3	Step 1: Problem recognition	Understand problem, observe problem
4	Step 2: Canvas	strengthen point of view, come up with ideas, show the example of the canvas, give helpful tips & tricks
5	Step 3: Script	structure ideas by creating a short and compact script, show the example of the script, give helpful tips & tricks
6	Step 4: Storyboard	redefine ideas by creating a storyboard + audio/voice over, show the example of the storyboard, give helpful tips & tricks
7	Step 5: Production	create a check list (short form of a production plan), best practices (tips & tricks), produce the film

DigiVET

		(filming, cutting, testing)
8	Step 6: Dissemination	Export video, decide for a platform (YouTube, Facebook), create QR-code and share it with community, give helpful tips & tricks
9	Summary	production process of six steps (process path)
10	Call to action	create your own explainer video, share it with your community
11	Closing	final slide, credits

Step 4: Storyboard

Main Goal:

The aim of a storyboard is to depict the scenes that have been prepared in the script.

Approach:

The template "Storyboard" is needed for this step and can be found in the appendix.

The template "Additional Sheet for Voice over" can be used for this step. It can be found in the appendix.

Each scene is outlined to have an idea of how and what is shown in each scene. Start from the beginning to create a clear and understandable storyboard. This also helps to identify early mistakes or ambiguities.

Useful Tips:

- Always focus on the story.
- You do not have to create a masterpiece. You can use figures, shapes and arrows.
- Create an accurate storyboard. Make sure you are taking the time to map out things like camera angles and camera moves. It may also help you to make some notations to clarify anything you think is not clear.
- Look at other storyboards. Write down what is good and bad about them.
- Get feedback.

Case study:

See the storyboard on the next page.

DigiVET
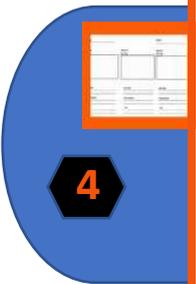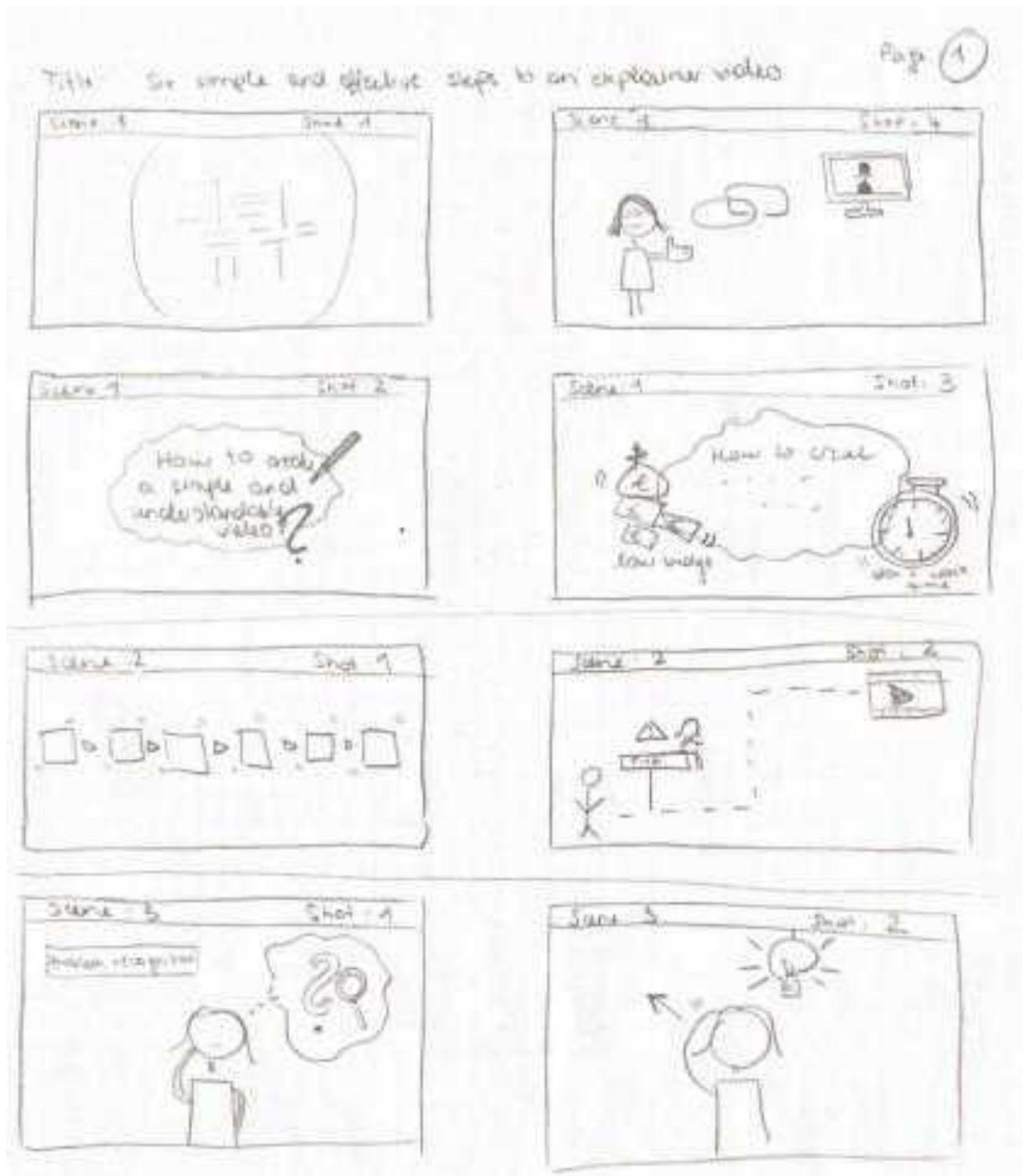
Step 5: Production

Main Goal:

The main goal of this step is to record the video and edit it with tools like Canva and Movavi.

Approach:

The template "Bucket List" is needed for this step and can be found in the appendix.

First, you have to familiarise yourself with the tool. Try out some of the functions to save time when implementing your video. Create the scenes as you have sketched them in your storyboard. Create a "bucket list" to write down important things. This will ensure that you do not forget them when creating the video.

Useful Tips:

- When you start, I recommend watching You Tube videos and recording according to instructions and trying out how it works best. A good and easy way is to use a Power Point presentation as an introduction, cut it out with the Windows Snipping Tool and then paste it into the video. TIP: To avoid jumps, photos must be the same size.
- If you want to use film (video) well, some technical conditions have to fit: Consider lighting conditions, use two cameras to avoid jump cuts, work with short takes to make it easier to cut, use an external microphone to improve the sound quality.
- Didactic considerations: Focus clearly on the topic and do not put too much information into single parts; rather produce a series (i.e. several parts); in good videos a tension is built up.
- Use your mobile phone to record your voice over. (iphone: voice memos)
- If the mobile phone cannot record high-quality sound tracks, then simply use audicity.
- To edit and cut your pictures and your video sections, you can use tools such as canva and movavi.
- It is advisable to prepare posters that present the learning content well.
- Realistic examples from practice are best understood.
- If protagonists are "busy", a learning video usually looks more authentic
- If you are shooting in one place and the lighting conditions are good, 2 smartphone cameras are basically enough for shooting; 2 cameras allow more interesting shots and make editing easier.

Case study:

Here are the links to the tools:

- Canva:
  https://www.canva.com/de_de/q/pro/?v=2&utm_source=google_sem&utm_medium=cpc&utm_campaign=REV_AT_DE_CanvaPro_Branded_Tier1_Core_EM&utm_term=REV_AT_DE_CanvaPro_Branded_Tier1_Canva_EM&gclid=Cj0KCQjw0caCBhCIARIsAGAfuMwtVZD1sDllM3lrkWcuExNd084Ilol7Juk9QKZvWwvKyZLAguYOXdgaAnnBEALw_wcB&gclsrc=aw.ds
- Movavi:
  https://www.movavi.de/video-editor-plus/?gclid=Cj0KCQjw0caCBhCIARIsAGAfuMwYlOI9uVzTE7uMTDTJD8u5gUaZS0V3oxI36_Cnnyw6KJDdPACWKyMaAtgrEALw_wcB

- Screencast Recorder:
  Screen Recorder | Screencast-O-Matic (screencast-o-matic.com)
- Audiocity:
  https://www.audacity.de/

Movavi

Canva

See the bucket list for the production on the next page.

DigiVET

DigiVET 5
Bucket List

- COMPUTER, MOBILE PHONE ☐

- CANVAS, SCRIPT, STORYBOARD ☐

- SOFTWARE (MOVAVI, CANVA) ☐

- PRODUCE SCREENCAST 1 & 2 ☐

- EDIT PICTURES ☐

DigiVET

Step 6: Dissemination

Main Goal:

The main goal is to export the video correctly and upload it to an adequate platform to share it with your community.

Approach:

The video must be exported in the correct format (mp4 format). Then an adequate platform such as Youtube is chosen to distribute the video.

To upload a video to Youtube, a Youtube account must be created. Then upload the video and publish it.

Copy the link into a video generator and create a QR code. Send this QR code to friends, colleagues and family.

Useful Tips:

- Make sure you have exported the video in high quality. (MP4 format)
- Create a youtube account
- Click on the "upload video" button and specify who has access to it. (private, public)
- Determine which thumbnail (preview image) you would like to use and finally click on "Done" or on "Publish".
- Create a QR-code and share it with your community via whatsapp or facebook.

Case study:

Here are the links to the tools:

- QR-code generator:
  https://www.qrcode-generator.de/
- Upload video:
  https://www.wix.com/blog/2019/02/how-to-upload-video-youtube-guide/

See the bucket list for the dissemination on the next page.

DigiVET

DigiVET 6

Bucket List

- Export video in MP4 format ☐
- Platform decision ☐
- Upload video ☐
- Share it with community ☐

DigiVET

Annex

Overview of the steps

Production Process

Step 1 – Problem recognition

Understand & observe problem

Step 2 - Canvas

Strengthen point of view with a canvas

Step 3 – Script

Structure ideas with a script

Step 4 – Storyboard

Visualize the script with a storyboard

Step 5 – Production

Create a bucket list, produce the video

Step 6 – Dissemination

Export & upload video, create a QR-code, share it with your community

Templates of all six steps

Step 1: Problem recognition

WHAT ARE THE PAINS & GAINS OF YOUR AUDIENCE?

WHICH VALUE PROPOSITION CAN YOU OFFER?

WHAT NEEDS TO BE EXPLAINED BY THE VIDEO?

DigiVET

Roadmap for Digital Learning Canvas

Field of action with intermediate objective

Learning target group

Value proposition

Objectives vs. Out of scope

Results / Key features of the explainer video

DigiVET

Step 3: Script

Script

Title:

Learning Content:

Target group:

Duration:

Number of slide	Name of the scene	Description
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		

DigiVET

Step 4: Storyboard

Title:	Page:

Scene No:	Shot No:

_____

_____

_____

Scene No:	Shot No:

_____

_____

_____

Scene No:	Shot No:

_____

_____

_____

Scene No:	Shot No:

_____

_____

_____

Scene No:	Shot No:

_____

_____

_____

Scene No:	Shot No:

_____

_____

_____

Scene No:	Shot No:

_____

_____

_____

Scene No:	Shot No:

_____

_____

_____

Scene No:	Shot No:

_____

_____

_____

Step 4: Additional Sheet for Voice Over

Scene	Shot	Voice Over

Step 5: Production - Bucket List

- _____
- _____
- _____
- _____
- _____

DigiVET

Step 6: Dissemination – Bucket List

DigiVET

Bucket List

6

- ● _____
- ● _____
- ● _____
- ● _____
- ● _____

DigiVET

Resources

Step 5:

- Canva:
  https://www.canva.com/de_de/q/pro/?v=2&utm_source=google_sem&utm_medium=cpc
  &utm_campaign=REV_AT_DE_CanvaPro_Branded_Tier1_Core_EM&utm_term=REV_AT_DE
  _CanvaPro_Branded_Tier1_Canva_EM&gclid=Cj0KCQjw0caCBhCIARIsAGAfuMwtVZD1sDllM
  3lrkWcuExNd084Ilol7Juk9QKZvWwvKyZLAguYOXdgaAnnBEALw_wcB&gclsrc=aw.ds
- Movavi:
  https://www.movavi.de/video-editor-
  plus/?gclid=Cj0KCQjw0caCBhCIARIsAGAfuMwYlOI9uVzTE7uMTDTJD8u5gUaZS0V3oxI36_Cn
  nyw6KJDdPACWKyMaAtgrEALw_wcB
- Screencast Recorder:
  Screen Recorder | Screencast-O-Matic (screencast-o-matic.com)
- Audicity:
  https://www.audacity.de/

Other tools:

- Viddler:
  https://vimeo.com/de/features/compare-paid?gclid=CjwKCAjw9MuCBhBUEiwAbDZ-
  7hIKZeMGpJJSt_LC_bnrQrsTPsecLBea8gpDqr0da4Ozez23ezewEBoCYiwQAvD_BwE&gclsrc=a
  w.ds&utm_medium=cpc&utm_source=google&vcid=37275
- Alugha:
  https://alugha.com/
- Magix:
  https://www.magix.com/de/videos-bearbeiten/video-
  deluxe/?AffiliateID=55&phash=FL4Wje1syXqv4BCf&a_aid=5aeb29884c75a&a_bid=2146aa72
  &data1=92403660&data2=5857&utm_campaign=Affiliate_MAGIX-
  PAP&utm_medium=Affiliate&utm_source=MAGIX-PAP
- Filmora:
  https://www.magix.com/de/videos-bearbeiten/video-
  deluxe/?AffiliateID=55&phash=FL4Wje1syXqv4BCf&a_aid=5aeb29884c75a&a_bid=2146aa72
  &data1=92403660&data2=5857&utm_campaign=Affiliate_MAGIX-
  PAP&utm_medium=Affiliate&utm_source=MAGIX-PAP
- VSDC Free Video Editor
  https://www.iskysoft.us/filmora-video-editor.html?gclid=CjwKCAjw9MuCBhBUEiwAbDZ-
  7sJ6XxQe3h-AVsHoeYyUn3JPnDnKKg8PCCqzBQb4EmOljQ1SouIOyxoCcQsQAvD_BwE

Step 6:

Funded by the
Erasmus+ programme
of the European Union

DigiVET

- QR-code generator:
  https://www.qrcode-generator.de/
- Upload video:
  https://www.wix.com/blog/2019/02/how-to-upload-video-youtube-guide/
- Vimeo:
  https://vimeo.com/de/
- MovingImage:
  https://www.movingimage.com/de/produkte/corporatetube/?utm_source=google&utm_medium=cpc&utm_campaign=12453601638&utm_content=122124649407&utm_term=video%20portal&creative=501947244931&keyword=video%20portal&matchtype=b&network=g&device=c&gclid=CjwKCAjw9MuCBhBUEiwAbDZ-7mFm5bTdESBKnmu2RoUQc80k0PE1Wsowmfpw2KFyavyU8vw1Dul37hoC520QAvD_BwE