

Multimedia
Competencies for
University Staff to
Empower University -
Community

33A



5063

7. Use of multimedia for university advertising and communication

ISSBS, SLOVENIA

Learning objectives:



1. Present how multimedia can be used as a promotional media for scientific conference
2. Explain, how promotional videos may be produced
3. List possible digital tools that might be used for the multimedia production
4. Present how video may be stored and shared internationally
5. Demonstrate how a YouTube channel can be created
6. Show examples of institutions' and projects' YouTube channels
7. Demonstrate various useful functionalities of YouTube

7.1 Example 1 - Promotion of an annual scientific conference

ISSBS has been organising the international conference Makelearn annually. Due to COVID-19 pandemics, since 2020, all the conferences have been delivered online, which means that all the activities related to the conference, including promotional activities, took place on the internet. The primary channels for the promotion were the conference website, social networks, and direct e-mail campaigns. In this context, each year, a promotional video was produced and disseminated through the previously mentioned channels



Promotional videos

CRITICAL COMPONENTS USED FOR THE PRODUCTION OF THE VIDEOS WERE PHOTOS TAKEN DURING PREVIOUS CONFERENCES AND ATTRACTIVE BACKGROUND MUSIC.

The first video was structured as an invitation to the 2020 conference, and at the same time, as a review of the ten year's conference history. The photos were arranged in series corresponding to the conferences' sequence, and each individual series is announced with a corresponding scene telling the conference place and time.

The second video also emphasised the transition from physically organised conferences to online ones in quite an amusing way. The interplay of the music, text and photos create a very positive and entertaining atmosphere.

Procedures and tools used for production of multimedia

For composing and editing the videos, various elements and software was used, such as:

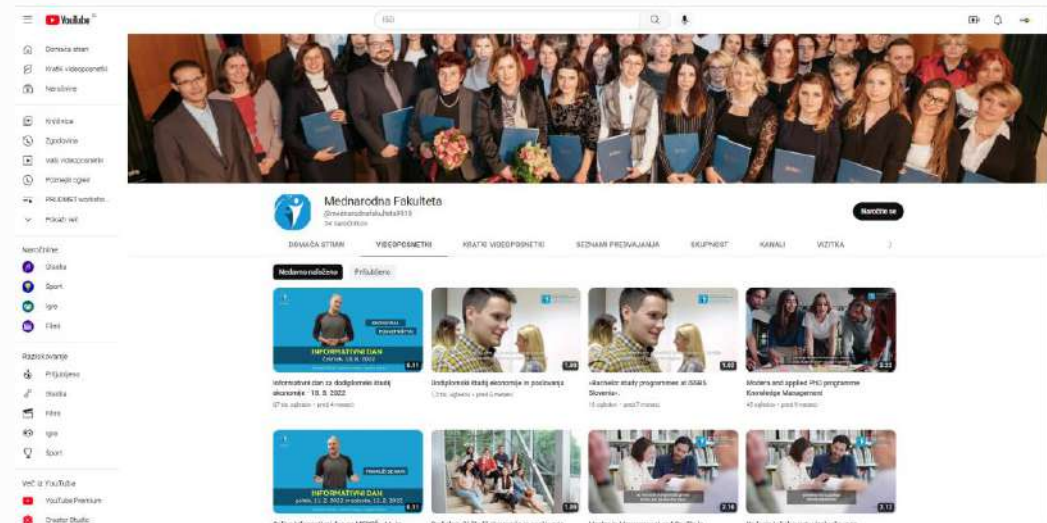
- several photos,
- music as a background of the video,
- editing done with Adobe Premiere Pro, a timeline-based video editing software application,
- storing in sharing on YouTube.

7.2 Example 2 - YouTube channel as a promotion media

DURING THE LAST FEW YEARS, ISSBS HAS ESTABLISHED ITS OWN YOUTUBE CHANNEL WITH THE PURPOSE OF INSTITUTIONAL PROMOTION. THE CHANNEL IS AVAILABLE AT [HERE](#).

The objectives of the channel are to:

- give basic information about the institution and study programmes at bachelor and master's level,
- support the info days organised at the institution with the purpose of attracting new students,
- present most successful graduates to enhance the connection between the institution and alumni,
- share key messages for potential students given by key teaching staff from the institution,
- share student experience to attract attention from the potential new students



Important aspects of a YouTube channel

- channel is **organised** in corresponding **playlists**
- channel should be **correctly structured** and equipped with all required elements of **branding**, inclusion of **featured video**, section with **short videos**, etc.
- videos are not long - the aim is about marketing and promotion and less on informing.
- videos are recorded and/or **narrated** in the Slovene language
- some videos produced with the aim to be included **also in Facebook promotions** - format of these videos is appropriately adapte
- videos contain **closed captions** in Slovene language, English spoken videos allow **automatic subtitling** in the English language

Procedures and tools used for production of multimedia

For the development of the three above listed videos, several tools were used for:

- video recording,
- recording narration,
- video editing for composing the final videos

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SEEU, NORTH MACEDONIA

7.1. Example 1 - Interactive video



The [videos](#) published on SEEU Youtube channel reflects the life in the university from student point of view, by introducing the university campus with its ecosystem, the multiculturalism and internationalisation of the university, facilities, teaching methodology, student engagement in learning and different activities, like sports, alumni engagement, etc.

Tools used for the development of multimedia products

During the entire video you can hear the song in the background as well as other sound effects. Also the audio is done in different languages which reflects the diversity as the strongest value in our university,

For the development of the first listed video, several tools were used for:

- video recording with selfie stick and cell phone,
- recording narration, subtitles in english
- video editing for composing the final videos was done with Adobe After Effects and Adobe Premiere

7.1. Example 2 - Interactive video

The university has recorded several testimonials from actual and graduated students. Through the testimonials the students describe their positive experience in studying in this university, by highlighting the quality of education, the premises, equipment and technology.

To view the video click on the following Facebook [link](#).

Tools used for the development of multimedia products

For the development of the second video, several tools were used for:

- Video recording was done with Sony Cyber-shot DSC-RX10,
- Canon EOS 40D
- Adobe After Effects for editing

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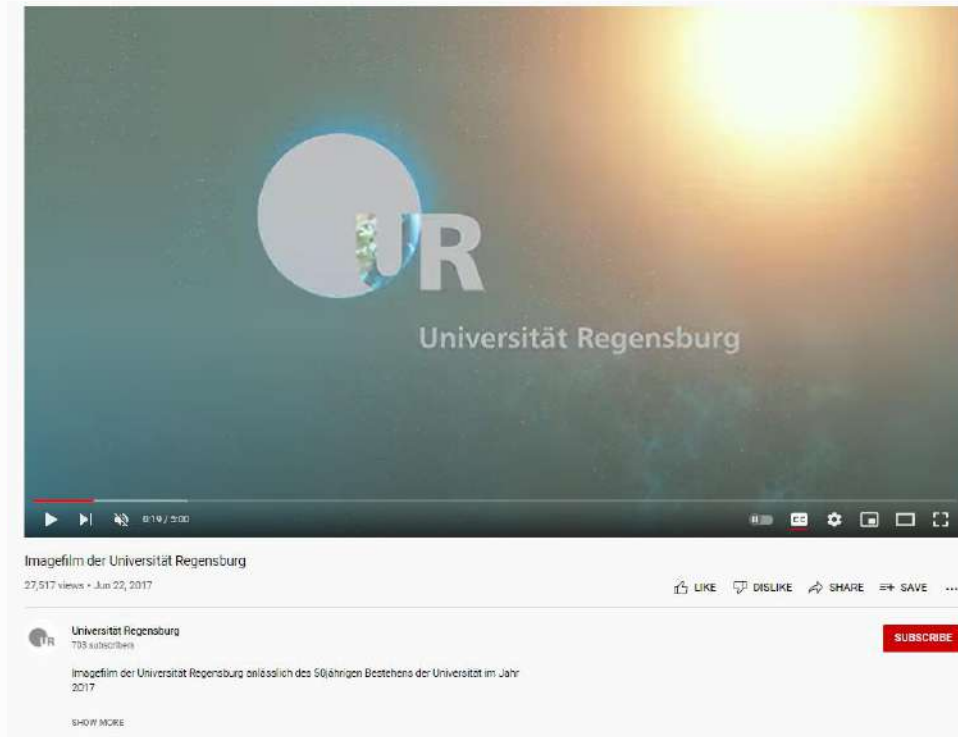


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SOWIBEFO, GERMANY

7.1 Example 1 - Video 1



<https://www.youtube.com/watch?v=oCppev5Dcuw>

- Image video of university of Regensburg
- Science is in everything that moves us. It gets things moving and changes them. Science moves the world.
- The sphere as a symbol of the University of Regensburg stands for unity and diversity in research and teaching.
- The video shows the history of the development of the University of Regensburg into a nationally and internationally renowned centre for research and teaching. Due to the research centers, international partner universities and university projects, the city of Regensburg has been able to develop as an attractive science location.

7.2 Example 2 - Video 2



<https://www.youtube.com/watch?v=SLTtYQ8asfU>

- Testimonial video of social work students
- The video shows two students who answer the audience the following questions: What is it like to study at the university of applied sciences Regensburg? What is it like to study in Regensburg? For whom is the study of social work suitable?
- The students explain the listener that Regensburg is a “cool student’s city” with a “campus university with groups of sports, music etc.”, however, it is difficult to find an affordable accommodation in the city of Regensburg.
- They explain how studying social work at the university of applied sciences Regensburg works and that the study program offers many possibilities in the choice of subjects, specialization and internship.
- They then discuss who is suitable for studying social work. Those interested should like to work with people and need a high frustration tolerance. The study program is not suitable for self-therapy.
- Finally, they point out the formalities in the study program and refer to the website on the application procedure. They also encourage the listener to leave comments and watch more videos.

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STORYTELLME, PORTUGAL

Learning objectives:



1. Allows capturing attention more easily, making it more efficient and generating more engagement.
2. Allows a segmented reach by producing specific materials based on the type of audience you want to reach.
3. Allows greater clarity in the transmission of the message through the activation of two channels: the oral and the visual.

7.1. Example 1 - Interactive video



Videos have become the most effective way to communicate, whether online, on television, or in internal communications.

An institutional video can help you reach the audience you want to reach, add value to your organization, and attract new audiences.

<https://youtu.be/y99s1mmnBg4>

Tools used for the development of multimedia products

For the creation of this video, we used a video creation tool called [Doodly](#).

Doodly is whiteboard animation software allowing anyone, regardless of their technical or design skills, to create professional and realistic whiteboard videos.

We used background sound, characters that are part of the stories in Storytellme's books, and text explaining the concept.

7.2. Example 2 - Interactive newsletter



Presenting two interactive newsletters for the dissemination of two distinct projects.

This example is a newsletter consisting of two pages, both containing a button to jump to the next or previous page. It is composed of text and composition of photos that stand out when we position the cursor.

7.2. Example 2 - Interactive newsletter



This [example](#) is a newsletter composed of a single page. It also contains iterative elements and symbols that contain the link to the website and to the Facebook page.

Newsletters, whether to advertise or inform, have advantages such as engaging your audience, increasing traffic to your site, building credibility, increasing the number of followers on social networks, and establishing lasting relationships.

Tools used for the development of multimedia products

For the creation of these newsletters, we use the software [Genially](#).

Genially is software for creating interactive content. It allows the creation of images, infographics, presentations, microsites, catalogues, maps, among others, which can be provided with interactive effects and animations.

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7. Use of Multimedia for University Advertising and Communication

**VIRGINIA PAYÁ,
MATILDE BROTONS
UNIVERSITY OF ALICANTE,
SPAIN**

Objectives:



1. Catch attention on potential students.
2. provide relevant information about courses, city and university context.
3. Increase interest and motivation.

7.1 Example 1 - Tourist guide



Information includes:

Reasons to become a Tourist Guide, Objectives, For whom?, Courses, Methodology, Calendar, Timetable, Registration and enrolment, Teaching staff, Collaborating companies and entities, Other courses, Image gallery, Contact and Brochure.

Multimedia content:

- 1.- Webinar session about reasons.
- 2.- Videos: Professional experience from former students.
- 3.- Infographics.
- 4.- Pictures of the experiential training workshops.

7.2 Example 2 - Institutional advertising about UA internationalisation



<https://www.youtube.com/embed/FAOYTHVGjsc>

TIPS AND TRICKS for the successful multimedia product

TO DO

Good quality videos.

Include references from renowned professionals.

Create network with businesses and other institutions.

Connect activity with communication in social media.

TO AVOID

Long videos.

Be too general or provide not relevant information (stay focused).

REFERENCES and LINKS:

Example 3.1: Tourist guide Master degree.

<https://www.guia-turistico-interpretacion-ua.com/>

Example 3.2: Advert Internationalisation of the UA.

<https://www.youtube.com/embed/FAOYTHVGjsc>