

ISSBS - Example 1 (promotional videos)

Basic requirements and content structure of the multimedia

ISSBS has been organising the international conference Makelearn annually. Due to the COVID-19 pandemic, 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, a promotional video was produced and disseminated each year through the previously mentioned channels.

The promotional video for the 2020 conference is available at <https://youtu.be/x9i8LPKOOTI> and the 2021 conference at https://youtu.be/cdcrXXL5_UQ. Critical components used for producing 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 conference history. The photos were arranged in series corresponding to the conferences' sequence, and each series was 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 music, text and photos creates a very positive and entertaining atmosphere.

Selection of adequate tools for the multimedia product development

As already indicated, several photos and entertaining, attractive music as a background of the video were used to produce the videos. Both videos were edited with Adobe Premiere Pro, a timeline-based video editing software developed by Adobe Inc. and published as part of the Adobe Creative Cloud licensing program. Its principal function is editing video clips together in a sequence. It allows for the creation of simple videos with multiple clips and music, and since it is incredibly scalable, it may also be used by beginners. Of course, other video editors could also be used (e.g. Filmora Wondershare).

ISSBS - Example 2 (YouTube channel)

Basic requirements and content structure of the multimedia

During the last few years, ISSBS has established its own YouTube channel for institutional promotion. The channel is available [HERE](#).

The objectives of the channel are to:

- give basic information about the institution and study programmes at the bachelor and master's levels,
- support the info days organised at the institution to attract new students,
- present the 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

To follow the objectives, the channel is organised into corresponding playlists. Therefore, the channel is correctly structured and equipped with all required elements related to branding, including featured videos, a section with short videos, etc.

Videos are very short, from a few seconds up to a minute, which means that the main aim is marketing and promotion and less on informing. Most videos are recorded and/or narrated in the Slovene language. Some of the videos were produced to be also included in Facebook promotions, which means that the format of these videos is appropriately adapted. For example, some videos contain closed captions in the Slovene language, and English-spoken videos allow automatic subtitling in the English language.

Selection of adequate tools for the multimedia product development

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

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

Since a specialised provider produced the videos, in the vast majority of cases, professional digital tools were used, except for the recordings of teaching staff. In this case, the staff recorded their speech, mostly with smartphones.

SEEU – Example 1 & Example 2

Basic requirements and content structure of the multimedia

During the last few years, SEEU has established its own YouTube channel for institutional promotion. The channel is available [HERE](#). Also, it has a Facebook account to advertise and promote its study programs, exciting stories, news and other content that presents the institution at its best.

One of the [videos](#) published on the Youtube channel used for advertisement purposes describes life in the university from a student's 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. You can hear the song in the background and other sound effects during the entire video. Also, the audio is done in different languages, reflecting diversity as our university's most substantial value.

Also, the university has recorded testimonials from ongoing and graduated students for advertising purposes. Through the testimonials, the students describe their positive experience at this university by highlighting the quality of education, the premises, equipment and technology. In this regard, we will present one of the videos of this kind in the following Facebook [link](#).

Selection of adequate tools for the multimedia product development

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

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

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

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

STORYTELLME - Example 1 (promotional videos)

Basic requirements and content structure of the multimedia

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

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

Storytellme created an institutional [video](#) to introduce the company and its products.

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

Selection of adequate tools for the multimedia product development

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

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

Doodly lets you use imported images in your whiteboard animations. You can upload your images and then use Doodly Smart Draw technology to create custom drawing paths, allowing you to draw any images you upload.

We can record our custom audio directly into Doodly and easily synchronise it with our Doodle sketch.

We can also add our voice to the video by clicking the record button, we start talking, and Doodly automatically adds the voice to the video. We can upload a professional narration or audio exported from another program if we prefer.

STORYTELLME - Example 2 (interactive newsletter)

Basic requirements and content structure of the multimedia



We present two interactive newsletters for the dissemination of two distinct projects.

The first [example](#) is a newsletter containing two pages 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.

The second [example](#) is a newsletter composed of a single page. However, it also contains iterative elements and symbols, including the website link and the Facebook page.

Whether to advertise or inform, newsletters 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.

Selection of adequate tools for the multimedia product development

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, and maps, which can be provided with interactive effects and animations.

UA - Example 1: Tourist guide Master degree & Example 2: Institutional advertising for the internationalisation of the UA.

Basic requirements and content structure of the multimedia

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.

Objectives:

The main objectives are to catch the attention of potential students and provide relevant information about courses, the city and the university context.

Selection of adequate tools for the multimedia product development

- The main resources are short videos about professional experiences from former students.
- Digital brochures about specific aspects.
- In the case of the UA institutional advert, the video is structured from the general information about the city of Alicante to the more specific one, the university data, location, infrastructure and university lifestyle.
- Content is displayed in Spanish, English and the Valencian language.