



University and Business Inclusive Digital  
Learning Coaches

Co-funded by the  
Erasmus+ Programme  
of the European Union



## Lesson 2

### Digital content creation (Basic multimedia skills)



Mednarodna fakulteta  
za družbene in poslovne studije  
International School  
for Social and Business Studies  
Celje · Slovenia · Europe



# Agenda

1. Media creation and media production process
2. Pre-Production
3. Media production and standard equipment
4. Video styles
5. Post-production, copyright, and distribution

## Learning objectives

After the course, learners will be able to:

- understand and apply the fundamentals of media production for easily accessible audio-visual media
- produce audiovisual media without barriers and with simple language
- choose the appropriate equipment for media production of different video styles
- know how to deal with copyrights
- independently execute the pre-production methods of storyboarding and manuscripting and understand the post-production and distribution of media

# 1. Media creation and media production process

- finding ideas
- develop content and it's impact
- planning and scheduling, e.g. equipment, location scouting
- equipment: storyboard, manuscript

- preparing the equipment and shooting location setting, e.g. lighting
- filming including directing and acting
- equipment: camera, light, microphone, tripod

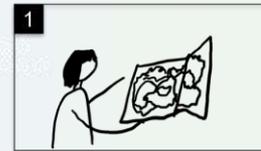
- capturing video
- editing video, e.g. cutting, transitions, overlays, audio effects, colour correction, titling
- equipment: video scripting software, sound production software

- sharing video and delivering
- archiving video
- equipment: YouTube, Learning Management System etc.

## 2. Pre-Production

In media production, it is important to visualize and sketch in advance to identify problems in the media production. With a **storyboards** you get a real idea of the result.

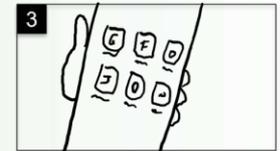
Storyboard do not only show what is happening (plot) but also what the viewers see (images).



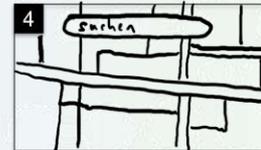
1 As an introduction, Helga shows how people navigated in the past



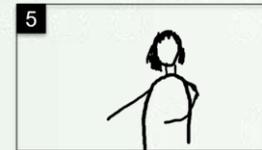
2 Intro



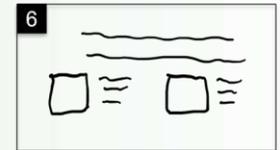
3 Helga shows how to open Google Maps on a smartphone



4 Screencast of and explanation of Google Maps



5 Helga gives tips on how to practice using Google Maps

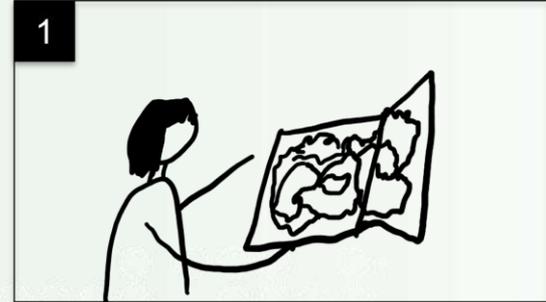


6 Outro

## 2. Pre-Production

Storyboard usually also include a **manuscript** that show the spoken teletext completely or in keywords.

The audio poetry can also be visualized in a manuscript, like deliberate pauses or emphases.



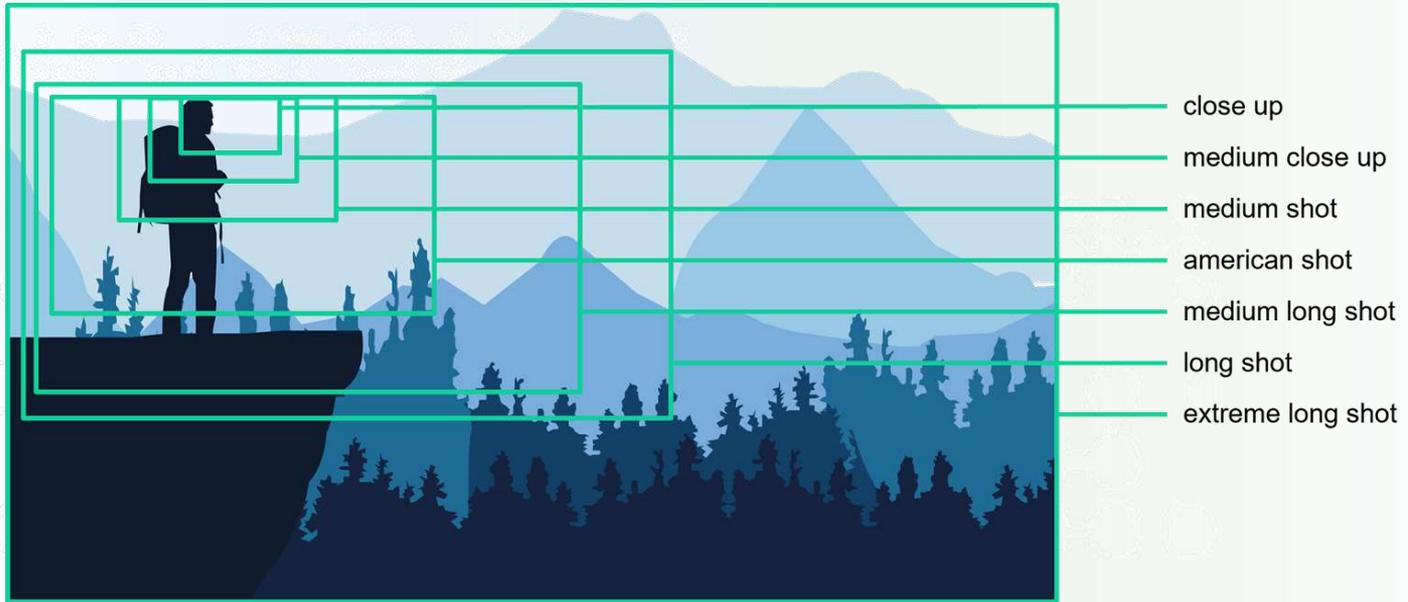
As an introduction, Helga shows how people navigated in the past

*“Hello together! As you can see, I would like to go on a trip, but with the map it is quite inconvenient...”*

## 2. Pre-Production

Ideally, the **image composition** is already considered in the storyboard. It describes the arrangement of elements within an image section to achieve certain effects on the viewer.

## 2. Pre-Production



## 2. Pre-Production

A “full shot” shows the subject from head to toe and captures the surrounding environment in the frame. This shot is often used to **provide the context** for a scene.



## 2. Pre-Production

A “close-up” focuses on the facial expressions of a person, so the **emotions of a person** are conveyed.



## 2. Pre-Production

With a "medium shot" the person's gestures are also captured. This image section is often used in **dialogues**.





## >>Reflective questions<<

- Based on the digital lifeworld of your learners choose a topic for an exemplary audio-visual media.
- Create a storyboard including manuscript and image composition.





### 3. Media production and standard equipment

- camera
- tripod
- microphone
- lightning
- software for recording



smartphone



conference camera



document visualiser



camcorder



360 degree camera



laptop camera



directional microphone



lavalier microphone



headset



handheld microphone



large diaphragm microphone



ring light with tripod



smartphone tripod adapter



smartphone tripod



tripod



gimbal





softboxes



photo studio box



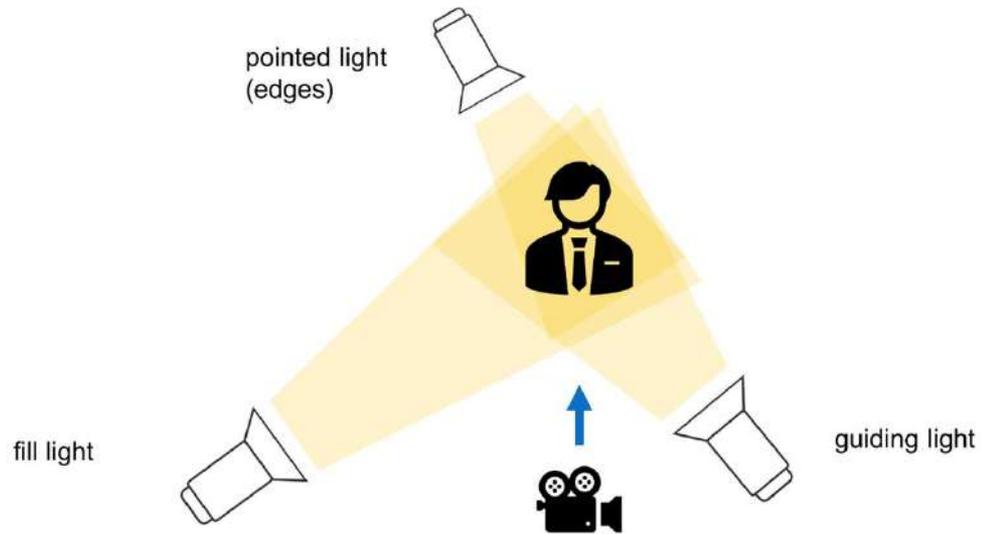
headlights

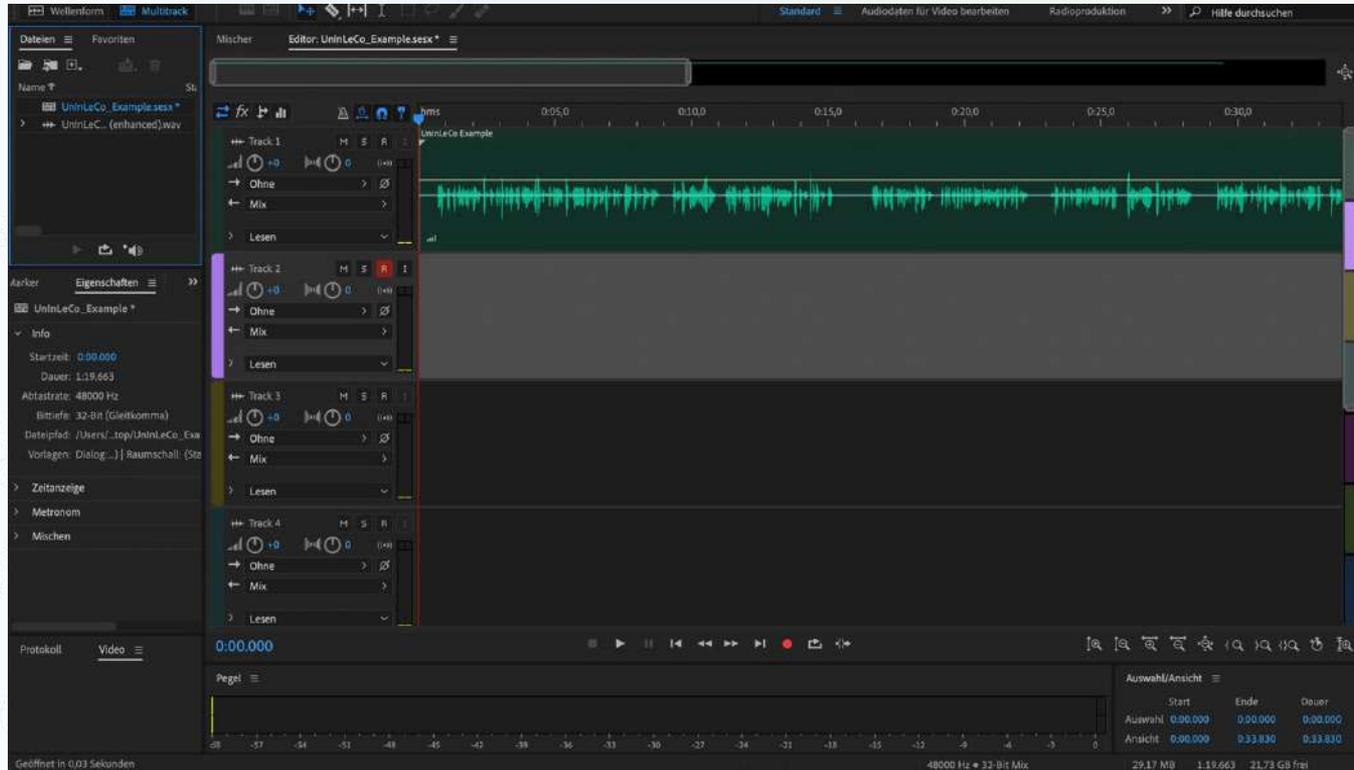


ring light



LED video light







Depending on the video style you need different kind of equipment!



## 4. Video styles

- screencast and slides videos
- animation
- talking head and presentation recording
- interviews
- podcast

## 4.1. Screencast and slide videos

1. Use a recording software and a microphone for good sound quality.
2. Creating a storyboard by considering the prior knowledge of the audience.
3. Prepare the screencast by hiding unnecessary files and turn off notifications.
4. Put on the sound and start screencasting
5. Edit screencast by putting supporting text and other elements

## 4.2. Animation

1. Decide what kind of animation video you want to have based on the interest of the audience  
e.g. moving cartoon, scribble video, trick video, collage video
2. Develop a storyboard for an inspiring video
3. Define the requirement profile and select an appropriate software
4. Create the animation by trail-and-error
5. Add the sound by using computerized voiceover text or audio file

## 4.3. Talking head and presentation recording

1. Create a manuscript (it's enough)
2. Prepare the setting and background
3. Support the speaker and create a good atmosphere
4. Try and start to film without deleting video snippets
5. Edit and optimize the video

## 4.4. Interviews and video conference recording

**Interviews** are a similar format to the talking head production, however, more people are involved. Usually, an interviewer asks questions to expert. The film cut is usually a full-shot or a close-up setting (medium shot).

Another option of an interview is to record a **video conference** which is done with screencasting. Here the facial expressions are in the front (close-up).

## 4.5. Podcasts

A podcast has no picture but focuses on sound production. This can save a lot of work, but the format must be suitable for the learning arrangement and the learning target group.

## >>Reflective questions<<

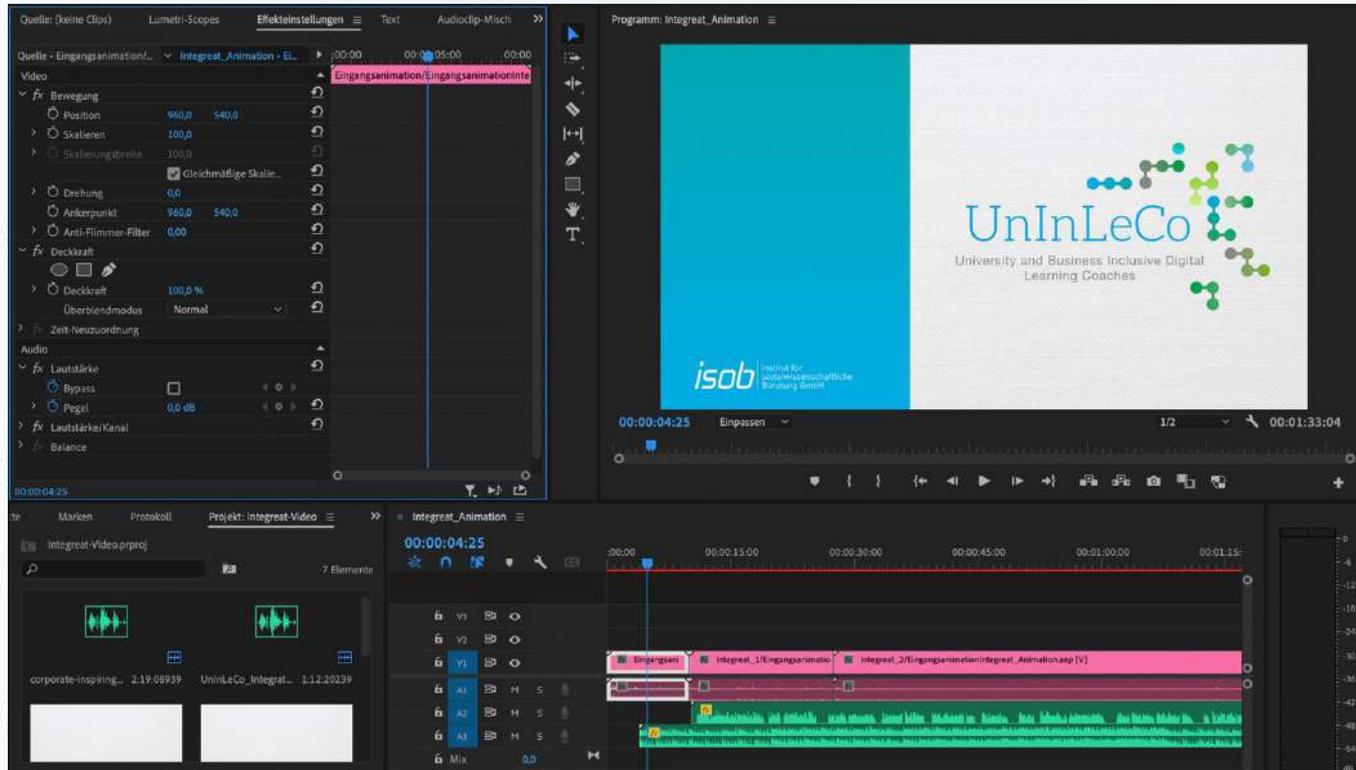
- Choose an appropriate video style for your example and edit your storyboard.
- Evaluate the storyboard based on the design principles of accessibility and low threshold with your follow learners.
- Choose an appropriate equipment for producing the video and start with the media production.



## 5. Post-Production

This is about cutting, separating, and pasting. A soundtrack or music is stored, transitions are optimized, and overlays are inserted.

1. Check rough cut
2. Check voice over
3. Editing, music, and effects
4. Final cut



Adobe Premiere Pro (example)

## 5.1. Copyright

Digital media can be easily copied, combined, modified, and distributed quickly, practically, without loss of quality and free of charge.

- **Copyright** considers the interests of the author, his or her personal relationship to the work and economic security.
- The **rights of use** deal with the possibilities of granting rights of use to a third party on a contractual basis. The author has the exploitation right and decides when and in what form the media is published.

## 5.2. Distribution

### **social media platforms**

(distribution on social networks or video sharing platforms)



### **own website**

(hosting the videos on your own server and distributing them on your website)





## >>Reflective questions<<

- Start with the post-production and discuss your prototype with your fellow learners.
- Take a decision regarding the distribution of the video, also by thinking of low accessibility.





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