

GUIDELINE FOR MINIVIDEOS PRODUCTION

MANDATORY ELEMENTS:

All communication materials have to contain EU and Programme branding illustrative elements in a clear and visible display/position:

- a) The project logo at the beginning and at the end of the video (in its non-transparent version if possible):



- b) The reference to the European Regional Development Fund:



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

1. OPTIONAL ELEMENTS:

- a) The list of project partners (you can list partners by name or by logos):

- b)



- c) The information about total project budget and project duration.
- d) A short description of the project as introduction to the video if possible (audio or text).
- e) Contacts: We suggest to list project contacts at the end of the minivideo.

2. MINIVIDEO DURATION

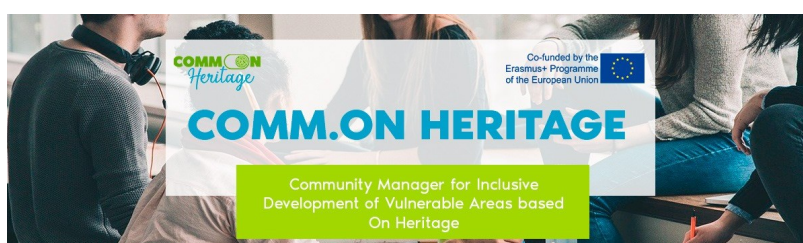
We recommend the duration between 2 and 10 minutes (**best option 3-5 minutes**).

3. THEMATIC FRAMEWORK

The content/theme of the minivideo has to be presented in an interesting, concise and clear way, depending on the topic. It is recommended to include short statements/interviews where possible.

4. LANGUAGE:

The video can be in national language with subtitles in English, only in English or in English with subtitles in national language.



IN-HOUSE VIDEOS: SOME TIPS

You don't need to hire a specialist to make a short video, if you don't have the budget to subcontract this task, here's some simple tips to produce your own video using your smartphone (most tips are applicable if you use a videocamera as well!)

BEFORE

The Story First

- Define your story in one sentence (it may be hard, but try!)
- Test your story with a colleague
- Ask yourself: Why would I want to watch your video?
- People love positive stories
- Make a list. People love lists

Choose your audience

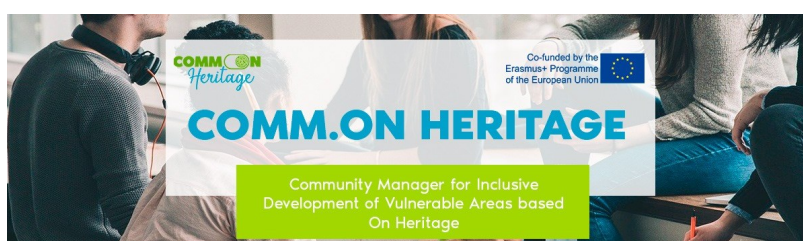
- In this case you have already a number of stakeholders that are typical of our project
- Identify the main audience.

Define your message

- Remember: Emotions move people
- People want to feel connected to your story

Structure your story

- Think about making your video dynamic
- Take shots that help you set the context
- Mix images, interviews,
- Mix interviews and voice over (voice on and off screen)



DURING

How to hold your telephone



HORIZONTAL!

Do's and don'ts

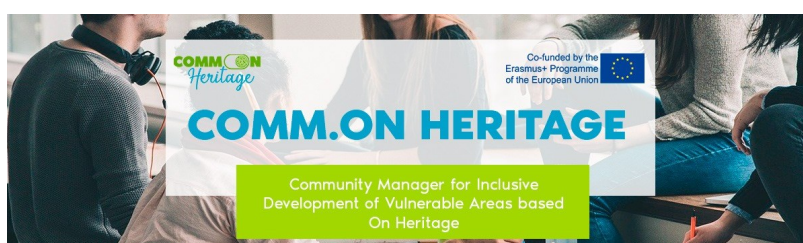
- Make steady shots
- Slow movements – zooming on the phone is not good!
- Different frames: wide, medium, close
- Be creative: bird's perspective (higher ground), frogs perspective (kneel down)
- One shot at the time

Working with light

- Make your subject faces the light source
- Upper and lower light is ugly – unless you are shooting a horror video!!
- If you don't have a choice with light, move closer to the subject

Working with audio

- Get rid of background noise as much as possible
- In interviews: record from a 1 meter distance from the interviewee, unless you have a microphone
- If this is impossible, please look for a better location
- If this is impossible, don't shoot



Working with a plan

- Choose your location, a silent place if you interview someone!
- Make a visual connection with your topic.
- Prepare your own question list. Think about the desired answers you need in your story.
- If the story has different angles to present, make chapters and group your questions under each chapter
- Define your interview shot. AUDIO FIRST

Other tips










- Activate airplane mode while you're shooting with your smartphone!
- Make it short (3 minutes is a long video for today's standards!)

After

- The most striking scene, quote or image that is most relevant for your story, should be at the beginning of the video.
- Missing information can be solved with a title or voice over
- The story is the most important element. Technique should support the story.
- Use visual (titles and special effects) only when necessary (unless your video is a music video!)
- Include English subtitles when necessary

Some editing Software

There's a lot of editing software out there that you can use, here are just some examples:

	Mobile edit app	Computer edit	Free software	Paid software
Kinemaster				
I movie				
Powerdirector				
Adobe premiere				
Da Vinci Resolve				
Hitfilm4express		