CIP Videocast Guideline

How to create videocast for CIP Virtual Exhibition?

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CIP Videocast Guideline for Virtual Exhibition

1. What is a videocast?

Videocast is a digital broadcast liken to a podcast but with video content. It delivers discussions, interviews, or presentations in a visual format. Videocasts is an accessible, dynamic and engaging way to present and disseminate content such as mini-lessons, interviews and case studies to learners beyond formal education context.

For CIP, two types of videocast will be used in two aspects:

1. Presentation of CIP Learning/Cultural Project Virtual
2. Learning resources in a CIP Learning module.

2. How to tell a good story?

Everyone can tell a story. The one might be more of a natural talent than the other, but with a few simple tips and tricks everyone can make a story that everyone wants to listen to.

Below, we briefly describe what some important guidelines to tell a good story. We start from the three so-called pillars of storytelling and provide a number of examples. However, explore this yourself as well listening to stories, reading stories or watching a movie or television series. You will notice that stories are everywhere and the theory of telling a story is used by everyone.

2.1 The three pillars of storytelling

The base of creating and telling a good story consists of three pillars:

1. The narrative structure
2. Imaginative telling
3. Contact

Below we describe these three pillars

2.2 The narrative structure

Every story has a structure and often that structure is somehow the same. Simply said, a good story has a beginning, a middle and an end, plus a number of elements that make the story exciting.

We explain this with the use of The Heroes Journey as written down nearly eighty years ago in *The Hero with the Thousand Faces*, a theory about the structure of a story by the American Joseph Campbell. In order to be able to easily use it, we simplified this Journey slightly.

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The hero is the main character in a story. In a personal story, it's usually the teller him/herself. In a folktale or fairy tale it's Cinderella, Little Red Riding Hood or Aladdin, to name some examples.

Situation A is the begin situation, the daily life in which the main character has no clue of what's going on or will happen.

Situation B is the final situation, in which the hero has got new insights after going through a sequence of happenings. When we say new insights, you could think of things such as: you have to obey your parents (Little Red Ridinghood/Leila), follow your hart (Romeo and Juliette/Mashnoun and Leila) or you could realize that indefinite wealth comes from the inside and it's good to stay true to yourself, whether you are poor or rich (Aladdin).

There should always be a reason to go on a journey. That's what we call the **trigger** or the **call.** Often, the main character receives an assignment, Little Red Riding Hood who is asked to bring cookies to her ill grandmother by her mother. In a personal story the trigger can be: one day a friend asked me to pass by to have a chat. The phrase 'One day' often marks the beginning of a journey.

During the journey the hero encounters all kind of situations and people, **helpers** and **opponents** (helping forces and opposing/ antagonist forces). Some support the hero on his journey, while others create obstacles. This isn't just about human beings. A big lake that comes across your path when you are escaping from the hands of an evil witch can be quite an antagonistic force as well. For example: for Little Red Riding Hood the wolf is an **opponent,** and the hunter is a **helper**.

These opposing and helping forces are there to make a story exciting. Imagine there's no wolf in the forest Little Red Riding Hood has to cross. She would just cross it and deliver the cookies to her grandmother, the end. That's hardly an exciting story, but most importantly, Little Red Riding Hood doesn't gain any new insights. In that case it has no use to tell the story. In fact, there's really no story at all.

Now think about your own stories. If you decide to share something, do you also tell a story containing elements that make it exciting?

2.3 Imaginative telling

When someone tells a story, he or she has to take care that he or she uses a lot of images. We always say: it is the teller that provides the images, but it is the listener that makes the story based on the images that are provided by the teller. It is as if the listener plays a film in the head, based on these images.

To reach that effect it's important to use images in telling, by which we mean that it's important to describe images by, for example, mentioning details.

Example:

When you say, "*I followed a workshop*"

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The listener doesn't immediately have an image

But if you say, "*I entered the workshop space, and the facilitator was already there. She was in her mid-thirties, wearing sneakers and a casual dress and I could immediately feel her enthusiasm in the way she moved and talked "*, then the listener gets a far clearer picture.

Another example. You can just say "*I acquired the skill of negotiating.'* But the listener will be way more interested when you picture this, by telling: *"If I am in a boardroom where everybody looks tensed and stressed, because we need to take decisions, I now have the skills of bringing people together in finding solutions for the benefit of us all, resulting in smiling faces when everybody leaves the room."*

To stimulate the imagination of the listener we advise to always use the five senses:

1. Sight
2. Smell
3. Taste
4. Sound
5. Feeling

Use these sensorial experiences when sharing a story.

It's important to train yourself to describe images when sharing a story. Simply describe what you see in your imagination as you tell the story. Because when you share a story, the listener sees the movie with images so to say in his/her/their heads.

2.4 Connection

The previous two pillars really focus on creating a story. The last pillar is more about dealing with presenting it. As soon as a story is well presented, it will gain strength and the listener will be happy to pay attention to it.

We consider it important that the teller maintains connection with the listener even in a digital environment like a video cast. You must feel as if you are together in one space and make the story together.

Everybody has the ability to make connection, but some people will have difficulties to do it. For that reason, it is good to practise it.

It's important to also stress that the teller always has to take the listener into account, for example by inserting some pauses in his/her story. A little silence enables the listener to digest the information he/she just heard. The moment the teller doesn't allow him/herself any rest the listener also gets no rest, often resulting in that the listener simply stops listening… definitely not the effect you wish to achieve.

A more experienced participant can work with his or her voice as well. By adding variation in pitch, speed or volume he or she will be able to captivate the listener even better.

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3. How to create a CIP Videocast?

a. Content and format

Here are some examples of how a CIP videocast may look like:

- Interview with the project staff of a learning/cultural project
- Interview with the CIP pilot facilitator/trainer
- Mini-lesson on a CIP module
- Q&A Style on a relevant question regarding a CIP module or Project

b. Tools

- Zoom: record meeting using the computer/device camera and microphone.
- Canva: you can now edit video on Canva by choosing the setting “duration”. It also has the function to record voice to the image/video (click “Present”> “Present and record”)

c. Tips

Here are some tips to create your own videocast:

- Prepare your speech and highlight the key concepts. Make an outline of the steps you wish to present in your. Run through the speech/rehearse without recording once or twice to get comfortable.
- Keep the videocasts short and focused. They are effectively linear.
- **Don’t make it last more than 3 minutes**
- Don’t talk too fast
- **Provide the transcript** in order for the team to create subtitles
- Find a neutral background
- Make sure to keep the camera stable for recording and maintaining a professional look throughout. Tripods, mounts or sturdy phone stands will do the job.
- Check the light (if possible, use daylight instead of artificial light, stand next to a window)
- Check the microphone and the camera, the audio should be clean and comprehensible
- Set up a half-length shot
- Video format should be .mov or .mp4
- Use resolution of 800x600 or higher to ensure the text in the movie is readable

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