Europe4All
Digital Filmmaking Guide for Beginners

Handouts

Introduction

Welcome to the Europe4all project and the Europe4All Digital Filmmaking Guide for Beginners! Let's explain to you first what the project is about. The project "European Digital Cultural Heritage and Values for Migrant Empowerment and Inclusion in Adult Education – Europe4all" is funded under the Erasmus+ KA2 Programme and aims to support the social integration of immigrants. It also wants to equip educators and/or non-formal trainers who support adult learners with tools for raising awareness of Europe's cultural heritage and values which are considered universal.

Participation in cultural activities can facilitate socialisation and integration into the local community and encourage active participation and social inclusion of people with a migrant background. We believe that providing immigrants and local young adults with opportunities to participate in cultural activities will allow them to create a network of people that can foster solidarity between cultures and people of all backgrounds.

How are we going we do it? The project will enhance the social inclusion of immigrants, primarily young adults, by developing innovative tools for educators and/or non-formal trainers who support adult learners, which will facilitate understanding of the European cultural heritage and values. Part of the project's material (videos with descriptions of examples of cultural heritage) will be created by immigrants themselves in collaboration with locals and under the guidance of educators and/or non-formal trainers who support adult learners.

This process offers young adult immigrants opportunities to use their creative, cooperative, and problem-solving skills. Such skills are life skills, and their cultivation will contribute to their efforts to navigate and integrate into the local and European society.

The project mobilizes and builds upon European cultural heritage to stimulate European awareness and values and make it accessible to less privileged communities.
Cultural heritage helps us to understand our history, our identity, and the current world we are living in. Cultural heritage exists in different forms - tangible and intangible. Tangible heritage includes artefacts (objects, paintings, archaeological finds etc.), buildings, structures, landscapes, and cities. Intangible heritage includes the practices, representations, expressions, memories, knowledge, and skills that communities, groups, and individuals construct, use and transmit from generation to generation. Digital technologies provide new opportunities to create and preserve cultural content

and to make cultural heritage more accessible through online archives and platforms, combining an expanding collection of digitised cultural heritage with a wide range of "born-digital" expressions of culture like games and software.

What is more appealing than learning something new about the history and the culture of your village, city or region? The best way to do this is by going out and exploring yourself. By looking around you, you will discover hidden stories and learn new things. And by creating a video about it, you will create cultural heritage yourself!

To this end, the project aspires to support the social integration of immigrant communities through their collaboration with local artists, empowering the first and making more resilient the latter. Both culture professionals and adult educators and/or non-formal trainers are equipped with tools for raising awareness of the European cultural heritage, and values.

The project's general objectives are, therefore, to:
- Support the social inclusion of adult immigrants considering the underlying European values;
- Stimulate their participation in civic and social life;
- Encourage intercultural dialogue and build mutual understanding between new arrivals and the receiving communities;
- Promote tolerance, mutual understanding, and social cohesion, and support the fight against racism and xenophobia by cultivating critical thinking in people, both migrants and local people;
- Develop transversal skills and competences to support the socio-educational and personal development of locals, particularly young adults.

The project's specific objectives are to:
- Help adult immigrants learn about European values;
- Provide adult educators with tools to raise awareness of the importance of Europe's cultural heritage and values;
- Develop (young) adults' creativity skills through video recordings of cultural heritage products;
- Organise National and European events to spread the project's products and results.

What will we develop with the participation of young adults and adult trainers? The project will promote the social and educational value of European cultural heritage through a dedicated set of

materials to build capacity and raise awareness about the importance of European cultural heritage among adult educators and participants. The following will be the main project results/products:

1. **Europe4All Digital Filmmaking for Beginners:** A Practical Guide to Video Production is a consolidated set of materials and tools that guide both adult educators and all interested (young) adults (locals and immigrants alike) to create a video for cultural communication. It explains step-by-step how to organize the production of videos while engaging with elements of European cultural heritage.

2. **Europe4All VIDEO Library** is a collection of a minimum of 24 participatory videos co-created by migrants and locals together. The participants will create videos highlighting European values while exploring the host country's cultural heritage.

3. **Europe4All handbook for Adult Educators** is an integrated set of materials designed to give adult educators specific tools on how to use the videos created by the teams of immigrants and locals alike to extensively promote the EU values and European cultural heritage and raise awareness and build capacity on these subjects among low-qualified adult learners, for their personal and their collective growth.

4. **Europe4All Multimedia Manifesto** is a set of declarations on issues important to a group of young adults, both local natives and migrants, from five different EU countries. The Manifesto will highlight principles and suggestions for changes that the group of young adults believe should be made; it will be a communication tool to initiate debate at the global level.

Europe4All intends to aspire to adult immigrants in the sense that the European culture is open to diversity and that there is a space and a place for them in the European community. The respect for others and the desire for peace will be instilled into the participants' hearts through their contact with works of art and culture. The social and educational value of European cultural heritage will be highlighted online as the project will provide digital access to the broader public to physically inaccessible sites across 5 European countries rich in cultural heritage; it will also contribute to social cohesion since cultural heritage is never static, but evolves and builds bridges between people and communities.

The project will strengthen adult educators, non-formal trainers for adult learners, migrant support workers and adult education managers' competencies and skills in raising awareness of the importance of Europe's cultural heritage by providing them with a set of innovative tools (Video Library and Handbook for Adult Educators) to use in their work with low skilled and low-qualified

adults, both immigrants and natives. The project acknowledges the importance of adult educators in conveying essential messages of cultural education to a broad audience of adult learners, including immigrants. According to a recent report, "learning about the history and heritage of a place helps children, migrants as well as people moving inside a country to grow roots in their new neighbourhoods" (Social Inclusion: Partnering with other sectors, Brainstorming Report, October 2018). For this reason, Europe4All focuses on developing the competences and skills of educators who support adult learners because these educators can offer guidance on the values of respect for human dignity, freedom, democracy, equality the EU is meant to embody and support.

We aim to empower migrants to live a productive and fulfilling life as European citizens and promote intercultural dialogue with the cooperation and collaboration of immigrant and local (young) adults. Through the project's activities, the adult immigrants will increase their awareness of European values such as freedom, tolerance and respect for human rights, which are considered universal. We hope they will embrace them and transfer them to their peers. In addition, their social inclusion will be supported as they will have the opportunity to cooperate with local people in the partners' countries.

Through the partners' network of associated partners, beneficiaries from both target groups (e.g., immigrants, adult educators, non-formal trainers for adult learners and migrant support workers) will be contacted to actively participate in all project activities and contribute with their knowledge. It is anticipated that a minimum of 40 adults with migrant backgrounds will produce, in collaboration with local (young) adults, 24 participatory videos, which will be developed following the guidelines in the **Guidebook Europe4All Digital Filmmaking for Beginners (Project Result 1)**; these videos will highlight European values while exploring the local cultural heritage and will be included in the Video Library anticipated in Project Result 2.

Moreover, in the context of **Project Result 3 Europe4All handbook for Adult Educators** and the staff training activity, it is expected that 15 adult educators will complete the Training of Trainers at the transnational training event in Greece.

Participants will be actively engaged in the foreseen **Project Result 2 Europe4All VIDEO Library**, during which they will create videos highlighting European values while exploring the cultural heritage using the developed practical guide for video productions (Project Result 1). This output includes a collection of a minimum of 24 participatory videos produced by migrants and local artists together. In that sense, exploring the cultural heritage becomes an experience familiar to locals and migrants
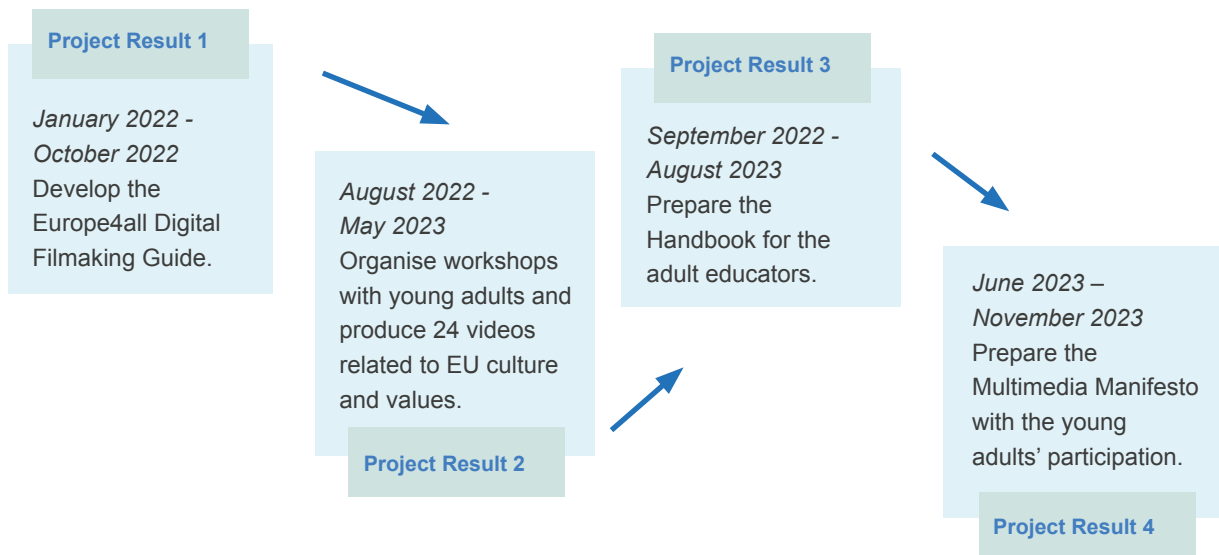
who all will have expressed their thoughts and feelings towards it and shared commonalities and/or diversities among mutual cultural heritage.

At the beginning of **Project Result 2 Europe4all VIDEO Library,** a schedule of info sessions and/ or workshops will take place for the local working groups and participating organisations to explain the project and to develop the practices of Project Result 1 in each partner country with a group of (young) adults, both native and migrants. By collaboratively using the Project Result 1 practices, the participants will learn about European values and the relevance of cultural heritage in their own life.

The same participants will also be actively engaged in the foreseen **Project Result 4 Europe4All Multimedia Manifesto,** during which they will collaboratively create a multimedia manifesto; the manifesto will offer a reflection on some aspects of an adult's life and will contain any area of the core subjects that the group will want to highlight for positive social change transforming the very individuals into agents of change. The Manifesto will be creatively designed by the project participants and will be a communication tool to initiate debate at the global level. Participants will play a significant role in guiding the project development process and promoting the project concept and outputs within their peer groups.

Contact your local partner to express your interest in participation. We are excited to have you in our Europe4all team!

Project Result 1

January 2022 - October 2022
Develop the Europe4all Digital Filmaking Guide.

August 2022 - May 2023
Organise workshops with young adults and produce 24 videos related to EU culture and values.

Project Result 2

Project Result 3

September 2022 - August 2023
Prepare the Handbook for the adult educators.

June 2023 – November 2023
Prepare the Multimedia Manifesto with the young adults' participation.

Project Result 4

Contact your local partner to express your interest in participation. We are excited to have you in our Europe4all team!

K8 Institut für strategische Ästhetik (Germany)
www.k8.design

Hub Nicosia (Cyprus)
www.hubnicosia.org

Pressure Line (The Netherlands)
www.pressureline.nl

Austria Volunteers – VAEV
https://vaev.at/

EU Relations
http://www.eurelations.eu/

Center for Education and Innovation (InnovED) (Greece)
www.innoved.gr/

How to create your video: handouts

1. Choose the topic of your story

2. Define the purpose of your video

3. What kind of video are you going to make

4. Characters in your video

5. How to write the script

6. Draw a storyboard

7. Where and when are you going to film

8. Equipment for filming

9. How to prepare for shooting

10. Shooting

11. Editing

12. Sharing your video

1. Choose the topic of your story

Here are some tips to help you:

- visiting a historical monument or site (e.g. palaces, castles, churches, archeological sites, etc.)

- working with cultural heritage images / sounds / data in creative work

- seeing a performing arts event (e.g. dance or theater, music)

- visiting a museum

- working with ways of telling stories of the past

- attending an event (e.g. food festivals, carnival, floral festival, etc.)

- visiting an art gallery

- sing or play music

- dance

- visiting a library to find information on cultural heritage (e.g. national holidays, celebrations, etc.)

- learning to prepare traditional dishes

- learning to play traditional games (e.g. sport games, children games, card games etc.)

- visiting a craft workplace (e.g. weaving, glass blowing, pottery, embroidery, (icon) painting etc.)

- mastering skills in traditional crafts (e.g. weaving, glass blowing, pottery, embroidery, (icon) painting etc.)

2. Define the purpose of your video

When you have decided what the topic for your video will be, you have to define what the purpose of your video is. There may be several reasons for you to make the video.

Here we name some to help you:

- I'm interested in … I want to learn more about this example of cultural heritage.

- I want to show people how interesting … is

- I think it is important for people to know more about …

- I want to make people aware of this cultural heritage

- I want to show people why they should care about …

- I want to ensure that the heritage I film will be preserved

- I want to tell a story and make people understand it

- I want to learn how to make a video choosing a topic I like most

- My purpose is to make a video that people will like

3. What kind of video are you going to make?

- Documentary: report on a topic, people can be interviewed, you can use voiceover

- Interview: more news report kind of way

- Sketch: a short movie

- Music video: without any speakers, only with music, written text can be used

- Vlog: film yourself while telling the story

- Instruction video: Step by step instruction on how to…

4. Characters in your video

Depending on the kind of movie you will make, you will have to decide if and what kind of characters you will need.

Before creating the story you have to decide whether you will need characters in your video or not. If you are, for example, introducing a piece of music or dance, you will need someone to play the music or perform the dance.

It is important to have in mind that people like stories about other people that they connect with. When the audience can relate to the characters a bond is formed that engages the target audience. Think about what your typical target audience looks like, how old they are, and what their interests are. Then, create the main character and secondary characters in the story around this profile.

Make sure that the people who are going to be filmed agree that the video material will be publicly spread via internet. Let them complete and sign a declaration.

5. How to write the script

Before starting with filming you must know what you want to tell. What will be the story of your video.

Depending on the type of video you want to make, there are different kinds of scripts you can write.

You can choose to write down everything your characters will say or you can provide them with some keywords.

For example:

- For an interview you can write down the questions.
- For a sketch you can write down the scenes and dialogues.
- For a documentary you can write the voiceover text.

Here are some tips to help you get prepared:

- Think of some humor to attract the audience
- Create a story that has a beginning, a middle part and an end
- Show what your idea is, don't tell it
- Keep it short and catchy

6. Draw a storyboard

A storyboard should visualize the process of filming your video. It will help you decide how and what you are going to film before you start with the actual shooting.

In a storyboard you can define the way you will film, what kind of angles, is the camera moving etc.

7. Where are you going to film?

- Check out the location where you want to film your video.

- Do you need a permission for filming there? Can you get the permission?

- Will you have to pay, if for example, it is in a museum or a concert hall?

- What is the light like? Will you need to bring lights or reflectors?

- If you're planning to record live sound, are there any distracting background sounds?

When are you going to film?

- Plan in advance the date and the time you are going to film.

- If you are going to interview people make sure they are available at that time and make an

- appointment.

- Keep in mind that plans can change and make sure you have enough extra time if something

    goes unplanned.

8. Equipment for filming

Equipment for filming can range from professional gear to a simple smartphone. But to make a movie you need a device that can record video and audio

The minimum equipment you will need:

- Camera with audio-recording capabilities

- Charger

- Storage on your device (phone or sd card)

And if you have done research on video production tools or videography, you know already that there are a lot of options out there.

Here we will name some additional equipment you can use. You can definitely use your smartphone camera for filming.

- Tripod

- External microphone

- Lighting

- Gimbal

- High-quality memory cards

- Capture cards

- Dummy battery
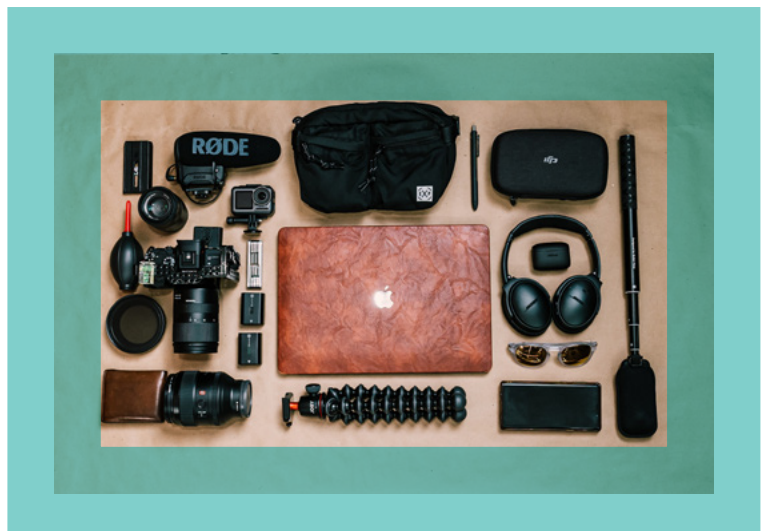
9. How to prepare for shooting?

Make sure you have absolutely everything you need to get the job done properly. A day before the shooting make a checklist to be sure if you are well prepared. Here are the items you have to check:

- you have all equipment you need: a camera or a smartphone (with the battery charged), a tripod, an external microphone, lighting, a gimbal, a memory card, etc.

- you have planned the location and the time

- you have made appointments with the people who will participate in the filming

- you have prepared some drinks and food to take with you (if you think the shooting will take long)

- you have your storyboard and script with you

10. Shooting

- Shooting of a video can take place in any order which is the most convenient. The script you made is your guideline for the material you need not the order of filming. For example, you can first shoot the interview for the movie and later the intro.

- Remember to make multiple shots of every scene so later you have enough material to choose from.

- Don't delete anything while shooting. Keep everything! You never know what you might need. It's better to have extra footage.

- When shooting with your smartphone remember to film horizontally.

11. Editing

When you are ready with filming you are halfway there. You will need to select the right footage. You can use transitions between clips, put music, use text, voice-over etc. Try to make it attractive to watch by using different scenes and shots. For editing you need software and hardware. There are many free options you can choose on internet. The most widely-used professional software is Final Cut Pro and Adobe Premiere.

Examples of free software:
- IMovie
- Windows Movie Maker
- YouTube studio
- CapCut

Tip for using popular music

If you use music remember that you need license. Always check if the music is royalty free. Otherwise it will be muted on social media. You can use your own music or use free music databases which you can find online.

12. Sharing your video

When your video is ready you can share it with the world!

You can upload it on YouTube, Vimeo or share it on Facebook, Instagram or Tik-Tok. If your video is long you can make a short trailer to promote it via social media.

Colophon

Links
http://www.alphavillejournal.com/Issue11/HTML/Editorial.html
www.wikipedia.org
https://unsplash.com