Dissemination - option 1
GUIDE for colleges
VIDEO

EVERYTHING IS POSSIBLE

TURING PROJECT

As part of your project abroad, you must produce some dissemination to share the impact that this project has had on participants.

This guide gives you information on what you need to do in order to produce a **group video** about your project.

Why do you have to do that?

- first it's a great souvenir for you
- secondly to show to our funders that you are doing great work
- and most importantly to inspire other young people to undertake the same kind of project

Importance of the tutor/leader

- The tutor/leader is responsible for the production and sending of the dissemination material
- It is therefore important that the tutor/leader knows exactly what the group needs to produce, how & and by when this needs to be delivered

Example of a great video:

Askham Bryan College's animal care VET project in Croatia 🐻 - Erasmus +

Watch this video made by a group from Askham Bryan College.

This is a perfect example of what we are looking for:

https://youtu.be/Vd7o9xd87ug

IMPORTANT - Format of the video:

- Only one video for the group
- Duration: 3-4min maximum
- Landscape format (NO portrait!)
- Deliver the video fully edited
- Images: you can show either videos or pictures of the group in action working in the project
- Sound: we prefer if you use an interview of the group (see next page for the questions); but if it's too challenging, you could use music

What you should do in order to prepare for the video?

- Identify who is responsible for what (editing, filming, interviews, etc). The tutor is responsible for the whole video
- Take videos or pictures mostly of the project activities, but also free time, training, cultural discoveries, etc.
- Edit the video so it is no longer than 3-4min (see format of the video)

What the group needs to talk about in the video?

Note: Maybe each student could respond to one of the questions.

- present themselves (college)
- present their project abroad and what they have done (their daily tasks)
- speak briefly about their free time. Any cultural discovery?
- explain what they have learnt professionally…
- … what they have learnt personally
- explain how this project could help them in the future (career, etc)

Logos

If possible add the following logos and sentences. If not, no worries, we'll add them ourself.

- add the logos of Everything is Possible and of the Turing programme

EVERYTHING IS POSSIBLE

TURING SCHEME
The UK's global programme to study and work abroad

- Add the sentence:

"Project co-organised with Everything is Possible and co-funded by the Turing scheme of the UK government"

IMPORTANT

- Do NOT use the word "TRIP", as this is NOT A HOLIDAY! Prefer the word "project".

TRIP

SENDING YOUR VIDEO & DEADLINE

What do you need to send us?

- You need to send the fully edited video in its highest quality.

By when do you need to send it?

- By the end of the project or no longer than a week after the return

How to send your video & pictures?

- Via Google Drive and sending the link to raphael@everythingispossible.eu.
- Via the free option of www.wetransfer.com and sending the link to raphael@everythingispossible.eu.

IMPORTANT - GDPR

- Colleges are responsible to get auhorisations needed from the participants (or parents).
- All videos and pictures send to Everything is Possible may be: Edited; Published on Everything is Possible website or social media (Twitter, Instagram, Facebook, YouTube) or printed communications; Used by your project funders or hosting organisation; … and therefore seen by everyone around the worl.

Rules while taking videos/pictures

Rules you need to respect:

For the pictures there are a few rules you need to respect. It is really important that you follow them as if not you will have to do them again.

1) Participants need to appear on all your videos/pictures. This dissemination is about participants; it is therefore important that there is at least one participant appearing in each footage. For example, if you plan to show the accomodation it is better if you appear in it doing something: have a rest, cook, speak with others, play a game, etc...

2) You always need to be in action. It is important that we understand what you are doing in your project: taking care of animals, coaching people, walking in a city you visit, eating a dinner. To avoid blurry effect when the picture is taken inside we advise you to freeze your action! **SAFETY: For safety reason, it is important that you tell your tutor when you want to take a picture.**

3) Do not look at the camera. This help to understand that you are busy, in action. We also welcome some group pictures (especially if it's a picture with certificates), but there is a small chance that we will use them. Of course you can look at the camera in group pics.

3) Ask the autorisation of people who appear in your pictures or videos: Explain to them how the pictures/videos will be used and the fact that it may be published online and offline and therefore seen by a large public.

4) ALL your videos/pictures need to be in a LANDSCAPE format (NO PORTRAIT FORMAT!!)
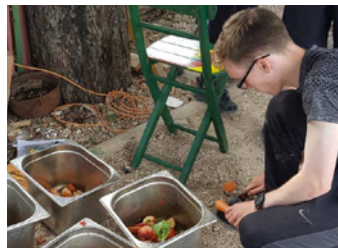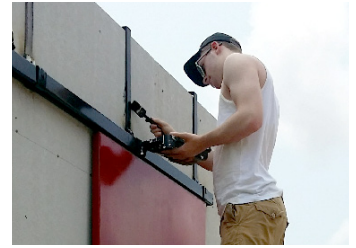

Advices on how to take good videos/pictures

- Be careful with the light: Make sure that the light (sun, window) is always on the back of the photographer.

- Be careful with the flash: Pictures with flash can be ugly, but has it is difficult to produce a non-blurry picture inside a building, you could maybe do one picture with flash and one without.

- Diversity: As you're going in a group, try to not have the same pictures than the others, otherwise it can look a bit boring.

- Illustration: It would be fantastic if the pictures illustrate what you're saying in your testimony

EVERYTHING IS **POSSIBLE**.

Examples of great video angles / pictures

Here are some examples of great pictures. Don't forget that the pictures you take need to illustrate what you are saying.

☐ **videos when working**

☐ **videos during your free time**