

THINK STORY

HOW TO COMMUNICATE WITH VIDEO

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CREATING A VIDEO STORY?

- Audience
- Authenticity: Be Real

STEP 1: SCRIPT

- Problem/Solution format
 - ‘Snackable’ media – it’s not a feast
- Hook (research aim / headline)
- Supporting ideas (research objectives)
- Soundbite / Tweetable Quote

STEP 2: STORYBOARD

- What you SAY with what you SEE
- The script we have from Step 1
- Video is multimedia – how will the design work together?
 - Design elements = images, sounds, text, lighting

RECAP

- Video is a **PROMOTIONAL** tool
 - get them interested in learning more
- **Authenticity: 'how you made them feel'**
- **Script:**
 - Who are you talking to (Audience)
 - What do you want them to know (Hook)
 - Why should they care (Tweetable Quote)
 - How did it work out (Result)

WHAT KIND OF VIDEO?

- Biographic / interview / narrative
 - Someone talking / being interviewed e.g. Video Abstract
- Text
 - Use text only
- Images
 - Use images to tell a story – including photographs
 - Use stock video clips to tell a story
- Animation
 - Use cartoon animations
- Audio
 - Use voiceovers / audio tracks with text or images
 - Use music with text or images

STEP 2: TURN SCRIPT INTO VIDEO)

- Video choice
 - Text? Image? Animation? Biographic? Mixture?

Storyboard:

- Script
 - Break it into segments
- Design Elements
 - Sound (Music & Audio)
 - Backdrop
 - Lighting
 - Camera Angles
 - Speed of Speech
 - Images
 - Layout
 - Font
 - Colour
 - Whitespace

TOOLS

VIDEO SOFTWARE

PowerPoint

Microsoft Video Editor

Biteable

CANVA

Phone

PC/Mac

Pro Tip: Use a tripod and ring light

SOUND

AudioJungle

(for royalty free music)

Audacity

(for sound editing)

Most services have built in audio library

Pro Tip: Record 20 secs of 'dead air' to filter out background noise

IMAGES

Unsplash

Pixabay

Shutterstock

Most services have built in image / animation library

Pro Tip: Stick to one style of photo or background

FONTS

Google Fonts

Dafont

MyFonts

Pro Tip: Use built-in Font families in PowerPoint

WATCH THEN DISCUSS

How did you feel?

What do you notice?

Can you identify the Hook?

What might be a tweetable quote?



THE CONF 2020
INTERNATIONAL YEAR
OF THE NURSE & MIDWIFE



DEVOTION

COST ACTION CA18211

WORLD MENTAL HEALTH DAY 2020

WHAT DO YOU THINK



DEVOTION

COST ACTION CA18211

Perinatal Mental Health & Birth Related Trauma:
Maximising Best Practice & Optimal Outcomes

WORLD MENTAL HEALTH DAY 2020
BETTER?

BREAKOUT: WHAT DO YOU THINK

How do you FEEL?

Why did you FEEL this?

What did you like/not like?

What was the Tweetable Quote for you?

File Home Insert Design Transitions Animations Slide Show Review View Recording Help Shape Format

Preview Animation

None Appear **Fade** Fly In Float In Split Wipe Shape Wheel Random Bars Grow & Turn Zoom Swivel Effect Options

Advanced Animation

Animation Pane Trigger Animation Painter

Timing

Start: Duration: 00.50 Delay: Reorder Animation Move Earlier Move Later

4 5.1 MILLION BIRTHS OCCUR IN THE EU EACH YEAR

5 5.1 MILLION BIRTHS OCCUR IN THE EU EACH YEAR ONE MILLION NEW MOTHERS REPORT POST TRAUMATIC STRESS SYMPTOMS (PTSD)

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7 5.1 MILLION BIRTHS OCCUR IN THE EU EACH YEAR ONE MILLION NEW MOTHERS REPORT POST TRAUMATIC STRESS SYMPTOMS (PTSD) 200,000 MOTHERS WILL BE DIAGNOSED WITH POST TRAUMATIC STRESS DISORDER (PTSD) 4.7 MILLION FAMILIES AFFECTED EVERY YEAR GLOBALLY

8 4.7 MILLION THAT'S A LOT OF FAMILIES YET BIRTH RELATED TRAUMA GOES LARGELY UNNOTICED AND THE DATA IS INCOMPLETE

9 BIRTH RELATED TRAUMA IS NOT JUST A MOTHER'S ISSUE 4% OF NEW DADS REPORT POST TRAUMATIC STRESS SYMPTOMS PARENTS OFTEN BLAME THEMSELVES

4.7 MILLION

THAT'S A LOT OF FAMILIES

YET

BIRTH RELATED TRAUMA

GOES LARGELY UNNOTICED

AND THE DATA IS INCOMPLETE



Preview

None Morph **Fade** Push Wipe Split Reveal Cut Random Bars Shape Uncover Cover Flash Fall Over Drape

Effect Options

Sound: [No Sound]

Duration: 00.50

Apply To All

Advance Slide

On Mouse Click

After: 00:02.00

Timing

- 1
- 2
- 3
- 4
- 5
- 6

Transition to This Slide

HERE'S THE FACTS ABOUT BIRTH RELATED TRAUMA

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VIDEO COMPLETED

- Optimum time
 - Can you make it shorter?
 - Save as MP4
- ‘Snackable’ content
 - It’s a teaser - aim for 30 – 60 seconds
- Promote your video
 - Where will you host the video – YouTube?
 - Post on social media but link to either YouTube / research website
 - **Tag** your content #Amplify #LoveIrishResearch #PerinatalMentalHealth
 - Use **capitals** in your tags for Web Accessibility
 - Use **video descriptions** for Web Accessibility
 - Use **high contrast** for Web Accessibility

RECAP

- Script (problem/solution-hook)
- The story is what is important – design supports the story
- Focus on your skill as a researcher
 - Technical skills take time to develop
 - Tools help – use built-in templates
- Keep it simple – channel Chanel (Black, White - and Grey)
- Tweetable Quote
- See Supplementary Slides for Tips on Images, Sound & Light
- Have fun!

CHECKLIST

Tips, Tricks & Things to Consider

FONTS

- *****NEVER EVER, EVER, EVER*****
 - Comic Sans – even if you are doing projects on kids – you are not usually presenting to them – same goes for mixing **primary** colours!
- **Avoid Decorative Styles**
 - they can work for titles but not good for body text
- **Sans Serif fonts:**
 - Arial Nova, Arial, Helvetica – modern, clear, easy to read
- **Serif fonts:**
 - Baskerville Old Face, Bookman Old Style, Georgia - traditional, classic, easy to read
- **Spacing**
 - Layout – whitespace / size of text / placement of text

IMAGES

- Choose wisely
- Images should reinforce your story
- Look for consistency
 - This means balance in composition/colour of the photos
 - Aim for clear, unambiguous images
 - To calm images down turn them into Black & White or greyscale
- Text overlay – make sure you can read text overlays
- Use ‘fade’ between images – hard transitions can be jarring
- It’s an art – not a science

SOUND & LIGHT

SOUND

Music or Audio – or both?

- Music should ‘match’ the images eg avoid soft nature images with heavy rock
- Tempo of music – can help with ‘pacing’ fast music vs slow music
 - AudioJungle allows you to select music based on tempo
- Audio recording
 - Record yourself on phone – or directly within PowerPoint –
 - Invest in a good quality, separate microphone
 - Check for echo or noise interference
 - Audacity is a programme that allows you to ‘clean up’ the sound

LIGHT etc

- Use a ring light to make sure your face is not in shadow
- No ring light? Shine any light on your face or face into the window
- Use a tripod if recording by phone – some tripods come with a ring light

OTHER

- Check your background – laundry? Car registration?
- No fake backgrounds – unless recording against a green screen
- Colour – keep it simple, don’t distract from what you want to say

DESIGN

- National Gallery of Ireland – good use of images and music
- UNICEF Vaccination Programme – good mix of video clip, narrative and text
- CA18211 – photo and text video
- CA18211 – text and music

- Taylor & Francis instructions for video abstract
- Making a scientific video
- Research Gate on video abstract

HAVE FUN!

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