VIDEO TRAINING WORKSHOP SERIES

Video tools are powerful. They allow your message to spread further,[1] and are uniquely suited to disseminating research findings in impactful ways.[2] Evolving your research into video content offers unparalleled opportunities to engage your colleagues and your students, convince funders, and raise awareness in the public. However, it takes specific skills to produce high-quality videos. That is why we developed a video training tailored to the needs of academics.

Created by and for Oxford researchers, our video training workshop series enables scholars to **produce smart and engaging video content**. Our team brings together academics and videographers collaborating with experts from the University of Oxford, Adobe, and the BBC. It teaches participants how to convey their ideas through video, which is particularly relevant to the current environment.

Through six modules, this video training provides **expert guidance** to create video content, by covering each step of the creative process, **from the development of the video script to the planning of the dissemination strategy**. Combining theoretical knowledge, practical tutorials, and a range of interactive activities, this series develops academics' knowledge and practical skills, while providing opportunities for public engagement. By doing so, it helps scholars to maximise the impact of their work and generate excitement about research more broadly.

This workshop series is structured around five modules and a final event:

(1) Session One: Why videos? Which videos?

This first part of this session introduces videos as a specific medium for communicating research. Award-winning examples are used to illustrate how video tools can allow for the presentation of complex ideas in efficient ways. Participants are invited to discuss different types of academic videos and to consider which types are most suited to their own projects, depending on their resources and objectives.

The second part of the session includes an introduction to the fundamentals of storytelling and provides guidance on writing a compelling video script.

(2) Session Two: How to create?

This session introduces the software available for the production of high-quality videos and discusses their respective strengths and weaknesses, in the academic context. It unpacks the production process by examining the making of educational videos which use different styles, including talking heads, white-board animations, and stock footage videos. The second part of the session includes hands-on tutorials to use Adobe Rush. It features individualised, step-by-step support so that participants can begin producing their very own videos.

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[1] Social video generates 1200% more shares than text and image content combined.
[2] People are more likely to access and remember a message conveyed with video tools.

(3) Session Three: Let's create!

Each participant sign-up to present either their scripts or their footage.
The script clinic runs from 9 to 10:30am. The footage clinic runs from 11 to 12:30am.
Participant can present in one group and attend either or both. From 10:30 and
11am, an optional module introduces participants to resources relevant to video-
making, including where to find, and how to integrate, multimedia content.

(4) Session Four: Thinking about impact

The first part of this session helps participants think through how they will use their
videos to achieve the kind of impact they want, including identifying target
audiences, and designing and executing their dissemination strategies.

The second part of this session discusses the technical specifications and
advantages of different channels available to academics to disseminate video
content. This session also covers ethical and legal aspects, including how to get
consent to record and permissions to use video content, intellectual property, and
copyright issues.

(5) Session Five: Polishing video content

In this session, participants present their works-in-progress and receive feedback
on their videos. They are invited to comment on each other's projects and receive
expert advice from experienced video producers, a media and/or communication
specialist, and a visual anthropologist.

They are introduced to the language of video editing and receive guidance on how
to engage with video editors. Each participant has the option to work closely with
a professional video editor to polish their projects before the final showcase.

(6) Sixth session: Final showcase

The final event will provide participants with an opportunity to share their work
with a broader audience. A panel of experts will award a £100-prize to the creator
of the best video.

Video training workshop series: **summer 2021 (online)**

First module: 28 July
Second module: 4 August
Third module: 11 August
Fourth module: 18 August
Fifth module: 25 August

Final showcase and award ceremony chaired by BBC and Adobe representatives,
at the University of Oxford (UK): 24 September 2021

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