

# Learning notes from the video storytelling case study

September 2021

## Video storytelling

Our task was to produce a vlog about our Learning Journey to Iceland in September 2021. The group was comprised of industry professionals with varying levels of experience and expertise in videoing and photography, and were all keen to collaborate on the joint production of a *vlog* or video blog.

**A video blog or video log, known as a vlog, is a form of blog for which the medium is video. Vlog entries often combine embedded video with supporting text, images, and other metadata. Entries can be recorded in one take or cut into multiple parts to comprise a story or event taking place in a location.**

These learning notes accompany our vlog and are intended as a guide to how we approached the task, and what challenges we encountered along the way.

### Pre-visit

Free tutorials on YouTube to help with some basic filming were shared and suggestions for what equipment to bring. The focus however being on what group members already had, and not what they needed to buy.

### Case study time

The group met over the course of the week to begin the creative process.

The following points were what we considered in addition to clarifying that the task was not simply a travel vlog, but how to create a travel vlog.

### Pre Production

1. Storytelling is an integral part of any visit
2. How do you use it?
3. Assigning team roles
4. Group learning - a reflection of this learning journey and individuals' learning
5. Group sharing and collaboration
6. Clarifying outputs
7. The three target audiences
  1. Group members
  2. Industry organisations to promote learning journeys
  3. Erasmus and National Agencies

### Production

1. What Makes a Good Video Vlog?
  1. Develop a niche
  2. What is the hook to spark and then keep engagement?
  3. We are taking the viewers on a journey...a quest

4. We need a story...or a theme
5. Have a beginning, middle and end....what is the structure?
6. Be flexible as the storyline can evolve. For example, if the weather changes, or you find someone else to interview, access is not possible, or there are technical problems - like wind!
7. Identify and speak to your target audience.
8. Maintain pro video quality - but this comes with practice.
9. Shoot lots of B-roll that will be edited together
10. Be Distinctive
11. Have the right equipment. ... in our case, we were using what we had, but were fortunate to be able to borrow a small microphone that attaches to an iPhone that make a tremendous difference to the sound quality.
12. Make sure your vlog channel is well-branded, or sits with a complementary or umbrella brand.
13. We used two free apps for the editing: Capcut and iMovie that also work seamlessly when stitching together for the final cut.
14. The vlog is hosted on Vimeo that offers a basic, free membership, but it limits you to 500MB maximum storage per week. Alternately, you can make a YouTube video completely free with unlimited storage when it comes to hosting. Increasingly intrusive advertising over which you have no control can make an unwelcome intrusion however, when using YouTube.
15. We did not produce a short teaser, typically of 10 seconds or less. It would be useful if sharing content on social media as the bird crumbs to encourage viewing of the entire vlog.

### Post Production



2. Play the vlog here and share from the Vimeo platform.
3. here to post - EU report, participating businesses and other socials.
4. If this something you want to pursue, publish and promote consistently.

## Group Participants

Group 1: Video Storytelling	
Mary Tebje (Group Leader)	Tebje Associates
Harrie Burney	McCune Smith Ltd/Blasadh Bidh
Stuart Fraser	The Oak Tree Inn
Dave Huxley	Great Cornish Food Store/Cornwall Food & Drink
Lynn Johnson	The Cake Fridge Company
Andrew 'Koj' Kojima	Berzeli Ltd
Keith McGowan	The Village Shop
Nathan Whyte	Scotnet Intl/57 Degrees North



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