Let me tell you

"Let me tell you ... A call to illusion so that emptied Europeand the seniors feel part of the XXI century through training in digital skills"

2022-1-ES01-KA220-ADU-000086623

TRAINING IN DIGITAL COMPETENCES AND TOURISM

Information

Project	**"Let me tell you …** A call to illusion so that emptied Europe and the seniors feel part of the XXI century through training in digital skills"
Project Nº	2022-1-ES01-KA220-ADU-000086623
Work Package	2 - PLATFORM "NEW DIGITAL TOURISM IS POSSIBLE" A1/c
Date	15/07/2023
Type of Document	Training in digital competences and tourism
Language	English

Consortium

Index

1. Introduction

This training is intended to be a guide to enable adult educators specialised in adult education and experts in digital competences to develop a training that is part of the Erasmus+ project called "Let me tell you... A call to hope so that an empty Europe and the elderly feel part of the 21st century through training in digital skills". Its main purpose is increasing the digital skills of senior adults and make them feel an active part of society, in addition to improve the tourism offer in rural areas while highlighting our rich European heritage. The project consists in that the oldest of our towns, located in unpopulated areas, create videos in which they explain the heritage of the place. In the places described in the videos, a QR code will be placed so that both visitors and locals can see these videos that will also be hosted on a platform web.

The activities carried out focus on the creation of the common open access platform "NEW DIGITAL TOURISM IS POSSIBLE", which will include the modules of this training in digital skills and tourism that will end with the recording and editing of the videos. In the last phase of the project will take place the development of a methodological guide to explain the process, to be used as a model for implementing this project in any location.

It consists of the following modules: basic skills, video script elaboration and videos planification and video making. With basic skills we will make an approach to the vocabulary related to technology and the use of mobile phones and digital tools, video script elaboration and videos planification is about learning to write scripts and also shows the instructions to follow when organizing the videos and, finally, video making where all phases of video creation will be shown from the preparation of the materials, recording and editing fundamentals.

The training is designed to be flexible and according to the participants' needs and interests. It is a guideline that we propose to the educators and It can be followed in its entirety or in parts, as the aim is never to lose sight of the characteristics of the participants, which are the main motivation of this project.

The idea is that the training is an opportunity for them not only to improve their digital skills but also to spend quality and pleasant time, in which they can share their experiences and feel useful in a constantly changing society, while contributing to create a new tourist resource in their towns of origin that will enhance the European heritage. The tasks developed will allow them to acquire fluency in the use of digital tools, they will be the "excuse" for them to get out of their comfort zone and in a playful way acquire knowledge that they can put into practice by solving their daily needs.

It is a single content written in English and translated into the languages of each of the partners - Spanish, Greek, Polish and Romanian -. Although it is the basis on which the

educators must work with the participants in the project, the training is designed to be flexible and the trainers can adapt it to the needs, capacities and realities of the different working groups that are formed, as well as to the number of sessions in which the workshops are carried out.

1. BASIC SKILLS

2.1) Basic vocabulary of terms related to technology

Web browser: program on your computer or phone that helps you look at websites and search for information on the internet.

WI-FI: way to connect to the internet without using wires. It allows you to use the internet on your devices like phones and computers, as long as you are in range of a Wi-Fi signal.

Bluetooth: technology that lets you connect devices together wirelessly. It's commonly used to connect things like headphones, speakers, and keyboards to your phone or computer without needing any cables.

Firewall: security tool that helps protect your computer or network from unauthorised access. It acts like a barrier, monitoring and controlling the incoming and outgoing internet traffic to keep your system safe.

Social networks: websites or apps that let people connect and share information with each other online. They allow you to create a profile, find friends, and post messages, photos, and videos to share with others.

YouTube: popular website where you can watch and upload videos. It has a wide range of content, including music videos, tutorials, vlogs, and more, allowing you to explore and enjoy various types of videos.

Apps: (short for applications) programs that you can install on your phone or computer to perform specific tasks. They can be games, social media platforms, productivity tools, or any other software designed for a particular purpose, making your device more versatile and useful.

2.2) Basic operation of a smartphone

- **Lock / Unlock cell phone**

Unlock the phone by swiping on the lock screen. If you have a password you will have to input it.
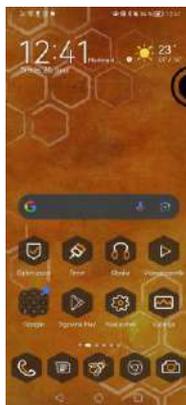
Lock the phone by pressing on the lock button. Normally it is found on the right side of the phone near the top.

- **Look for something in the phone using the magnifying glass**

In every phone there is a "system search bar". Depending on the phone model it can have a different location. In this example we slide down on the home screen and find our desired function/app in the search bar.

‒ **Use the lower-part buttons of the screen (home/menu, recent and back)**
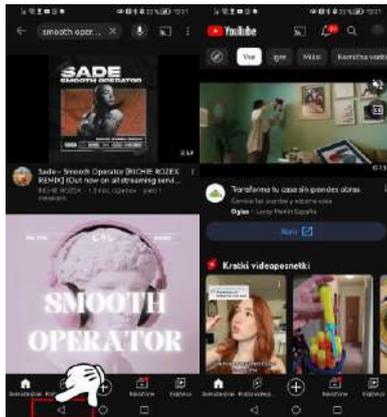
The "back button" takes you one page back. Whenever you would like to go to a previous step you can use the back button.

Using the "home button" we can always instantly leave whatever app/function we were on and instantly go back to the home screen.

Using the "history/recent button" we can see our recently opened applications. These applications can still be doing processes whenever you are not accessing them. Using this menu we can quickly cycle through necessary apps. We can also press the "trash icon" to stop most of the running apps.

– **Scroll the screen to find the different apps**

Depending on the model of the phone you might need to open a menu to reach the majority of the apps. In this example the home screen and app menu are connected. Simply swipe in the direction of the menu to navigate.

– **Typing (capital letter and minuscule settings)**
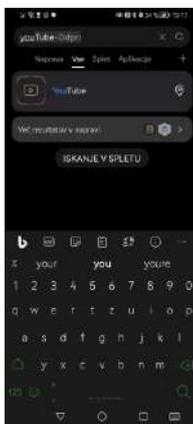
Using the phone keyboard is similar to a computer keyboard. Some key differences include the "caps lock" button. We press it once if we want one capital letter and press it twice if we want to write fully in capital letters. Along with that we can get an extension of the keyboard by pressing the bottom left extension button. It will give us a numerical keyboard along with useful symbols.

– **Use the basic navigation system of the cell phone**

As covered previously the basic navigation in a phone is done through: swiping across the phone in order to scroll menus, tapping on the screen to access the wanted content and using the bottom buttons to navigate between actions. Most apps work on the basic principles   established by the phone already.

– **Accessing the internet**
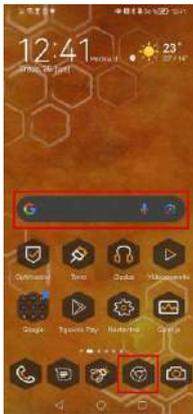
We can access the internet in many ways using our phones. The easiest is to use one of the already provided systems. On your phone you should already have a google tab or google Chrome installed. Using those apps we can freely surf a mostly safe internet environment.

– **How to take photos and use the WhatsApp app**

Using the camera function on our phone we can take stunning pictures. Simply press the spot on the image that you want to keep focus and press the capture button at the bottom of the screen. You can access all images on your device via the gallery app.

To get the WhatsApp app we first need to download it from an app store with the steps presented. WhatsApp works as a messaging app where we can send people messages, photos and documents via the phone number.

2.3) What can I use my smartphone for?

– How to send emails
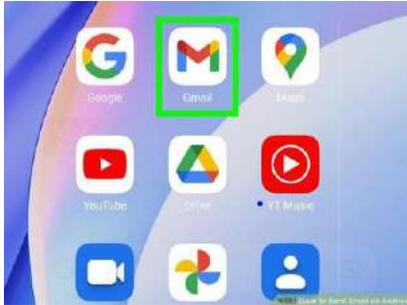
You can use the Gmail app to send and receive messages through Gmail. Your Gmail account was set up automatically when you first signed into your Android. To use it, tap the multicoloured envelope or "M" icon on your home screen. If you don't see it there, you'll find it in the app drawer. If you don't like Gmail, you can always use a different email app on your Android, such as Outlook or Yahoo.
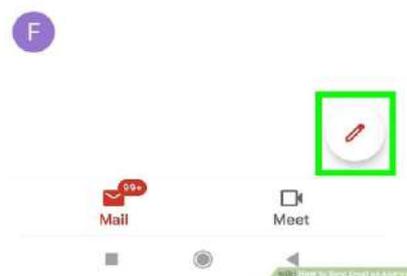
Tap the pencil or the word Compose to create a new message. You'll see it at the bottom-right corner of your inbox.
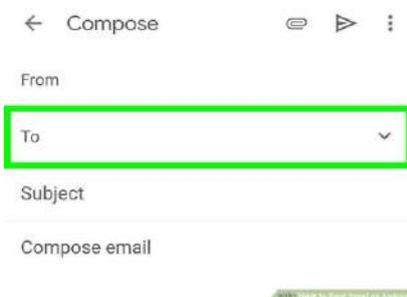
Tap the "To" field and type the person's email address. As you type, a list of matching contacts will appear. If you see the address of the person you're writing, tap to select it. To add another recipient to the message, tap the down-arrow Android 7 Expand More in the "To:" field, then type another address into the "CC:" field.
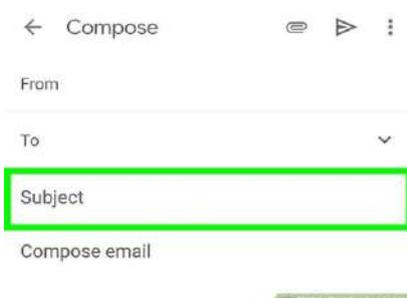
Tap the "Subject" field and type a quick synopsis of the message. While you can technically leave this field blank, it's not common to send messages without subject lines.

Type your message into the "Compose email" field. This is the body of the email. If you'd like, you can also attach a file, such as a photo or document, by tapping the paperclip icon at the top of the screen.

After a few moments, your message will arrive at its destination. If the recipient responds to your message, the response will appear in your inbox.

- **How to download files from Google Play Store and IOS App Store**

On your device, open Google Play Store. or visit the Google Play store on a web browser. Search or browse for content. Select an item. Select Install or the item's price. Follow the on-screen instructions to complete the transaction and get the content.

Open the IOS App Store. It's a blue app with a white "A" made from writing utensils. By default, the App Store is on the Home Screen. Tap Featured. This tab is in the bottom-left corner of the screen. Highly rated and up-and-coming apps are picked by Apple and listed on this page. Tap the search bar. It's at the top of the screen. Type in an app's name. If you don't know the name of an app you'd like to download, try searching for a keyword like "video" or "paint". As you type, suggestions will pop up below the search bar; tapping one of these suggestions will search for it. Tap Search. It's the blue button in the bottom-right corner of your iPhone's keyboard. Tap Get. This option is to the right of the app. If you chose a paid app, you'll tap the price instead (e.g., $1.99). If you've downloaded the app before, there will be a cloud icon with a downward-facing arrow here instead.

- **How to use social media platforms (such as Facebook)**

First, you have to go to the play store .

Then you have to type the social media platform that you want to download.

After that you have to open the platform and create a profile.

– **How to use GPS and mapping tools**
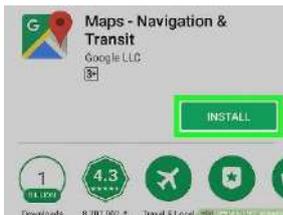
Download Google Maps. If you don't already have Google Maps on your Android, open Google Play Android Google Play, then do the following: Tap the search bar at the top of the screen. Type in google maps. Tap Search or the Enter key. Tap Maps - Navigation & Transit. Tap INSTALL. Tap ACCEPT when prompted.
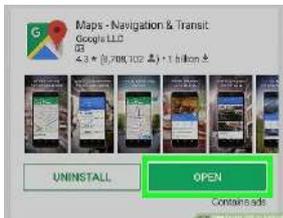
Open Google Maps. Tap OPEN when it appears in the Play Store. This will open the main Google Maps page. You can also tap the Google Maps icon in your Android's App Drawer.
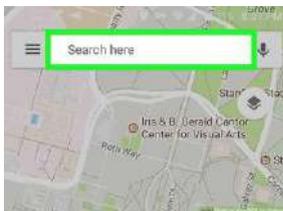
Tap the search bar. It's the "Search here" text box at the top of the screen. Enter the name or address of a destination. Type in the name (e.g., "Starbucks") or the street address of the place to which you want to travel. If you don't know the name of the destination or the destination is a private residence, you'll need to enter an address.
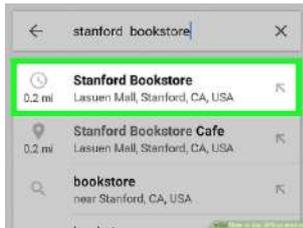
Tap the destination. In the drop-down menu below the search bar, tap the destination that matches the name or address that you typed in. If you don't see the appropriate destination appear after typing in an address, just tap Search or Enter in your Android's keyboard.
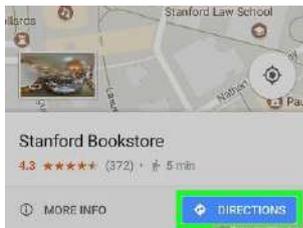
Tap DIRECTIONS. It's a blue button near the bottom of the screen, though you may need to scroll down to find it.
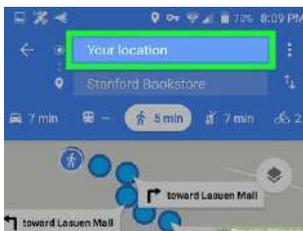
Enter a starting point. Tap the "Choose starting point..." text box near the top of the screen, then enter the address of the location from which you'll be starting your trip. You'll usually have a Your location option that allows you to select your current location as the starting point.
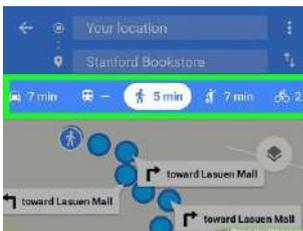
Select a mode of transportation. Tap one of the icons—the car, bus, person, or bike—near the top of the screen to indicate whether you'll be driving, taking public transportation, walking, or cycling to your destination.

Start your route. Tap START near the bottom of the screen to begin automated navigation. You'll hear a voice explaining directions to you as you move. If prompted, tap Got it to continue before you begin your route. You can also tap Steps to view the list of directions on a turn-by-turn basis.

Credit cards: by and large, credit cards are easily the most secure and safe payment method to use when you shop online.

ACH payments: (ACH stands for Automated Clearing House) is a way to transfer money from one bank account to another without using paper checks, credit card networks, wire transfers, or cash.

Stored payment credentials: Credit cards with EMV chip technology. (EMV cards store cardholder information on a metallic chip instead of in a magnetic stripe.) Credit cards with contactless payment. Payment apps.

Pay with your iPhone. To use your default card: If your iPhone has Face ID, double-click the side button. If prompted, authenticate with Face ID or enter your passcode to open Apple Wallet. If your iPhone has Touch ID, double-click the Home button. To use a different card, tap your default card to see your other cards. Tap a new card and authenticate. Hold the top of your iPhone near the contactless reader until Done and a checkmark appear on the display.

Near field communication (NFC) must be turned on to make contactless payments. To turn on NFC, check your phone settings app. Open the Google Wallet app. At the top right, tap your profile picture or Account and then Tap to pay setup. Check if you're ready to make contactless payments. To tap to pay with Google Wallet: near field communication (NFC) must be turned on. To make a tap-to-pay transaction with a card in your Google Wallet, Google Pay should be set as your default payment app.

− **How to use video conferencing tools and other communication technologies**
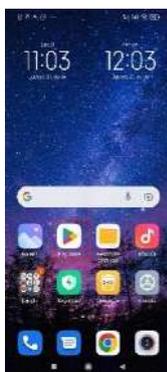
First you have to go to Playstore

Then you have to input the application you want to download on the search bar

After that you have to install the application pushing the ''install'' (instalar) button

After the installation is completed you need to push the ''button'' Open (abrir)

You have to push the ''button'' login or create a profile (iniciar sesión o crear)

 After that you should insert your email and then hit the ''button'' continue (siguiente)

 For the last step you have to write the password of your email in write your password bar (escribe el código). Afterwards, you have to hit the ''button'' start session (iniciar sesión).

 However, if you prefer to make a call or a video call on Whatsapp, then you have to hit the application.

 You find the contact that you want to make a call and then you either hit the button inside the red rectangular to make a video call or you hit the button on the yellow rectangular to make a simple phone call.

It is simple to create a multimedia presentation if you have the right software tools at your disposal, just follow the following steps:

Select and outline your content: what is the purpose of your presentation? What is your subject? Answer these questions and choose content that will support your presentation objectives. Create an outline of the content as it will appear on your slides.

Consider multimedia options: examine your content outline and decide what multimedia elements will best showcase your information. Will a concept clearly be communicated with a video, or will a photograph be a better fit? Should you add music to a certain section and what multimedia options will boost audience engagement at key moments?

Design your slide deck: you can design your slide deck from scratch or customise a presentation template from **PowerPoint**. Construct your slide deck so that each section of your outline is represented by its own slide. Add titles and headings to designate each slide's function.

Insert your content: add your textual content to the appropriate slides. Be sure the text is in a clear and legible font, and try to avoid crowding too much content on any individual slide.

Add images, video and audio elements: use your presentation software of choice, insert video, audio and graphic elements in the appropriate slides. If you use Beautiful.ai, artificial intelligence will automatically adjust the design of your slides each time you add new content, ensuring your presentation adheres to the principles of good design.

Add animations and transitions: once you've designed your slide deck and inserted multimedia elements, you can add extra pictures to your presentation with the addition of transition and animations. The subtle motions will polish your presentation with increased visual appeal, and it will boost audience engagement by capturing and retaining viewers' attention.

Review your presentation and share it: carefully review your presentation to ensure it's ready for audiences, rehearse your delivery and share your information with the world!

2.4)   What is a QR code and what is it used for?

A QR code (short for Quick Response code) is an array of black and white squares or pixels set in a grid that stores data for a machine to read. A smartphone or camera can quickly process the information contained in a QR code's specific arrangement of pixels, making it a convenient way to store and access data.

3 VIDEO SCRIPT ELABORATION AND VIDEOS PLANIFICATION

3.1)   Video script elaboration

● What is a video script?

A video script is a written document that outlines the dialogue, narration, and visual elements of a video production. It serves as a blueprint or roadmap for the video, guiding the production team and actors on what needs to be said and shown in each scene. A video script typically includes the following elements:

Scene descriptions: the script describes the setting and provides details about the visual elements in each scene, such as locations, props, and characters present.

Dialogue: this includes the spoken words of the actors, including conversations, monologues, or voice-overs. It specifies who speaks each line and often includes instructions for tone, emotion, or timing.

Action and instructions: alongside the dialogue, the script may include action lines that describe the physical movements or activities of the characters, as well as any necessary instructions for camera angles, transitions, or special effects.

Visual and audio cues: the script may indicate specific visuals, such as close-ups, wide shots, or cutaways, to guide the cinematographer and editor. It can also include instructions for music, sound effects, or any other audio elements.

Timing and duration: in some cases, a video script may include timing indications, specifying the duration of each scene or segment. This helps in planning the overall length of the video and maintaining a consistent pace.

The level of detail in a video script can vary depending on the project's complexity and the needs of the production team. It serves as a crucial tool for pre-production and ensures that everyone involved in the video production process has a clear understanding of the intended content and vision.

Here's a step-by-step guide:

Plan your script
Keep it short
Make it eye-catching
Make it fun
Make it flow
Call to action

● **Elaboration of our audiovisual script**

– **Definition of purpose and theme**

Before you start writing the script, you must be clear about the purpose of the video and what is the topic that will be addressed. Is it an informational, educational, promotional, narrative or entertainment video? Clearly define the goal of the video.

– **Research and information gathering**

Do extensive research on the topic of the video. Collect data, statistics, examples, anecdotes or other relevant elements that support your content. The more information you have, the stronger your script will be.

– **Structure of the script (introduction, development and conclusion)**

Define a clear structure for your video. You can use an outline of three acts or any other structure that fits your content. It can vary depending on the type of video or the specific requirements of the project. However, here is a general outline of how these three sections are often organised:
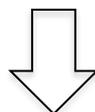
INTRODUCTION: the introduction sets the stage for the video and grabs the viewers' attention. It typically includes the following elements:

a) **Hook:** a compelling opening line, visual, or audio element designed to capture the viewers' interest and make them want to continue watching.
b) **Context:** an introduction to the topic or the purpose of the video, providing necessary background information or establishing the setting.
c) **Objectives:** clearly stating the goals or objectives of the video, such as informing, entertaining, persuading, or educating the audience.

DEVELOPMENT: the development section forms the main body of the video and expands upon the topic or story. It may consist of multiple segments or scenes that provide information, tell a story, or present arguments. Here are some common elements found in the development section:

a) **Structure:** depending on the type of video, the development section may follow a chronological, thematic, or problem-solution structure.
b) **Content:** this section presents the main ideas, concepts, or plot points that support the objectives of the video. It includes dialogue, visuals, interviews, demonstrations, or any other relevant elements to convey the message effectively.
c) **Transitions:** smooth transitions are used between scenes or segments to maintain flow and coherence. Transitions can be visual, such as fades or cuts, or audio-based, such as narration or music cues.

CONCLUSION: the conclusion wraps up the video and leaves a lasting impression on the viewers. It often includes the following elements:

a) **Recap:** a brief summary or review of the main points covered in the development section, reinforcing the key messages.
b) **Call to action:** if applicable, the conclusion may include a call to action, encouraging viewers to take a specific action or providing next steps.
c) **Closing statement:** a closing statement that leaves the viewers with a final thought, a memorable line, or a sense of resolution.
d) **End screen:** a concluding screen that may include branding elements, contact information, or related resources for further engagement.

REMEMBER:

The structure of a script can be adapted to suit the specific requirements of the video and the desired impact on the audience. It's important to consider the purpose, audience, and desired outcome of the video when organising and structuring the script.

We have prepared a template of an audiovisual script, but it is not mandatory to use it. It can be used as a work base for the preparation of the scripts, as a guide, support for the participants or the trainer himself can use his own materials.

3.2) Videos planification

● Planning of the video sequences

Planning video sequences involves, mainly, assigning roles among participants and determining the shooting environment for each sequence. Here's a breakdown of the key steps involved in this process:

Identify roles and participants: determine the necessary roles for the video production, such as director, actors, camera operators, sound technicians, and any other required positions. Assign individuals or a team to each role based on their expertise and availability. It's important to ensure clear communication and coordination among team members.

Script analysis: review the script and break it down into individual scenes or sequences. Understand the requirements of each scene, including the location, props, characters involved, and any special equipment or technical considerations.

Location scouting: based on the script requirements, identify suitable shooting locations for each sequence. Consider factors such as accessibility, availability, relevance to the scene, lighting conditions, and any necessary permits or permissions. Conduct site visits if needed to assess the feasibility and plan logistics accordingly.

Shot list and storyboard: if you wish you can create a shot list and storyboard for each sequence. A shot list outlines the specific shots or camera angles needed, while a storyboard provides a visual representation of each shot. This helps in visualising the sequence and planning the composition, camera movements, and transitions.

Production schedule: develop a production schedule that outlines the shooting days, sequences to be filmed each day, and the required participants for each sequence. Consider factors like availability of actors, crew, equipment, and the shooting location. Efficiently organise the shooting schedule to minimise downtime and ensure a smooth production process.

Equipment and technical considerations: identify the equipment and technical requirements for each sequence. This includes cameras, lenses, lighting equipment, sound recording devices, props, and any additional gear needed. Ensure that all necessary equipment is available and in working order for the scheduled shooting days.

Rehearsals and pre-production meetings: conduct rehearsals with actors to ensure they understand their roles and the desired performances. Arrange pre-production meetings with the crew to discuss shot compositions, camera movements, lighting setups, and any specific requirements for each sequence. This helps in aligning everyone's understanding and expectations before the actual shoot.

Communication and coordination: establish effective communication channels among the participants to ensure everyone is aware of their roles, responsibilities, and the shooting schedule. Regularly update the team on any changes or updates and maintain open lines of communication to address any concerns or challenges that may arise during the planning and execution phases.

REMEMBER:

By following these steps, you can effectively plan the video sequences, assign roles among participants, and determine the shooting environment for each sequence. This structured approach helps in maximising efficiency, maintaining clarity, and achieving the desired outcomes during the video production process.

- **Storytelling as a communication technique (Practical activity: role play)**

Storytelling is a powerful communication technique that can engage and captivate an audience, convey messages effectively, and evoke emotions.

We propose to develop a role play as a practical activity depending on the available sessions. **Role play** can be an engaging and practical activity to explore and practice storytelling as a communication technique. It is important to record the representations to see the possible failures and to be able to correct them for the recording of the videos.

Here's a guide of how you can conduct a role play activity to develop storytelling skills:
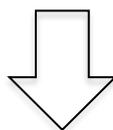
Group formation: divide the participants into small groups, ideally consisting of 3 to 5 members (if the group is small it can be done individually). Each group will have a storyteller and an audience.

Topic selection: assign a common topic or theme to all groups, such as "The village where I was born", That's how we were and that's how we are", "Lessons learned throughout life", etc. This ensures that all participants work with a similar framework while allowing room for creativity and individual storytelling styles.

Story development: give each storyteller some time to develop a story based on the assigned topic. Encourage them to incorporate personal experiences, emotions, vivid descriptions, and compelling characters to make the story engaging and relatable.

Rehearsals: allow the storytellers time to rehearse and refine their stories within their groups. This includes practising the delivery, working on pacing, gestures, and vocal modulation to enhance the storytelling experience.

Role play: once the storytellers feel ready, each group takes turns performing their stories while the rest of the group members act as the audience. Each storyteller presents their story using their own style and techniques.

Feedback and discussion: after each performance, provide constructive feedback to help the storytellers improve. Encourage the audience to share their thoughts, emotions, and connections they felt with the story. Discuss the storytelling techniques used, such as narrative structure, character development, use of descriptive language, and overall effectiveness in conveying the message.

Reflection and Iteration: give participants an opportunity to reflect on their storytelling experience. Ask them to identify strengths and areas for improvement. Encourage them to practise and refine their storytelling skills further, taking into account the feedback received.

REMEMBER:

By engaging in role play activities like this, participants can explore storytelling as a communication technique in a practical and interactive manner. It allows them to understand the power of storytelling, practise their delivery and presentation skills, and gain insights into how stories can be used to effectively convey messages and connect with an audience.

- **Relevance of visual language**

Visual language is relevant because it enables efficient and effective communication, transcends cultural barriers, engages and captivates audiences, simplifies complex information, facilitates visual storytelling, supports branding and marketing efforts and helps to improve accessibility for individuals with disabilities. Its versatility and impact make it a powerful tool in various domains of human communication and interaction.

Efficient and effective communication: it allows for the rapid and efficient transmission of information. Visuals, such as images, symbols, and diagrams, can convey complex ideas and concepts quickly and concisely. They provide a visual shorthand that can be understood more readily than lengthy textual explanations, making communication more efficient and effective.

Cross-cultural communication: it has the ability to transcend language and cultural barriers. Visual elements, such as icons and symbols, often have universally understood meanings. This makes visual language a powerful tool for global communication, allowing people from different cultures and backgrounds to understand and interpret visual information in a consistent and standardised way.

Engaging and memorable: it is inherently engaging and can capture attention more effectively than text alone. They have the power to evoke emotions, create connections, and leave lasting impressions. By incorporating visuals into communication, whether it's in presentations, advertisements, or social media posts, you can enhance the overall impact and make your message more memorable.

Simplifying complex information: it is particularly useful when dealing with complex or abstract concepts. By using visual representations, such as charts, graphs, and infographics, you can simplify complex information, making it easier to understand and digest. Visuals help to organise and structure information in a way that is visually appealing and intuitive, enabling better comprehension and retention of knowledge.

Visual storytelling: it is an essential tool for storytelling. Through images, illustrations, and videos, you can convey narratives and evoke emotions in a compelling and immersive way. Visual storytelling allows for a deeper connection with the audience, as it taps into our innate visual processing abilities and our ability to empathise with visual representations.

Branding and marketing: it plays a crucial role in branding and marketing strategies. Logos, colour schemes, typography, and other visual elements are used to create a distinct brand identity and communicate the values and personality of a brand. Well-designed visuals can capture attention, differentiate a brand from competitors, and leave a lasting impression on consumers.

Improving accessibility for individuals with disabilities: closed captions and subtitles provide a visual representation of spoken content, enabling those with hearing impairments to follow along. Additionally, audio descriptions can provide aural descriptions of visual elements, making video content accessible to individuals with visual impairments.

4.   VIDEO MAKING

4.1)   Importance of video making in the digital age

Video making has gained immense importance in the digital age due to its visual appeal, accessibility, engagement potential, emotional impact, and its ability to effectively convey messages. Whether for branding, marketing, education or entertainment purposes, videos have become a vital tool for connecting with audiences and making a lasting impact in the digital realm.

Here is a link from a video that can give you an idea of the expected result, but we clarify that the topic of our videos is the PROMOTION OF HERITAGE thorough the presentation by the participants of a place of interest in their village. A sample video will be made available before the recordings start. The attached video has been carried out by a British organization that can be accessed through the website http://www.ageuk.org.uk/, where you can consult inspiring stories of seniors:
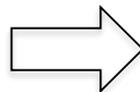
https://youtu.be/j_dY3oUs2YU

4.2)   Characteristics of the videos to be made

Duration: from 2 to 5 minutes. This duration allows you to convey your message effectively without overwhelming viewers. It is about capturing the attention of the viewer, that the message that you want to transmit reaches the mind and heart of the receiver. Concerning the explanation, (at the request of some partners) we give the option to make two versions of the videos: a short one with the main description and characteristics of the place (2-3 minutes) and a more extended version for the curious tourists. The short version is mandatory. Making also the long version is optional. Both versions should have their QR code.

Structure: the structure that the videos must follow is that of an initial screen with the official logos before starting with the video. The names of all the participants in the creative process will appear at the end of the video (recording, edition, narrator, production, script...). However, the final structure can be adapted or modified depending on the needs that arise when editing the videos, always with the aim that they have the highest possible quality. These characteristics will be specified at the time of editing and all the materials and indications on the typeface to be used, etc. will be provided. We will provide a video for all partners to use it as a model and guide.

Possible locations: historical homes, traditional professions (basket makers, ceramicist, shepherd etc.), buildings that played a significant role in history, castles and ruins, fortresses, churches and convents, authors, songs, poems, culinary heritage, etc.

Values to promote: the importance of our rich European heritage as a cohesive element when it comes to publicising places that are part of the emptied Europe and that stand out for their history, culture and traditions. In addition, values such as curiosity, learning from others, creating intergenerational bonds, respect and wisdom will be fostered.

Number of videos: each country must make at least 5 videos, which will be accessed in situ using a QR code and will be hosted on an open access web platform. The maximum number of videos to be made will be 10 per country, but this can be modified depending on how the training progresses.

Distribution of tasks: depending on the abilities, number and interests of the participants (ideally, each group should have 20 participants), each trainer will decide how to develop the entire process: who will be the cameraman, the scriptwriter, the one who appears on the screen, the editor, etc.

Language: the videos will be recorded in the language of the participants and later subtitled in English.

During the training, it is possible to create a private Whatsapp group and/or Youtube channel to upload training videos about different topics (presenting their house, a book/an object they like or telling a joke etc.) so that seniors can practise.

4.3) Preparation: basic equipment and tools

A phone with a good camera for video: the first requirement is, obviously, that the phone has a good camera to record video. It is not essential to have the latest model, there are not-so-expensive phones that have good cameras.

Tripod: almost always you can place the mobile held by some books or against any other object, but it is not always possible and, in addition, there is a risk that it will move during the recording and not look good; that is why the best option is to buy a compact tripod for mobile. Most serve as a selfie stick and there are flexible models that can be attached to any object, such as a column. We can also buy an adapter and take advantage of tripods not designed for smartphones. In addition to the tripod, it may be convenient to buy a **gimbal to stabilise the image** if it is going to be a recording in which the camera must follow a target. In this way the image will not move while the person holding the tripod with the mobile is walking.

Lavalier microphone: the phone has its own microphone located at the bottom, but it often doesn't pick up voices well and records all ambient noise. To achieve quality sound, an external microphone is necessary. The most comfortable and small, but with quality, are those with a tie, also called clip, lapel or lavalier. Whatever it is, it must have an appropriate connector. Lavalier microphones can be wireless or wired, and in the latter case it is better to have at least 3 metres if you want to record something other than a close-up. Depending on what you want to record, it will be convenient for the microphone to be multidirectional and capture all the sounds that are around the mobile or only what comes from one direction, such as a person speaking.

Lights: good lighting is crucial for achieving high-quality results. When recording videos, utilising natural light can often produce excellent results, specially considering that the videos are likely to be recorderd outdoors. However, here are some suggestions for better lighting solutions to enhance your mobile video recordings:

⬇
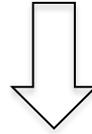
Ring light: ring lights are a popular choice for video recording due to their even and diffused lighting. They typically consist of a circular arrangement of LED lights and can be easily attached to your mobile device or placed on a tripod. Ring lights provide a flattering and uniform illumination on your subject.

LED panel lights: LED panel lights are versatile and adjustable lighting solutions that can provide a soft and even light source. These lights come in various sizes and power options, and many of them can be controlled through a mobile app, allowing you to adjust the colour temperature and brightness as needed.

Softbox lights: softboxes are larger lighting fixtures that create a soft and diffused light by using a fabric cover to disperse the light emitted by the bulbs. They are often used in professional photography and videography setups, but there are also smaller versions available specifically designed for mobile recording. Softbox lights provide a gentle and flattering illumination.

Clip-on LED lights: clip-on LED lights are portable and easy-to-use lighting options that can be attached directly to your mobile device. They are compact and lightweight, making them convenient for on-the-go recording. While they may not provide as much power or flexibility as other options, they can still significantly improve your lighting conditions.

4.4)   During the recording: steps to record videos

- Clean the lens so that there is no dust or any mark that could spoil the recording. The best way is with a small microfiber cloth.

- Check that the phone has enough battery for the recording time.

- Check that there is enough free space on the phone to record the video. If not, you have to lighten it by downloading images that it contains to the PC or, if you have a MicroSD card slot, use one for the videos (128 Gb should be enough).

- Putting the mobile in aeroplane mode is the best guarantee that the recording will not be spoiled if a notification or a call comes in.

- Always use the rear camera (the front ones are always of poorer quality) and choose the highest possible resolution.

- Good practice is always filming horizontal. Unless we are filming to put on a specific platform (like Instagram) it is always more natural to make an output that fits the entire screen, so please, never record vertically.

- The lighting must be uniform so that everything is recorded well, especially in the case of people. If it is indoors, there must be enough light; it is best to place the person in front of a window, so that no shadow areas are created on the face. If it is outside, you have to record by placing the phone's camera with its back to the s

- Always place the phone on the tripod horizontally and so that the camera is below the person's eyes, if there is one.

- If there is going to be a person talking, it is better that they look at the camera, not at the mobile screen.

- Set the camera application to manual exposure, since the sensor captures different points and adjusts the lighting to what the program considers most interesting. Before you start you have to adjust the white balance by choosing a white object on the stage to calibrate it. To control this mode well, you have to do numerous tests to be fluent. Another option is to use a different application than the camera that comes with the phone, such as 'Open Camera' on Android phones or 'MoviePro' on iPhones. Others like 'Filmic Pro' are on both systems, but require some practice to handle.

- Carry out a small test to check that the framing, light and sound are correct.

- Once the record button is pressed, wait two or three seconds before starting to speak and another two or three after finishing recording. Those parts can be removed in later editing.

– It is better not to resort to digital zoom because the image loses quality and sharpness. In mobiles that have optical zoom, this option must also be used very carefully and not exceed 2x. When it comes to phones, it's still more convenient to zoom in and out of the action.

Tips for making an engaging video:

- Use a clear and articulate voice that is pleasant to listen to.
- Speak with confidence and enthusiasm, capturing the viewers' attention.
- Vary the volume of your voice to emphasise important points or create an impact.
- Avoid speaking in a monotonous tone. Vary your rhythm and intonation throughout the video to keep the viewers engaged.
- Use pauses, emphasise keywords, and adjust your speed of speech to maintain interest and create a natural flow.
- Background music can enhance the mood and evoke emotions in your video. Choose music that matches the tone and theme of your content. Ensure that the music volume is not overpowering your voice; it should serve as a subtle accompaniment. Similarly, consider using sound effects strategically to add impact or highlight certain elements.
- The duration must hold the viewers' interest. While it depends on the content and context, aim for a video length of around 2 to 5 minutes (dealt with in the previous section).

We can also consider the option of recording with two smartphones, one to record the video and the other the sound.

4.5) After recording the videos: basic video editing

What is video editing? Video editing (or post-production) refers to the phase after the initial footage has been captured and involves using editing programs. This process includes making cuts to remove unwanted sections, rearranging clips for better flow, and adding transitions to smooth out scene changes. Visual effects can be applied to enhance the visuals, while incorporating music and sound effects helps to create the desired atmosphere. Subtitles can be added for better accessibility and understanding. Finally, the edited video is exported into a suitable format and can be shared on various platforms, such as social media or video hosting websites.

For this stage of creating video content, we need to have a pre-established idea of the final product as well as the basic materials (like videos we want to use, music, information that we want to present and the necessary documentation to include in the credits).

How is the process? The process typically begins with importing the video clips and organising them in the project panel. The editor then selects the desired clips and places them in the timeline, where cuts are made to remove unwanted sections and rearrange the sequence of shots. Transitions, such as fades, are added between clips to create smooth scene transitions. Visual effects, such as colour grading or special effects, can be applied to enhance the overall look. Music and sound effects are incorporated to complement the visuals and evoke the desired emotions. Subtitles can be added for clarity or localization. The final step involves exporting the edited video into a suitable format and resolution for distribution.
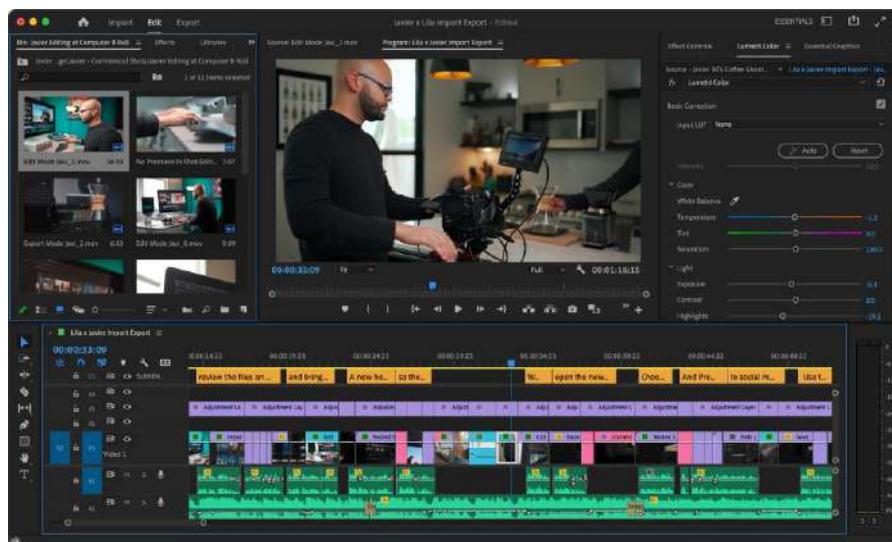
Which programmes can I use? Many professional programs, such as Adobe Premiere Pro, often cost a lot in licenses or subscriptions. While there are pre-installed programs on PCs and Macs, they tend to have only basic functionality and are often out of date. Some of the main free alternatives to the industry standard programs that we propose are: CapCut, DaVinci Resolve, HitFilm Express, Lightworks and OpenShot. All of these programs have strengths and weaknesses compared to each other, but they are all good programs for beginners, so we recommend using any of them. However, the decision on the program with which the videos will be edited depends on each trainer, who can freely choose based on their previous experience and the editing program they are used to using.

Can I edit with my mobile phone? In many cases in video production, we need as many tools at our disposal as we can get. A neat feature of modern-day phones is that they come equipped with many of the base necessities for video production. This includes the power to run powerful yet simple mobile apps that allow us to edit videos semi-professionally, like we would be using a computer program. These apps tend to be very intuitive, simple to learn and use and are a convenient solution for many personal projects. A benefit of using such apps

over programs is the simple fact of not needing a computer that could sustain a powerful video editing program. Whilst a negative is the fact that apps tend to have missing features or options for complex editing, the simple design and ease of use provide a powerful tool for various personal projects. The power and capability of these apps vary. As does their price/pricing model. Most use a subscription service for monthly access to the app or to higher ranked features (like integrated licensed music).
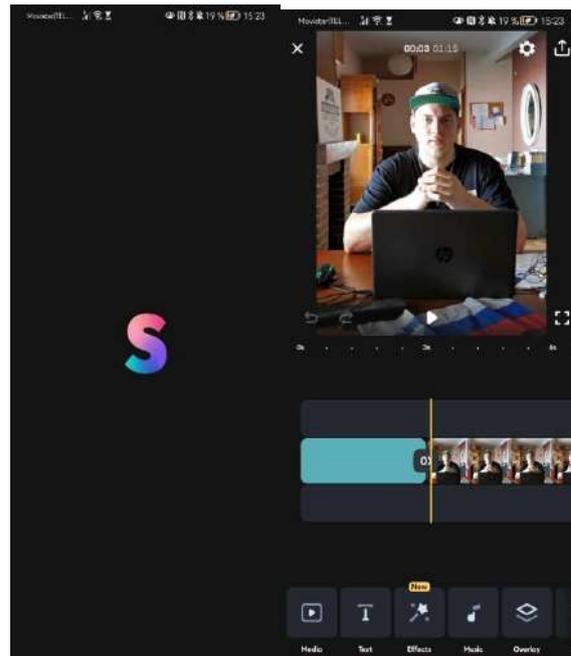
One such app is Splice. The majority of the app is free so it is usable without spending any money. The few features that it has locked are either for convenience or extra effects. Video editing on Splice offers a user-friendly and efficient process for transforming raw footage into a polished video. The editing process begins by importing video clips and organising them in the app's media library. From there, users can select and arrange the desired clips in the timeline, making cuts to remove unwanted sections and reordering the sequence as needed. Splice provides a range of built-in transitions that can be easily added between clips to create smooth and visually appealing scene transitions. Users can also apply visual effects, such as filters or overlays, to enhance the overall look and style of the video. Incorporating music and sound effects is simple with Splice's library of licensed songs and the ability to import custom audio files. The app also offers features to add subtitles and text overlays to provide context or convey information. Once the editing process is complete, users can export the edited video in various formats and resolutions, making it easy to share the final product on social media platforms or other channels directly from the app. Overall, Splice streamlines the video editing process on mobile devices, providing a comprehensive set of tools and features to create professional-looking videos on the go.

5. RECAP: TIPS TO MAKE OUR VIDEOS

Elaboration of our audiovisual script

• Definition of purpose and theme

• Research and information gathering

• Structure of the script:

- Introduction: *hook, context and objectives*

- Development: *structure, content, transitions*

- Conclusion: *recap, call to action, closing statement, end screen*

Preparation: basic equipment and tools

- A phone with a good camera for video
- Tripod: gimbal to stabilise the image
- Lavalier microphone
- Lights:

  - Ring light
  - LED panel lights
  - Softbox lights
  - Clip-on LED lights
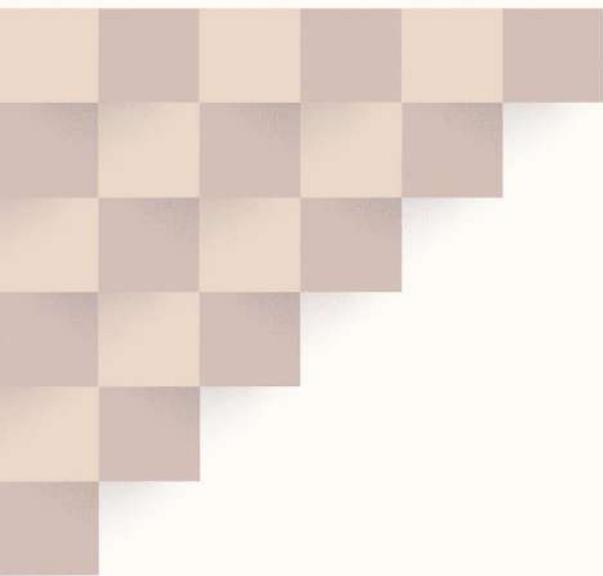
During the recording: steps to record videos

- Clean the leans
- Check that the phone has enough battery
- Check that there is enough free space on the phone to record the video
- Put the phone in aeroplane mode
- Use the rear camera and choose the highest possible resolution
- Record horizontally
- Take care of the lighting:
    - Indoors: place the person in front of a window
    - Outside: record by placing the phone's camera with its back to the sun
- To talk, look at the camera
- Set the camera application to manual exposure
- Adjust the white balance by choosing a white object on the stage to calibrate it
- Carry out a small test to check that the framing, light and sound are correct
- Wait two or three seconds before starting to speak and after finishing recording
- It is better not to resort to digital zoom

After recording the videos: basic video editing

- Phase after the initial footage has been captured and involves using editing programs
- Includes: making cuts to remove unwanted sections, rearranging clips for better flow, adding transitions to smooth out scene changes, visual effects, incorporating subtitles, music and sound effects
- Finally, the edited video is exported into a suitable format and can be shared on various platforms, such as social media or video hosting websites.
- At this point we should have a pre-established idea of the final product!
- Programmes: there are pre-installed programs on PCs and Macs, and other free alternatives as CapCut, DaVinci Resolve, HitFilm Express, Lightworks or OpenShot. To edit from the smartphone you can upload the app Splice.

Let me tell you

Co-funded by
the European Union