



The EU Project vidusign

Creative video

for the **European deaf**



Lifelong
Learning
Programme

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A warm welcome ...

... to our vidusign project! Video has become a popular form for communication and offers endless creative possibilities. It is a perfect medium for the deaf to communicate and express ideas, but video is also a medium that requires discipline, understanding and ideas. This is where we would like to offer support - to enable the use of video by the European deaf community in a constructive and creative way.

The project has developed video ideas, pilot and tutorial videos. All the materials have been tested in workshops across Europe with the contribution of deaf and hearing and young and old, ... This booklet summarises what has been developed but also includes background information to give a broader picture of the key ideas. It is designed to especially help educators working with deaf people to have more systematic and pedagogic support for the inclusion of video. Additionally it can be used by deaf communities themselves.

We hope that you find this booklet useful and would be happy if you contact us at hello@vidusign.net

Armin Hottmann with the vidusign team

www.vidusign.net



What is behind vidusign?

vidusign explores how video can support creative discovery and problem based learning using a multiple communication approach. It works transversally, across different countries, to especially help young deaf people, aged 15 to 24, in their education and vocational preparation. vidusign supports in particular:

- Empowering deaf people
- Exploring video as a creative tool
- Raising awareness for the challenges deaf people face

Hearing impaired people have difficulties approaching oral language which can complicate their professional relationships, especially if people they want to communicate with are not used to communicating with a hearing impaired person. There are some deaf people who use alternative communication languages that might not be known by employers or colleagues. Video as a creative tool for communication can especially help as a first contact but also where other forms of communication might be more complicated.

There are excellent video makers within the deaf community but also many young people who have not used video as much as they could, if they knew how. The vidusign ideas are especially targeted at individuals with little or no experience with the techniques and tools, vidusign resources allow them to do it themselves.

vidusign is about showing the learners themselves how to explore moving images by looking into the language of the camera and how video editing can create different meanings. Using video fits well with different approaches to communication between the deaf and hard of hearing and also fits in to a European context, where young people can easily communicate across the borders of their own cultures.

Where vidusign can help

Creative video production is not just about the acquisition of technical skills. The first feedback from the vidusign workshop held by the project partner equalizent in Austria showed that working together on a video opens up additional learning potentials, such as confidence.

Working together is a team building activity and supports group dynamics. Video production, as any other media production, is based on sharing different production roles and is a worthwhile and enriching process. For example team members can be writers, while others work with the camera, filming or editing. Another pathway is the creation of educational videos. Students produce videos documenting what they have learnt and share them with their peers.

Supporting the transition from school to work

vidusign ideas work well in the transition from school to work and the transition from school to university. One of our Spanish partners, GISTAL, has included two recommendations at the end of the pre-research:

- To help the transition from school to work; material should include activities about access to the working world such as: looking for work, attending an interview or starting a new job
- To help the transition from secondary school to university, materials can include activities to aid the understanding of deafness within an institution by staff and students to help their studies.

equalizent has started workshops where vidusign ideas are used to build visual / video CVs. Students can collect images and videos they have created in to a master video. Video CVs are a way that young people can present themselves in a more colourful and expressive way using sign language and images, than a two page written CV allows.





Getting into video production

This booklet covers a wide range of production activities ranging from simple one shot videos to »full« video productions. If you have no experience with video production then it's best to start with beginners examples below, and only move on once you are confident with these. It is important to concentrate on the learning goals of your activities and not the production itself. If you aim too high, things can quickly get frustrating. It is also important to be aware what production competencies exist in your group that can help your workshops.

For a video workshop these production areas must be included:

- Connecting the camera(s) to a computer
- Copying video and audio files to a computer
- Use of basic to intermediate video editing software (Smart phone editing software, Microsoft Movie Maker, Apple iMovie, Adobe Premiere Elements, Adobe Premiere Pro, ...)
- Knowledge of the basic video data files format (for example mp4)

If students bring their own equipment it is important to check them for compatibility or virus issues. You should also check that the equipment is in working order, batteries are charged and any additional equipment is booked for the workshop.

The pedagogy of video workshops

Good workshop moderation is an immense contribution to learning success. It is advisable to have at least two trainers to make sure that there is enough guidance and oversight. Technical processes need care and time. In our video-sign workshops we also paid particular attention to the group processes. All

the practical work was done in small groups of 2 to 4 members. Every group member should be actively involved in the workshop. If there are issues that arise within a group, a group representative can be selected to help to resolve them.

Video beginners can easily be overwhelmed with the terminology, terms such as »stop-motion«, »film creation«, »the difference of still and moving images« or »the meaning of fps«. A good explanation or a glossary can help a lot. Visual training material is generally very useful. It is very important to remove any fears and have simple, clear instructions. You can explore our basic video tutorials on camera work and editing as a start.

Video workshops for the deaf and hard of hearing need about double the time for planning and implementation than is needed for hearing people. Group processes and video editing, in particular, is time consuming (for everybody). There needs to be enough time left for presentation and reflection at the end of each workshop.

The use of a video camera

A camera is a wonderfully creative tool which allows your students to express themselves. It will capture still or moving images and will bring in a very different message. It doesn't really matter what kind of camera you use for most of the exercises, here is information on what is available at the moment.

- **Mobile phones (smart phones):** Phone cameras keep improving for both still and moving image and can be used to upload material immediately.
- **Webcams:** Webcams are normally built in with most notebooks/laptops and can be added to a desktop computer. Picture quality is normally not very good.
- **Video cameras:** Video cameras are easy to use and versatile. They generally have a good zoom lens and better handling than still cameras.
- **Still cameras with a video function:** Still cameras with interchangeable lenses offer a good picture quality ("film look") and are especially useful for higher quality productions.



It is generally important to have camera recordings which shake as little as possible. Modern cameras often have an 'Image Stabiliser' which can help. You must make sure it is switched on. A tripod is also useful for static shots.

Feel creative and free and explore how you use your camera. Avoid the same camera positions and see how camera movement can improve your videos and be more interesting to view. You can start with exploring

- **Framing:** wide shots (show as much as possible), medium shots (include one or two people), close ups (concentrate on details)
- **Composition:** work with the foreground and background; explore skewed camera angles
- **Camera position:** experiment with a very low camera position (below the action) or high camera position (from above the action)
- **Camera movement:** pan (move the camera from left to right or vice versa), tilt (from bottom up to the top or vice versa), zoom in, tracking shot (walk along with a handheld camera)

Editing your video material

Editing is the creative process of selecting and combining video material into a film. This can include adding still images, effects, transitions, titles and sound. You will normally go through this process:

1. **Capturing the material:** copying the video clips, sounds and images to your computer
2. **Editing the material:** changing the order, shortening the clips, adding effects and transitions, adding titles and sound
3. **Exporting the material:** Creating a new video file from within the editing software

Free or low-cost software such as Microsoft Movie Maker or Apple iMovie are perfect for most of the ideas we are suggesting in this booklet. There is also basic video editing software on modern mobile phones which can be used for these tasks. There are more and more types of video codecs (the technical format of how videos are recorded). It is a good idea to check beforehand if your camera works directly with the editing software, or if you need software to convert your footage (free converters exist, for example <http://www.online-convert.com>). Free video tutorials on YouTube can help you to get started.

Sharing your video

Sharing, is about bringing your video to an audience. It is a useful process of evaluation, of getting feedback from other people which can help you to improve your work. You should be aware of individual or an institutions privacy concerns and ensure everyone agrees.

The technical process is straight forward. You can upload your video file to a streaming platform such as YouTube or Vimeo. You can also directly upload on social network sites such as Facebook. You can tweet your videos as well.

If you want other people to find your videos then you will need to think of appropriate titles, descriptions and tags (such as „stop motion, things I like, hobbies, travels“). Before you upload any video material make sure you have checked any copyright issues. Upload only your own material or material that you know that the copyright is cleared and available (such as a „Creative Commons“ license). If in doubt you can read an article on copyright https://www.copyrightservice.co.uk/copyright/p01_uk_copyright_law or <http://en.wikipedia.org/wiki/Copyright>).



vidusign examples

The six vidusign examples below cover the fields of “creative discovery” and “creative problem-solving” for deaf people. The themes include a range of production levels and different media genre. They are designed to help teachers find a good entry point for their own projects.

Creative Discovery

Learning and understanding about the communication potential of video.

Beginner example	<p>Theme 01: 10 seconds for your sign</p> <p>Genre: One shot video (no editing)</p> <p>Content reference: Creative development of new signs which communicate across countries</p> <p>Goal: Simple exercise to introduce video recording</p> <p>Link: http://task1.vidusign.net</p>
Intermediate example	<p>Theme 02: Things I like</p> <p>Genre: Stop motion video</p> <p>Content reference: Including personal hobbies</p> <p>Goal: Understand how still images can be turned into a movie</p> <p>Link: http://task2.vidusign.net</p>
Advanced example	<p>Theme 03: Deaf Poetry</p> <p>Genre: Dramatic video</p> <p>Content reference: Daily life issues</p> <p>Goal: Support linguistic competence and personal expression</p> <p>Link: http://task3.vidusign.net</p>

Creative Problem-solving

Offering spaces for the real issues of deaf people.

Beginner example	Theme 04: My biggest helper Genre: One shot video (with Google Hangout, Skype) Content reference: Show the most important tool that helps you, in your daily life Goal: To support connecting with people (deaf and hearing) and build confidence in communicating Link: http://task4.vidusign.net
Intermediate example	Theme 05: Working with me Genre: Photo story video Content reference: World of work Goal: Raising awareness of, and showing potential problems, at work Link: http://task5.vidusign.net
Advanced example	Theme 06: Barrier free life? Genre: Documentary video Content reference: Issues of daily life Goal: Raising awareness among hearing people and supporting each other in the issues of daily life Link: http://task6.vidusign.net





Theme 01 > 10 seconds for your sign

"10 seconds for your sign" is an entry, one shot exercise where you record ten seconds of your sign name, your favourite sign or a gesture that is very typical for you or your national culture. Play with different camera positions and lighting and choose your favourite option. Editing is not required for this task.

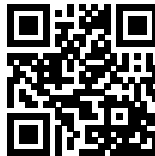
Genre	One shot video (no editing, just the video clip)
Learning goals	Understand moving images and camera framing
Level of production	Beginner
Time needed	2 hours minimum
Equipment needed	Video camera (this can be any type of camera; mobile phones are very suitable for this since you can upload the clip straight away); Monitor / projector for presentation

Steps to take

1. **Collect an idea:** choose what you want to record: your sign name, favourite sign or typical gesture
2. **Explore camera framing, positions, movement, lighting:** Record a range of different shots with:
 - a. different camera framing (further away, closer)
 - b. different camera positions (high, low, from the side)
 - c. different camera movements (zooming, walking in, pan, change positions)
 - d. different lighting (inside, outside, strong backlight, shadows)
3. **Choose your favourite shot:** Look through everything you have recorded and choose one shot
4. **Present your video clip:** Show your chosen clip to your working group
5. **Upload and share your film online!** (YouTube, Vimeo, Facebook, Twitter, ...)

Support material

Video examples and tutorials
<http://task1.vidusign.net>



Further ideas and recommendations

The 10 second ideas can easily be connected with an electronic portfolio. They can also be combined to support a Video CV - a series of shots can be put together.





Theme 02 > Things I like

Stop motion is about animating objects and paintings. It is also a very good introduction to the idea of moving film. The core idea is that objects are slightly moved and recorded with still images.

Genre	Stop motion video
Learning goals	Understand how still images become a movie
Level of production	Intermediate
Time needed	4 hours minimum
Equipment needed	Still camera (mobile phone or any still camera) Video editing software (basic software such as Microsoft Movie Maker or Apple iMovie works well)

Steps to take

1. **Collect an idea:** what would you like to animate? The best is related to things you like.
2. **Prepare your story:** plan your story and prepare all objects and the background
3. **Record your story:** Begin your animation session:
 - a. Take a photo
 - b. Move your object slightly
 - c. Take a new photo
 - d. Move your object again (repeat this at least 80 times!)
4. **Check your story:** You can easily preview your story in the still camera. See if your animation works.
5. **Finalise your story:** Import all your images into the video editing software (such as Microsoft Movie Maker) that you will use. You will need a very short duration time for each still image to get the animation effect. Add titles and music, then export all.
6. **Share your film online!** (YouTube, Vimeo, Facebook, Twitter, ...)

Support material

Video examples and tutorials
<http://task2.vidusign.net>



Further ideas and recommendations

The stop motion idea can be used for any story. It can also include stories based on personal experience or around the theme of finding work.





Theme 03 > Deaf Poetry

“Deaf Poetry” is popular genre which relies on the ideas of poetry, theatre and music clips. You create meaning freely, not only by speaking and sign language, but also with body movements, facial expressions and gestures.

The poems can be related to deafness, identity or scenes or events which young people experience. One option vidusign worked on is the mysterious legend “Povodni Moz” (The River Man) from Ljubljana, Slovenia - You can find the text of the story on the vidusign website. Different groups acted the scenes of the story.

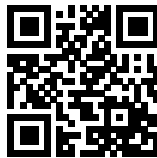
Genre	Deaf Poetry – dramatic video
Learning goals	Expressing yourself creatively with your body
Level of production	Advanced
Time needed	4 hours minimum
Equipment needed	Video camera (video camera or DSLR with video function); Editing software and PC (basic software such as Microsoft Movie Maker or Apple iMovie for basic productions; advanced productions will require intermediate software - see theme 06)

Steps to take

1. **Develop your idea:** discuss your story and make a rough plan of what scenes / parts it contains. Think of possible visualisations and locations.
2. **Practise your story part:** go through your part and work on the movements. How do you want to visualize your story? How can the roles be divided in your group? Discuss a suitable background.
3. **Record your story:** You can use the ideas for camera and production from the first tasks. Be creative in the use of camera and try to use the camera as a support to what you are acting out.
4. **Check your story:** You can easily preview your story in the camera. See if the shots are good quality and communicate your ideas.
5. **Edit and present your story:** Edit your video material and share it online.

Support material

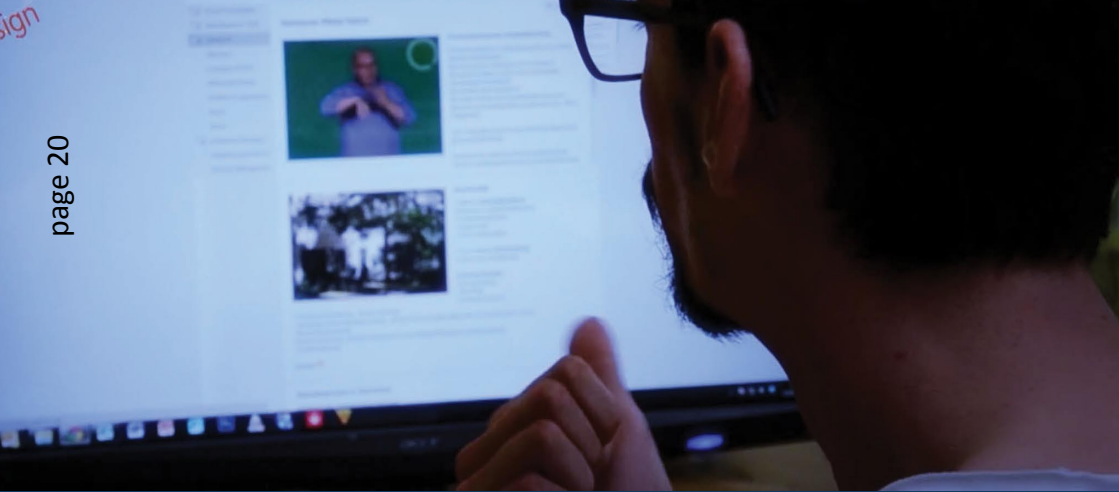
Video examples and tutorials
<http://task3.vidusign.net>



Further ideas and recommendations

Deaf poetry is a wide and creative field. Common ideas are based on music video style productions, but the format can also be used for dramas connected with the issues of daily life or work.





Theme 04 > My biggest helper

„My biggest helper“ is an entry level exercise. It is a one shot video that can be instantly uploaded and shared with your peers. The idea is that you show the most important tool (any kind of tool including online tools) that helps you in your daily life.

Genre	One shot video (no editing, just the video clip)
Learning goals	Increase confidence in communication
Level of production	Beginner
Time needed	1 hour minimum
Equipment needed	Smart phone or PC with webcam Internet connection

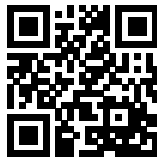
Steps to take

1. **Collect an idea:** choose one helpful tool which you want to present
2. **Set up your recording: you can either**
 - a. use your smart phone with the appropriate software (Skype, Google Hangout, ...)
 - b. set up your computer with a webcam and the appropriate software (same as above)
3. **Complete your recording and share it with your peers** (you can ask them to give you feedback afterwards)

Optional: you can use other apps such as YouTube Capture (www.youtube.com/capture), the video sharing service Vine (<https://vine.co/>) or the picture and video platform Instagram (<https://instagram.com/>) to record and share straight away.

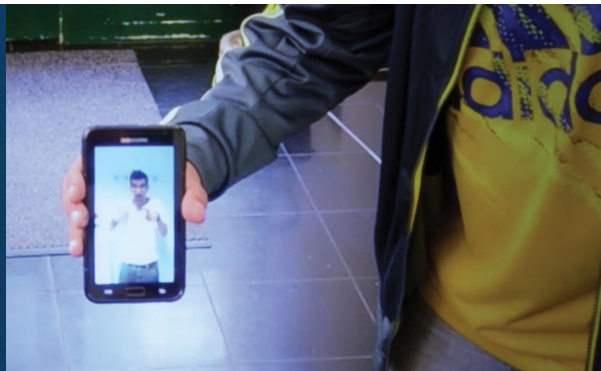
Support material

Video examples and tutorials
<http://task4.vidusign.net>



Further ideas and recommendations

The one shot format is the easiest introduction to video. Basically everything can be recorded with this format. video style productions. But the format can also be used for dramas connected with the issues of daily life or work.





Theme 05 > Working with me

In this task you need to describe a work situation visually, as a photo story. The idea is to raise awareness of potential problems at work - showing the real issues deaf people can face. You can combine still images and text into an interesting video. Advanced groups can also include short video sequences in their story telling.

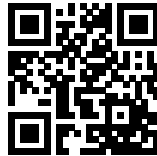
Genre	Photo story video
Learning goals	Learn how to tell your personal visual story
Level of production	Intermediate
Time needed	2 hours minimum
Equipment needed	Still camera (including a mobile phone); Video editing software (basic software such as Microsoft Movie Maker or Apple iMovie)

Steps to take

1. **Collect ideas:** what situation related to your work would you like to visualize? This could include
 - transition from school to work
 - looking for a job / applications / job interview
 - special needs and specific problems at work / in training
 - success stories
 - unemployment and job agencies / bureaucracy
2. **Prepare your story:** you can use a storyboard to plan your video (sketching out what you plan to record)
3. **Record your story:** take about 10 still images (or short video sequences) which clearly express your ideas. Check your recordings in the camera afterwards.
4. **Finalise your story:** Import all your images into your video editing software (such as Microsoft Movie Maker). Arrange your images / sequences in the right order. Add text, graphics, titles and export your video. Your final video should be between 1 and 2 minutes long.
5. **Share your film online!** (YouTube, Vimeo, Facebook, Twitter, ...)

Support material

Video examples and tutorials
<http://task5.vidusign.net>



Further ideas and recommendations

Photo stories are wonderful entry exercises to the world of video making. They can be used for any kind of story.





Theme 06 > Barrier free life?

This final task gives one the opportunity to produce a video documentary connected with the issues of daily life. A documentary is non-fictional and is about recording part of reality - recording events as they occur. Wikipedia offers a good introduction to “documentary film” http://en.wikipedia.org/wiki/Documentary_film if you want to find out more about this genre.

The task involves full video production but it is up to you how far you take this. If this is your first video documentary then it is a good idea to keep things simple and manageable.

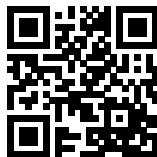
Genre	Documentary video
Learning goals	Understanding basic concepts of a documentary
Level of production	Advanced
Time needed	2 days minimum
Equipment needed	Video camera (video camera or DSLR camera with video feature); Editing software (advanced software such as Adobe Premiere Elements, Adobe Premiere Pro, Sony Vegas, Magix Video, Apple Final Cut)

Steps to take

1. **Collect an idea:** You can include any issues from daily life in your documentary. This could be related to events, (see the diversity ball example below) but also to everyday activities. Make sure that your story is specific enough. This will keep your production manageable.
2. **Prepare your story:** Write a one page summary of what you plan to do:
 - What is the main story in three sentences?
 - What would you like to put across with your story?
 - Who will be involved in the story? Where will you record your story?
 - What is the planned length of your story?
 - What images have you got in mind?
3. **Record your story:** Once you know where you are going, you are ready to film. Make sure that you concentrate on your main story but also keep an eye open for unforeseen things that might make your video more interesting. Be creative in the use of the camera (return to the first task to remind yourself what you have done there).
4. **Edit your story:** Import all video material and make a first rough edit. Show the edit to your peers and reflect on how you can improve your video. Then you can finalise your video.
5. **Share your film online!** (YouTube, Vimeo, Facebook, Twitter, ...)

Support material

Video examples and tutorials
<http://task6.vidusign.net>



Further ideas and recommendations

Documentaries are ideal for any interesting (work and life) situation.

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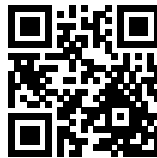
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