

Making your own video

Orange Knowledge Programme

We would like to stimulate you to develop video material to show the impact of your project, giving answer to the question: what is the change our project\intervention has effectuated? Storytelling - creating a story through video or on paper with a leading role for the personal story of change seen from the various people involved in the chain - has proven to be very an effective way to show a larger audience what the impact of our programme is.

When producing video material on your Orange Knowledge programme activities - either with professional camera, your own digital camera or smart phone - **please make sure you always mention the programme's full name (Orange Knowledge Programme), the funder (the Netherlands' Ministry of Foreign Affairs) and programme manager (Nuffic), either in voice-over and\or in image.** We created a professional Orange Knowledge end leader for video, which you can use for all your video material. Please download the end leader in the [download area](#). When using it, you do not have to mention us in voice-over or others visuals.



Some video tips

To make your video attractive, interview the beneficiaries on what it has brought them and show the environment in which they operate to make their story more tangible.

Agree upfront with the interviewee what you'd like to ask and 'keep it short and simple...' Short questions, short answers. Relevant questions could be:

1. What made you decide to participate (what did you lack in your work\what was the problem you wanted to solve)?
 2. How was the experience (training, scholarship, event, etc) for you personally?
 3. What is the most significant change you (will be able to) make with the knowledge\skills\experience acquired?
 4. What is your message to people like you?
- Have interviewee agree to the use of the video material for various communicational purposes by signing a letter of consent. An example of our Nuffic letter of consent can be found in the [download area](#).

When using your smartphone

- Film in landscape-way (phone horizontal) when using your smartphone.
- Stand in a light area, so the imagery is clearly visible.
- Stand close to the person you are filming and when interviewing ask a second person to film, while you ask the questions and the interviewee looks at the interviewer. The filmer should keep the phone on eye-level next to the interviewer's head while filming, so it looks like a natural conversation (you remain out of sight). The interviewee does not have to look in the camera, but at the interviewer.
- Ask the interviewee to repeat your question, so your voice can when desired be edited out.
- Avoid noisy areas, so the interviewee cannot be heard.
- Tip: use a smart phone microphone you plug in your phone. It improves the sound quality significantly – making your film a lot more attractive!
- Always film some environmental shots (e.g. training centre, in the field, campus, etc) where the interview is taken. It can be used for editing.
- When vlogging, preferably use a selfie stick or place the phone on a tri-pod and avoid looking at yourself on screen, but instead look at the eye of the camera.
- Last but not least: just do it!

Please also read the Communication Guidelines which can be found in the [download area](#).

Good luck!

Questions? Please contact us on: okp@nuffic.nl re. communication.