

Multimedia tools, Storytelling techniques, Interreg Project Slam

Interreg POCTEP online event

23 February 2021

Manuel González, Interact



Interreg 
EUROPEAN UNION

30 years together



#ProjectSlam

Typical excuses for NO in-house video design

- “My computer is a ‘potato’”
- “The software is expensive”
- “The programs are too hard”
- “We don’t have a camera”
- “We don’t have the time”
- “We can outsource”
- “We don’t know how”





**What you really
need is a good
story...**

The excuses are NOT valid anymore

- “My computer is a potato” → • Cloud computer processing
- “The software is expensive” → • Great free options available
- “The programs are too hard” → • Some are as easy as Lego
- “We don’t have a camera” → • You have a phone, right?
- “We don’t have the time” → • You don’t need a lot of it
- “We can outsource” → • Takes long and expensive
- “We don’t know how” → • Welcome to this short training!

Interact and the free tools

We use them all the time:

- Thematic networks
- EC Day – 89 videos
- Online learning platform
- Social media content
- Publications, etc.



Infographics

Free tools and tips



Piktochart

Key features:

- Infographics design tool;
- Find it here: www.piktochart.com;
- No download needed + Facebook/Google log in;
- Built-in interactive graphs/charts - fully customisable.
- You can also use it for: online presentations and posters.



PIKTOCHART
Picture the Difference

Pros:

- ✓ Free version available;
- ✓ Very user friendly;
- ✓ Top quality free templates;
- ✓ Easy to export and embed in a website.

Cons:

- × Only 40 MB of free image storage;
- × 5 free designs



Canva

Key features:

- Versatile graphics design tool;
- Find it here: www.canva.com;
- No download needed + Facebook/Google log in;
- Great for making visuals for social media;
- Also great for social media content in general



Pros:

- ✓ Free version available;
- ✓ Very user friendly;
- ✓ Lot's of thematic templates;
- ✓ Lot's of free photos/illustrations;
- ✓ <https://www.canva.com/learn/how-to-create-an-infographic-design/>

Cons:

- × "Search" shows only paid content;
- × Need to upgrade to upload fonts.

How to make your infographic stand out?

1. Make sure you **NEED** one
2. Use **VERY LITTLE** text
3. Simplify the design
4. Combine with other tools
5. Go digital and interactive



Videos

Free tools and resources



PowerPoint

Key features:

- You already have it
- You already know how to use it
- Just save your PPT as MP4 file
- Use for very short videos, with very little text



Pros:

- ✓ Very easy and intuitive
- ✓ Full customisation of fonts and colours
- ✓ Easy to edit, collaborate and exchange
- ✓ Use transition effects

Cons:

- × Only text and 2D graphics – no footage
- × Only for short videos – can get boring

Biteable

Key features:

- Find it here: <https://biteable.com>
- Incredibly simple to use – templates
- No download needed
- Great for “explainer” videos



Pros:

- ✓ Very easy to use
- ✓ Audio library – great selection
- ✓ Rich collection of templates
- ✓ Easy share on social media
- ✓ Insert your photos and images

Cons:

- × Templates restrict editing options
- × Cannot download in free version
- × Cannot upload your own footage in free

Biteable – example of EC Day



https://www.youtube.com/watch?v=nMjR_qSUlyw

Screencast-o-matic

Key features:

- Records activity on screen - screencasts
- Find it here: screencast-o-matic.com
- Need to download and install + Google log in
- Great tool for making tutorials.



Pros:

- ✓ Very user friendly
- ✓ Record screen and/or webcam
- ✓ Trimming tool integrated in free version
- ✓ Save on desktop or publish on YouTube

Cons:

- × Limited to 15 min. recordings in free
- × No sound recording in free version

Blackmagic Design - DaVinci Resolve

Key features:

- Great alternative to Adobe Premiere
- Need to download and install:

www.blackmagicdesign.com/products/davinciresolve

- Loads of professional features
- Tutorial for beginners: <https://www.youtube.com/watch?v=oEuFP7U7tB8>

Pros:

- ✓ Free version includes tools for: editing, visual effects, motion graphics, colour correction and audio post production
- ✓ Not hard to learn for basic needs
- ✓ Add voiceover to your free screencast

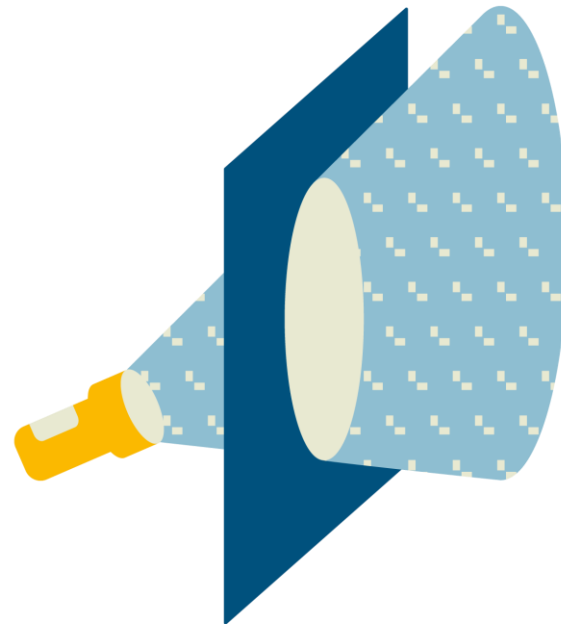
Cons:

- × Takes some effort to learn
- × **A very good computer is needed**



How to make your free video stand out?

1. Make sure you NEED a video
2. Keep it SHORT – 2 minutes
3. Avoid “talking heads”
4. Don’t overuse stock footage
5. Choose the right music





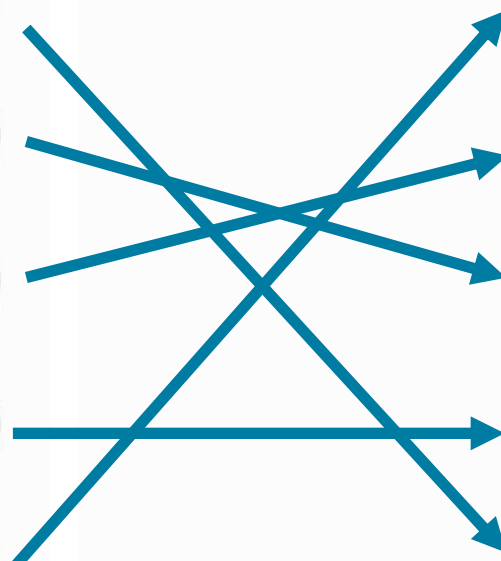
**What you really
need is a good
story...**

Storytelling

BAD STRUCTURE



PROPER STRUCTURE



Success of a 'good story'

TRIGGER CURIOSITY

Hook the brain
Excitation / Curious

- 1 CONTEXT
- 2 REAL PROBLEM
- 3 EXPECTATIONS / PROMISE

ADD TECHNICITY

Add details, way it works, complexity

- 4 CATEGORY SOLUTION
- 5 HOW IT WORKS 1
- 6 HOW IT WORKS 2
- 7 HOW IT WORKS 3

ADD CREDIBILITY & INSPIRATION

proof, numbers and vision of a better future

- 8 PROOF WE SUCCEED
- 9 VISION
- 10 BRAND



things to check

#2 Who do we help

confuse DIRECT help & INDIRECT help

#4 Solution

get in the details before we understand what is the "category" of the solution

#6 Proof it works

No numbers, no credibility
Expectations & real accomplishments

Interreg 30 years: Project Slam

Interreg  Project Slam



30
years
together



What is the Interreg Project Slam?

- **A competition**, at EU Regions week
- By Interact for all of Interreg
- **To promote innovative communication**
- **Present** a project in a fun and engaging way
- Online competition for best video
- **Live audience** votes for the best final performance



Video | Interreg Project Slam 2020; Bigger and even better



<https://youtu.be/dOatcxLHnas>

Success of a 'good story'

TRIGGER CURIOSITY

Hook the brain
Excitation / Curious

- 1 CONTEXT
- 2 REAL PROBLEM
- 3 EXPECTATIONS / PROMISE

ADD TECHNICITY

Add details, way it works, complexity

- 4 CATEGORY SOLUTION
- 5 HOW IT WORKS 1
- 6 HOW IT WORKS 2
- 7 HOW IT WORKS 3

ADD CREDIBILITY & INSPIRATION

proof, numbers and vision of a better future

- 8 PROOF WE SUCCEED
- 9 VISION
- 10 BRAND

A look at “Interreg Project Slam 2019”



<https://youtu.be/lxklsa1Czkc>

A look at “Interreg Project Slam 2020”




<https://youtu.be/nCCoU8gyrVg>

A look at “Interreg Project Slam 2020”



https://drive.google.com/file/d/18rt7o_1_9H2qI46qqLH_ylycRS654gWb/view


“Interreg Project Slam 2020” winner video

 Interreg V-A Greece-Italy · Seguir
1 de julio de 2020 · 🌐

Greece and Italy through the lens of a camera 📷
📷 Light, camera, Action 📷
🏆 Interreg CIAK is within the 6 finalists in the european video competition 🇪🇺 "Interreg 30 Years Project Slam"

#GreeceItaly 🇪🇺. 🇮🇹. #Euproject #Interregproject #ciak

👉 Apulia Film Commission Περιφέρεια Δυτικής Ελλάδας / Region of Western Greece ΠΕΡΙΦΕΡΕΙΑ ΗΠΕΙΡΟΥ- REGION OF EPIRUS Περιφέρεια Ιονίων Νήσων - Region of Ionian Islands
Ionian University - Department of Audio and Visual Arts Regione Puglia Puglia Department of economy of culture and tourism PiiiL Cultura Puglia 🍷
Ver menos



Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy

▶ 1:57 / 1:58 ⚙️ 📄 ↗️ 🔊

<https://www.facebook.com/watch/?v=1008235526277678>

Interreg



#ProjectSlam

Cooperation works

All materials will be available on:

www.interact-eu.net