PR2
Role Model Video and MyPath mentoring sessions

TASK 4: ROLE MODEL VIDEO GUIDELINE

Production of 1 role model video per partner country
(Germany, Austria, Bulgaria, Portugal)

Video Guidelines

Outline

This document, developed by BEST, presents the general information to support all partners implementing the MyPath Role model videos (PR2).

The aim of the role model videos is to provide migrant and ethnic minority women with authentic ideas, approaches and schemes. Moreover, the videos need to be interesting for all involved stakeholders.

It is expected that all partners produce **one role model video** involving the participant skilled migrant and ethnic minority women whereby they will share to what extent the programme supported their goals and expectations. The videos can be adapted to local focal points and target groups in the partner countries.

Guidelines for the videos

Suggested duration per video: 2 – 5 Minutes

The video can contain interview-style format, images or slide presentations with voice over passages.

Intro: min. visual identity traits, title(s) + project funding reference, producer

Introduction: Introducing the partnership, key objective and topic of capacity building and empowerment of skilled migrant and ethnic minority women in the VET sector.

Main Content:

- Short introduction of the role models in the video
  - Where do they come from/what are their migrant or minority backgrounds?
  - What was their starting point for career development?
- Individual stories / experiences of the role models
  - How could they benefit from the scope of the project?
  - What changes took place through their empowerment?
  - Which advice would they give to other migrant or minority women?

Conclusion:

- Summary of the project´s benefits for the participant skilled migrant and ethnic minority women, or
- reiteration of the project´s objectives and main approaches.

Call for action:

- provide the information of the next step for the viewer to take after watching the video (e.g. to watch the other partners´ videos, then, visit the project website)

Outro: provide information on (picture) credits, the visual identity and contact details.

Text to include in the video –a general decision should be made and followed throughout for:

- Text placement and timing

- Text size

- Fonts and colours

The **type of text** to show in the video and the purpose of including text:

- **Titles:** to introduce the content.
- **Text:** to give more context, highlight actions, keep engaged.
- **Captions/subtitles:** for accessibility, to boost SEO, increase watch time

In general, the text should complement voice over and add more context, but it is better to avoid too much when there are speakers shown, otherwise it might distract the viewer.

Video formats

Different **video file formats** have different characteristics such as resolution, frame rate, colour information, etc. The platform the videos might have to be embedded in (and video editing software you use) also might prefer a specific one– that should be clarified at the beginning of the shoots. Most common one is MP4 today, or MOV. Some file converters available online offer one free trial attempt to change the format of your video when you need it. (Read more here: https://filmlifestyle.com/video-formats/)

Remember also: **Codec** (coder/decoder) compresses and then decompresses different characteristics of a video file for playback. It is similar to a format but is used by cameras for video recording (H.264, MP4, AVCHD).

The size of your video file depends on the quality of your video. Choose a format that won't harm the quality of your video but won't be too heavy for uploading onto the selected platform. You could still compress the video (e.g. for editing and compressing https://www.videolan.org/vlc/index.html for Mac and Windows/ for Apple use: https://support.apple.com/de-at/guide/quicktime-player/welcome/mac - or for compressing and converting videos https://www.onlineconverter.com/compress-video) , or select to host it e.g. on YouTube.