



Empower Girls' Creativity Through Use of Digital Technologies (SparkDigiGirls)

Project No. 2020-1-LT02-KA227-YOU-007294

IO4 – A1 Scenario

Intellectual Output	IO4 Digital Female Role Model Campaign
Leading Organization	Simbioza
Project Duration:	October 2022 – April 2023



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INFORMATION ABOUT VIDEO CAMPAIGN:

[YOU CAN SEE AND EDIT THE TEMPLATE OF THE CAMPAIGN VIDEO.](#)

Technical information

Duration of the video: max 3 minutes

Format: video recording in MP4

View: landscape view with a clear background, enough lighting, headshot or upper half of the body
([example](#))

Audio Conditions: film in a quiet place, where you are not likely to be interrupted

Lighting: Film in a bright room, in the shade outdoors, or under cloud cover. Avoid bright sunlight as it creates harsh shadows. Avoid lighting that comes only from directly above.

Camera Orientation: Film with landscape orientation (**horizontally!**) This will be most practical for viewing on all types of devices.

Composition: Having your subject in the center of the frame, looking directly into the camera (that creates a very personal feel and can load your video with emotion)

Camera Angle: Keep the camera just above your subject's eye level, slightly angled down, which is flattering for most people.

Stabilize: Use a tripod, or mount the camera to something stationary whenever possible, but don't worry improvised methods are often just as effective.

Prioritize Audio: People are often willing to forgive shaky, blurry or low-quality visuals as long as they can hear what is being said clearly, but there is nothing that will cause viewers to drop off quicker than audio that is too quiet or is overpowered by background noise. Most smartphones can record decent audio if you are careful about your surroundings and keep the subject relatively close to the mic.

Have Fun: Chances are, you do not have professional actors on staff. Do not take yourself too seriously or put unrealistic expectations on what you can produce.

Content information

Scenario:

- Opening: moving logo (5 sec)
- Presenting: name, surname, job title and company (5 sec)
- Preview: funny, cute motion of an interviewing person: laughter, wave... (5 sec)
- Question #1 (5 sec – depending on how long the question is)
- Answer #1 (up to 30 sec)
- Question #2 (5 sec – depending on how long the question is)
- Answer #2 (up to 30 sec)
- Question #3 (5 sec – depending on how long the question is)
- Answer #3 (up to 30 sec)
- Question #4 (5 sec – depending on how long the question is)
- Answer #4 (up to 30 sec)
- Outro: moving logo (5 sec)

Tip: Always have prepared and ask additional question. That way you will more maneuver in the montage.

Purpose: Your video will be added to a [CANVA template video](#), which you will be able to edit. You will only need a Canva account (free version). Once you upload the videos to Canva, you can just drag them to the placeholders intended for the video.

Promotion: Promote the video through the partners' official website and social media. It is suggested the video is uploaded to the YT channel and then shared the link via digital channels. If the video is longer than 3 minutes, you will also be unable to efficiently share it on social media channels, which is why YouTube link is a lifesaver.

EXAMPLE OF QUESTIONS:

Strategic Female Leadership Panel Questions:

- Describe your leadership style and how you “lead” others. Is it different from your male counterparts?
- Who inspired you to be a leader and why?
- When you began your career many years ago, did you ever imagine that you would have a leadership role in this profession/organization?
- What motivated you to step up and become a leader in the organization?

Benefits/Consequences:

- What are the benefits to having women in leadership?
- What benefits have you received from your leadership experiences?
- Why aren't there more female leaders?
- Have you been in a leadership position where you were treated differently than your colleagues? Better or worse?
- What's the most dangerous behavior/trait that you have seen derail female leaders' careers?

Female Leadership Panel Questions that Beg for Specifics:

- Do you experience resistance when you are leading men? How do you deal with it?
- Have you ever felt the imposter syndrome, and if so, how did you navigate your way through it?
- Have you ever been afraid on the job?
- What is the best way to negotiate salary and scope of work?
- Have you ever been so discouraged you wanted to quit?
- How have you built confidence and/or resiliency over the course of your career?
- How do you balance career, personal life and passions? Is there such a thing as balance?
- How can women develop their leadership skills?
- Who was/is your role model and/or leadership mentor?

Questions about Application to the Audience:

- What advice do you have for women looking to grow either their own business or within the company they work for?
- What advice would you give your 25-year-old self?
- What advice would you give to the next generation of female leaders?
- What advice would you give to young women entering this profession/organization?

Questions About the Company/Industry

- What are your top 3 insider tips for your industry/work environment?
- What is the work ethic or environment like for anyone thinking of applying to your industry or company?
- What is the most common mistake someone could make when applying for a role in your company/industry?

EXAMPLE OF QUOTES

Inspiration

- Don't wait for inspiration. It comes while working. – Henri Matisse
- Great things are done by a series of small things brought together. – Vincent Van Gog
- From wonder into wonder existence opens. – Laozi
- The journey of a thousand miles begins with one step. – Laozi
- The world of reality has its limits; the world of imagination is boundless. – Jean-Jacques Rousseau

Creativity

- The worst enemy to creativity is self-doubt. – Sylvia Plath
- Create with the heart; build with the mind. – Criss Jami
- You can be cautious or you can be creative, but there's no such thing as a cautious creative. – George Lois
- You can't use up creativity. The more you use, the more you have. – Maya Angelou
- The creative process is a process of surrender, not control. – Bruce Lee

Guidelines for filming a video, like (text below need to be paraphrased):

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Lighting – Film in a bright room, in the shade outdoors, or under cloud cover. Avoid bright sunlight as it creates harsh shadows. Avoid lighting that comes only from directly above.

Camera Orientation – Film with landscape orientation (horizontally.) This will be most practical for viewing on all types of devices.



Landscape Orientation

Composition – Having your subject in the center of the frame, looking directly into the camera, creates a very personal feel and can load your video with emotion.

Potential frames

One of the most important things to do while on recce is to find frames – this will not only allow you to visualise the video better but also figure out if you will need any extra equipment or tools to get the shot.

Camera Angle – Keep the camera just above your subject’s eye level, slightly angled down, which is flattering for most people.

Stabilize – Use a tripod, or mount the camera to something stationary whenever possible, but don’t worry improvised methods are often just as effective.

Have Fun – Chances are, you do not have professional actors on staff. Do not take yourself too seriously or put unrealistic expectations on what you can produce.

Prioritize Audio

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Most smartphones can record decent audio if you are careful about your surroundings and keep the subject relatively close to the mic. But this is where a small investment may make sense for your video project.

<https://info.givegab.com/blog/9-guidelines-for-creating-video-content/>