

Skapa en videopitch - processen



Manus & storyboard

Feedback & revidering

Skjutschema

Planering & testning (teknik, location, ljussättning, ljud)

Inspelning 1

Culling (granska material, notera tagningar som behöver tas om)

Inspelning 2

Grovredigering

Feedback på utkast

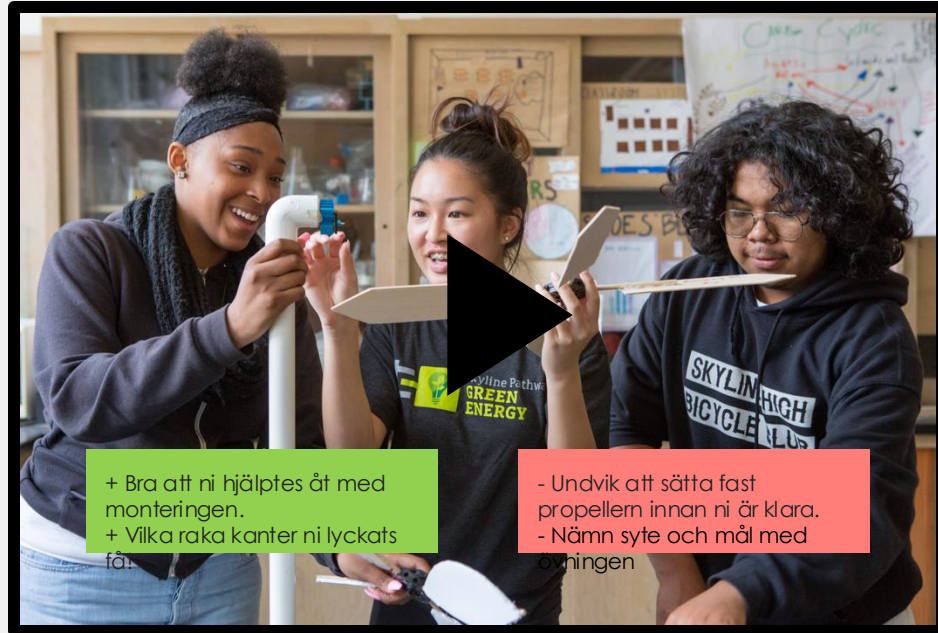
Slutredigering

Export

Leverans



Olika typer av film i undervisningen

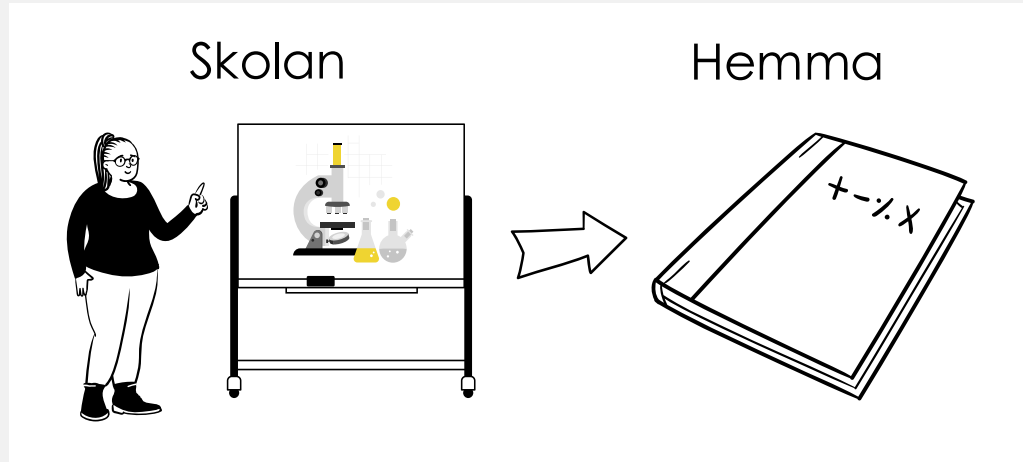


För dokumentation av lärande och
formativ återkoppling

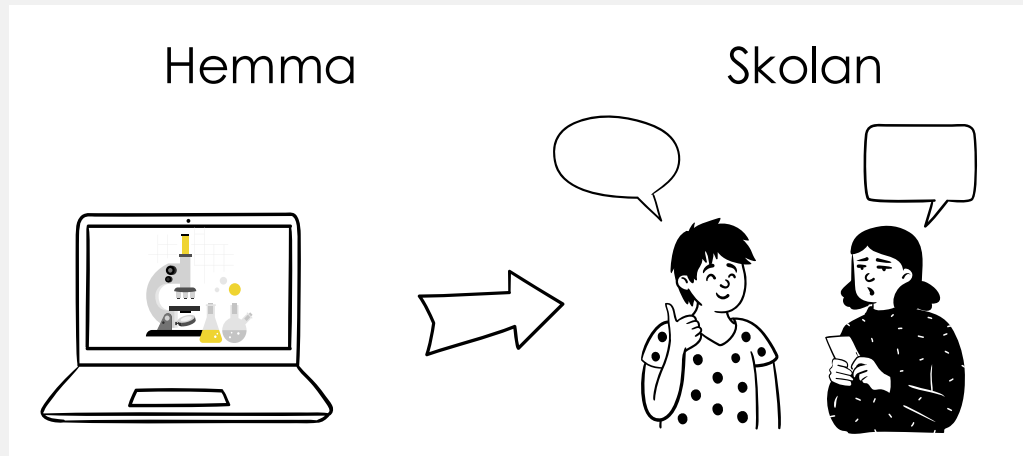
Olika typer av film i undervisningen

Flipped classroom

Traditionellt



"Flippat"



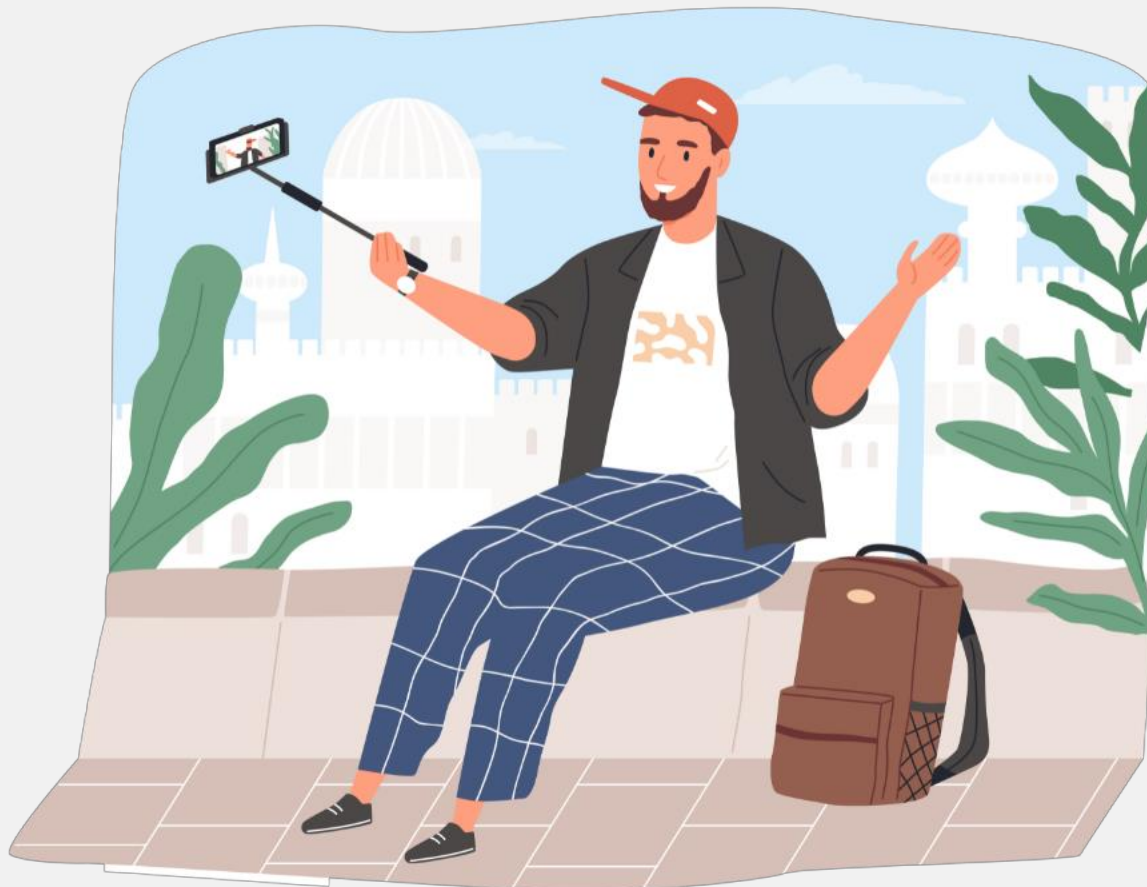
Olika typer av film i undervisningen



Filmade instruktioner och förklaringar

Olika typer av film (i undervisningen)

Vlogg



Olika typer av film (i undervisningen)

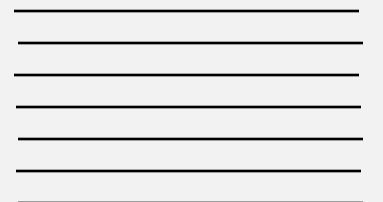
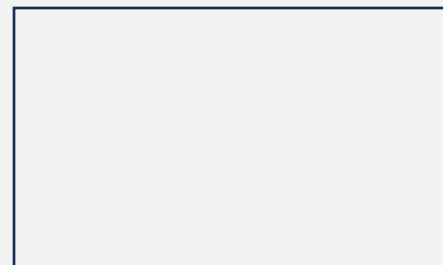
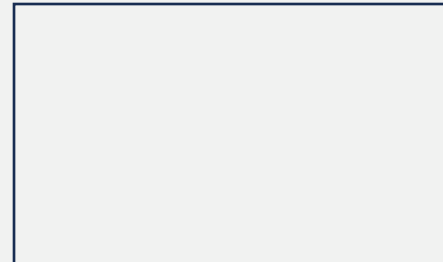
Tiktok, Reels, Youtube Shorts...



Manus/Storyboard

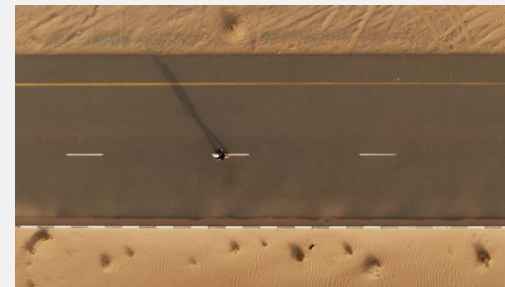
Målgrupp? Syfte? Längd? Plattform? Krävs tydliga förväntningar.

- Ordagrant eller stödord?
- Att skriva ett manus tar mer tid än man tror
- AI kan vara till hjälp
- Ca 10 klipp per minut är en bra riktlinje
- Teleprompter?



Kameravinkelsbingo

Fågelperspektiv



Ögonhöjd



Grodperspektiv



Nära

Mellan

Långt bort

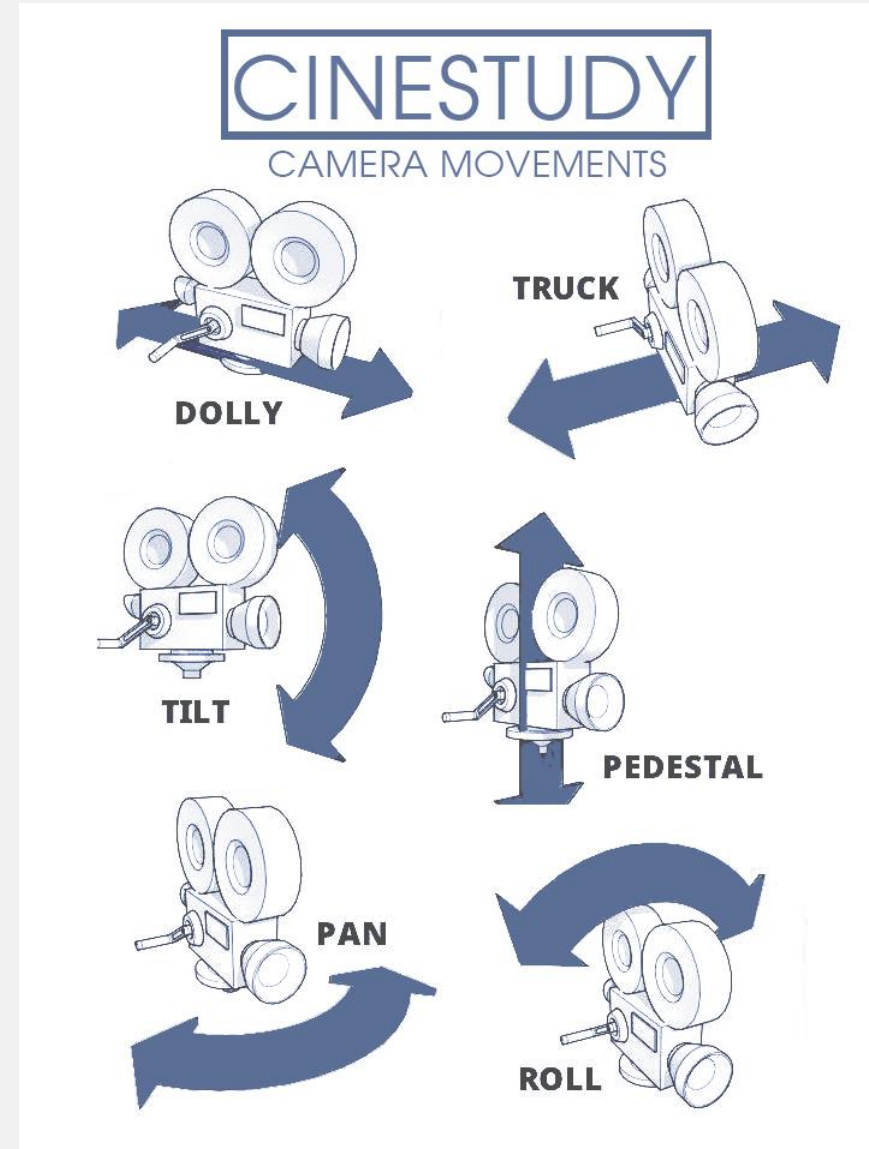
Kamerarörelse

Medveten kamerarörelse ger många
möjligheter

Det krävs en kameraman för att skapa
rörelse.

De flesta rörelser går att uppnå med en
handhållen platta/telefon eftersom
stabiliseringen tar bort de värsta
skakningarna.

Kreativa lösningar som en skateboard
som truck eller dolly kan ge intressanta
vinklar.



Storyboard AERA video

Klockades till 2:13

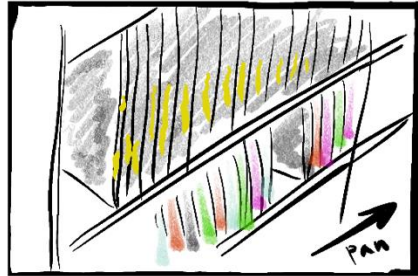


Titlepage. Ca 5s

Också YouTube miniatyr.
Dynamisk animering med mörk bakgrund.
Bakgrundsmusik.

Title: A Genre Shift in Disseminating Knowledge
Alt: Communicating Master's Theses

ÅA och Kulturfonden logga



Hook 10s

Panning shot av gradun på en hylla i ett bibliotek. Bakgrundsmusik

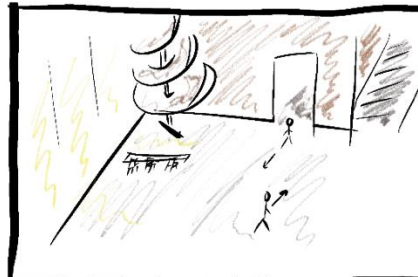
Voiceover (Jonte): The Finnish teacher education is research based and teacher students write Master theses. What happens with the master theses when they are published? Do they remain at a library or do they reach working teachers? What's the role of research in teacher education?



Background. Gunilla?

Talking head med stort skärpedjup.
Bakgrundsmusik. Namnbricka.

To enhance the relationship between research and practice, an innovation project was begun at Åbo Akademi University's teacher education. The overall aim of the project is to develop new forms of collaboration between teacher education and school community, as well as increasing the interaction between these.



Talking head fortsätter. Klippbild av timelapse från Foajén från E5-balkongen.

Teacher students are tasked with communicating their masters thesis in a popular scientific way in the form of video and supporting text material. Our study investigates how teacher students communicate their masters thesis and experience the communication.



Methods. Jessica?

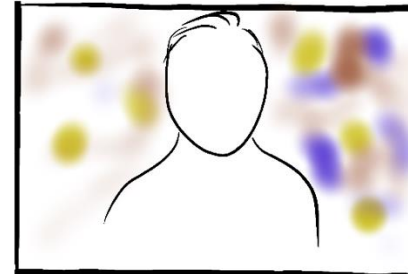
Talking head med stort skärpedjup.
Bakgrundsmusik? Namnbricka.

Teacher students take part in a campus-based course and get guidance for creating their popular scientific material. During this first year of practice students used their own digital tools for capturing and editing video.



Talking head fortsätter. Klipper till skärminspelning av webbsidan. Antingen smooth scroll eller uppsnabbat av navigering.

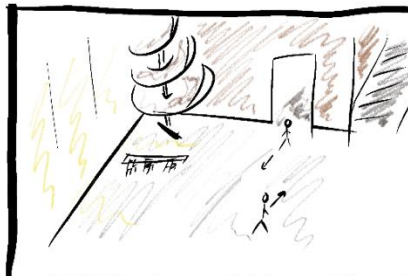
The videos are uploaded to Youtube and are collected at our website. The content is in Swedish. Here teachers and teacher students can familiarize themselves with the material and give feedback. The material is also shared on social media.



Results. Jonte?

Talking head. Djupt skärpedjup. Namnbricka. Musik.

We found that students had difficulties in making a genre shift when changing perspectives from science to a popular science approach. Students understood the importance of the task but it was clear that more effort and knowledge was needed. For instance, some students played it safe and made scientific slide show videos while others made a more popular scientific talking head video - like this one. This genre shift relates to the well-known discussion on research and practice within teacher education.



Andningspaus 2-3s

Antingen timelapse från Foajén eller utomhusbild från havssidan.

Call to action: Voiceover

The research on popular science genres in general and genre shifting in particular is still