

# Erasmus+ Schools Week 2021

## Planning the Content of Your Video

### Identify your key message on the theme of ‘Language of Diversity’:

Your video is a way of sharing the benefits of your Erasmus+ participation on the theme of Language of Diversity. You can show teachers, students, and staff from across Ireland and beyond what this means to you. The most important part of your video is being clear on what you want to say. In our Schools Week competition we are looking for videos that give us insights into:

- What it means to be a European school
- What the language of diversity means to you
- How diversity benefits your school
- Why Erasmus+ is important for you as a teacher/student
- The benefits of taking part in Erasmus+ for you, your school and your students
- How international activities support your school’s objectives
- What ways your teaching changed by being involved in Erasmus+
- What makes a successful project
- The importance of partnership in an Erasmus+ project
- Your advice to principals and teachers thinking of getting involved in Erasmus+
- If ‘Europe’ mean anything different to participants now than before the experience
- The biggest change in students since they started this project

### Identify Your Audience

These videos are targeted at everyone with an interest in School Education: students, staff, parents and policy makers. Keep your audience in mind when you make your video, and consider what will resonate with them (and hopefully inspire them to get involved too!).

### Create a Storyboard

It helps to sketch out a rough idea of the sequence of your video. Storyboarding is a great tool to plan your video. You get to know what shots you need, and helps you keep track of what you need to film.

## Technical Tips

- Keep your video to a maximum of two minutes
- Look for an interesting background that will set the context for your video. An empty classroom or library might work well.
- Look for good quality light. Try shooting near a window or in a well-lit space.
- Shoot your video in landscape (horizontally)
- Shoot at the highest quality you can
- Use a tripod to keep your camera steady
- Make sure your camera is in focus
- Avoid zooming in and out too much while shooting
- Pay attention to sound quality. Background noise can be very distracting on video. It is possible to get good quality audio with a small mic plugged into a recording app on your phone, such as Hi-Q. You could also record sound with an audio device and sync it with your video after.
- Compose the shot, press record and speak from the heart!
- Export your video in .MP4 and in 1920X1080px format

## Competition Guidelines

Schools must be based in Ireland and be involved in an Erasmus+ project

No copyright materials (music, images) may be used for this competition unless you own the copyright or have a license to use the material. Written permission must be obtained and provided upon request for all copyright materials.

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