Manifesto
Videos in Higher Education

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(and in the name of many more colleagues from different universities)
WHY AND WHEN VIDEO

Video is not always the right medium.

Ask if video is a suitable medium for the content, purpose and learning goal; consider its length and style, and make use of the inherent richness of the characteristics of the medium.
CHARACTERISTICS OF VIDEOS AS MOVING IMAGES

Video as a time-based medium offers certain specific characteristics: use the power of images to visualize the invisible; recombine images and sounds in a unique way; visualize your arguments; the rhythm of montage defines the dynamics. Audiovisual rhetorics meets scientific education.
The learning experience of a lecture in a classroom and an educational video are fundamentally different - for the lecturer as well as for the students. Learning can take various paths. Video consumption is an autonomous process that should not replace social learning settings.
LEARNING EXPERIENCES AS STORYTELLING

Stories create a more immersive learning experience. Spend more time on creating a narrative storyboard and script based on the content, examples or argumentations. There are few good videos without a (at least decent) storyboard.
Focus on the message, not the messenger.

Be generous.

Kill your darlings.

Film making is never a one man show

If you do not want to collaborate, go run a marathon.

COLLABORATIVE PROCESS DESIGN AND CO-AUTHORSHIP

Filmmaking is never a one-man-show. If you do not want to collaborate, write a book.
THEORY MEETS PRACTICE

Knowing all the rules and theories about education and filmmaking will not immediately make you a great educational filmmaker. There is no one-size-fits-all approach to videos in higher education.

Practice; play; cooperate.
WORLD’S COLLIDE!

Filmmakers; educators; learning experience designers; nerds; technicians...

Embrace the unique perspectives of those involved in the production processes. They might even shape your own thought processes.
World Café of Ideas (10min)

- All 15 statements are on the tables.

- Please feel free to walk around, discuss, give input, critique [...]

- Write everything you want on the sheets.

- (welcome to join our group for further discussions!)
  https://join.slack.com/t/leru-video-and-media/signup
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