



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.

► Video is not always the right medium. Consider its length and style, and make use of the inherent richness 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.



*emergence
of a new
medium
of video
of the
invisible.*



CLASSROOM VS. / AND VIDEO

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.

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► There are hardly any good vi
tutorials.



► Focus on the message,
not the messenger.

Be generous.

Kill your darlings.

Film making is never a oneman 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.*

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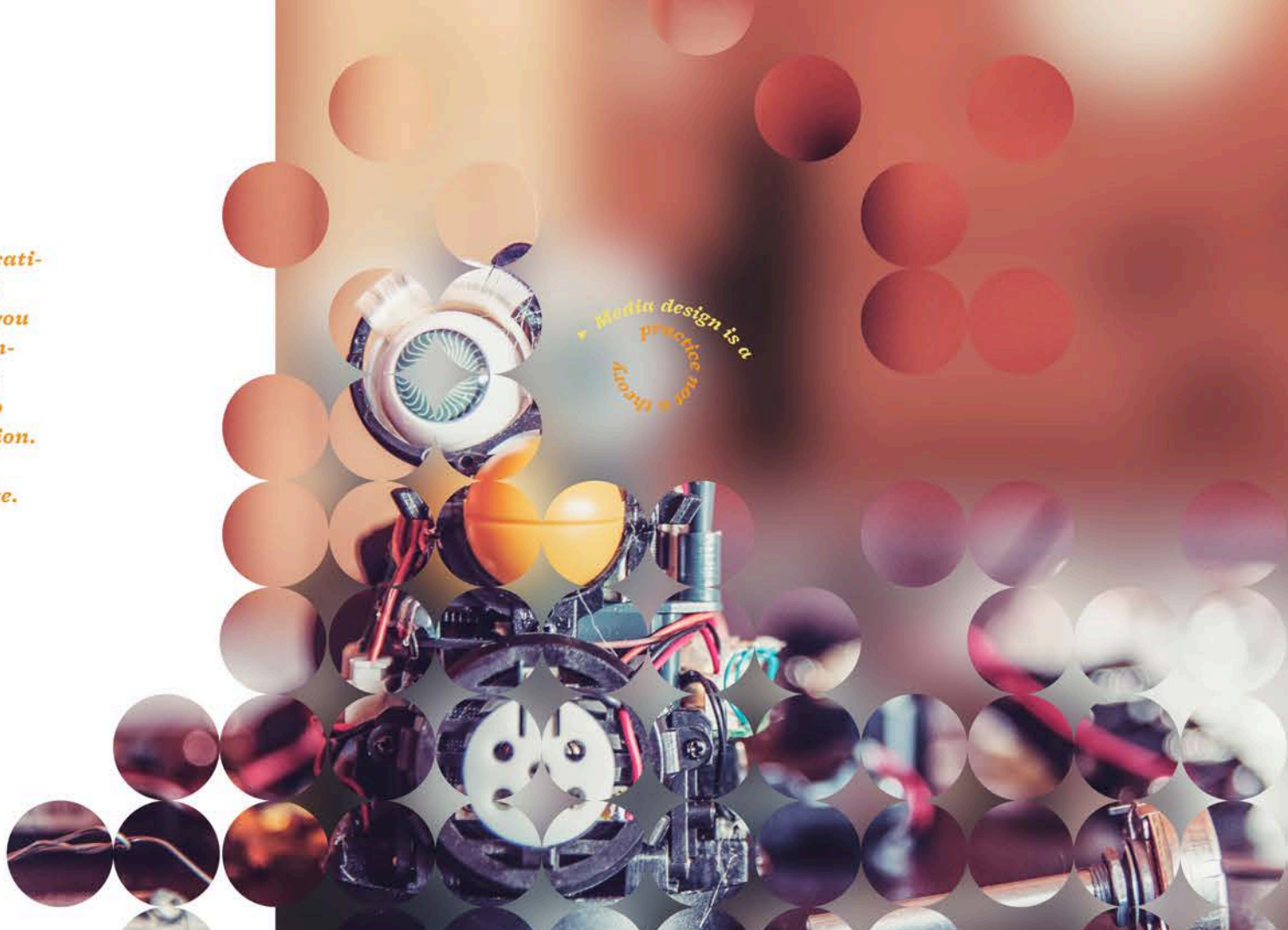
THEORY MEETS PRACTICE

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.

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Media design is a
theory
practice



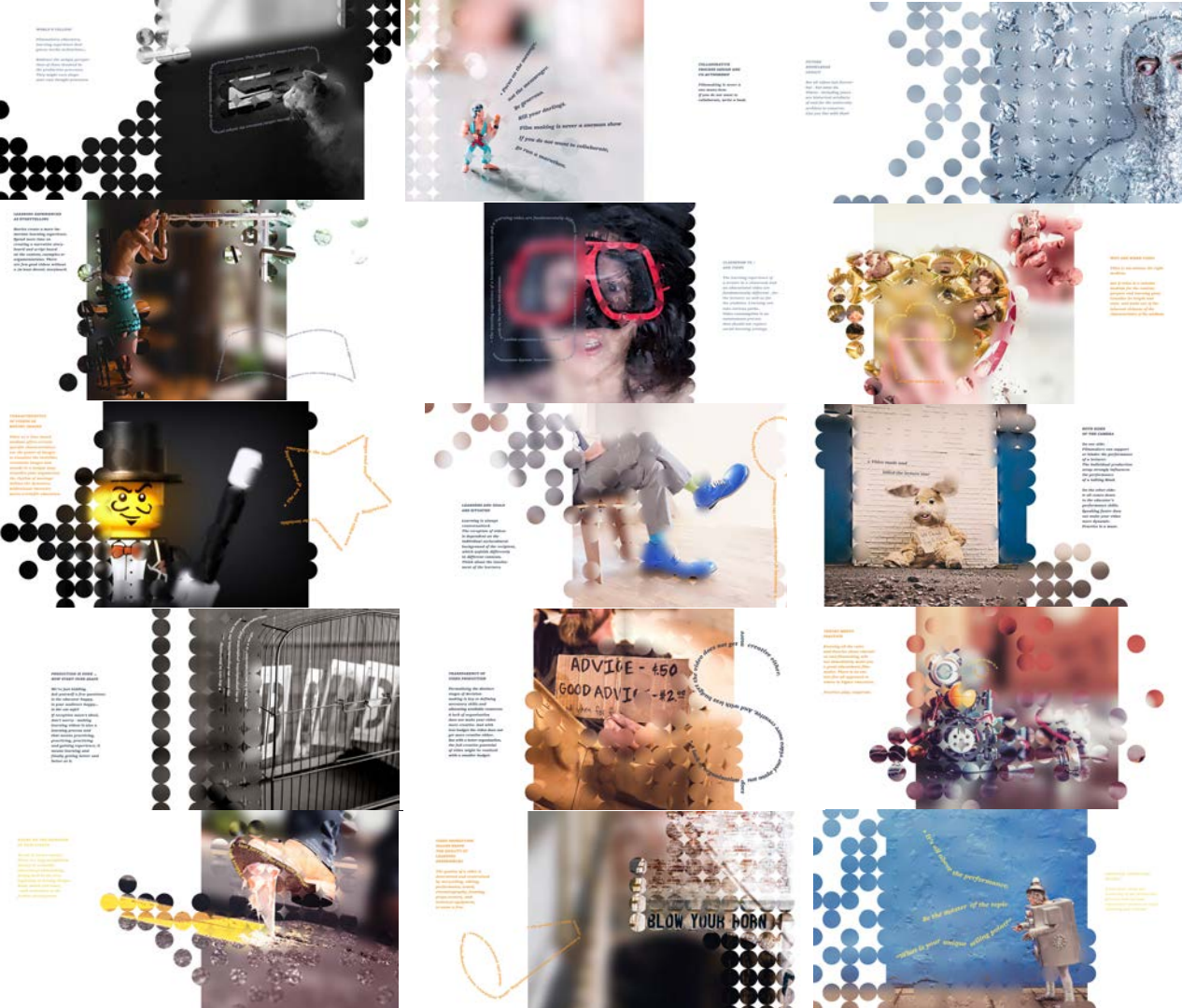
WORLD'S COLLIDE!

*Filmmakers; educators;
learning experience desi-
gners; nerds; technicians...*

*Embrace the unique perspec-
tives of those involved in
the production processes.
They might even shape
your own thought processes.*

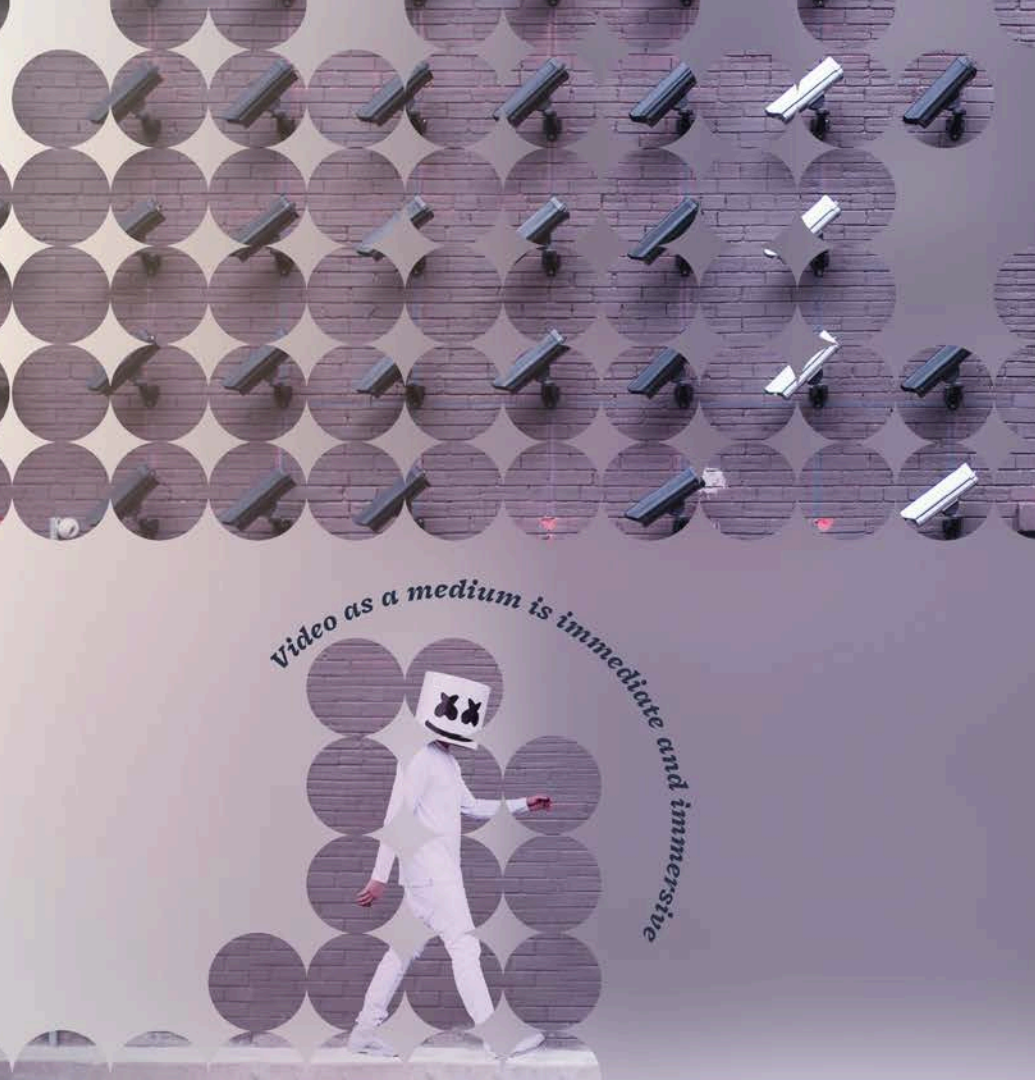
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Worlds collide! Embrace the unique perspectives of those involved in the production processes. They might even shape your thought processes.



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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