

COURSE SYLLABUS

Skills for Impact - Video Advocacy

Instructor: István Gábor Takács

School of Public Policy

Central European University

Spring term, 2017/2018

2 Credits (4 ECTS Credits)

Pre-requisites: None

Course e-learning site: <https://ceulearning.ceu.edu/course/view.php?id=8358>

Office hours: days, location

The SFI program is a mandatory, applied element of the MPA program. It aims to equip students with core vocational competencies that are of high value in the workplace, including team building, leadership, emotional intelligence, planning, risk management and critical reflection. The SFI modules complement academic learning on the MPA, and provide an important opportunity for practice oriented learning and broad skills development.

Course Description

Online videos can reach out to a wide audience, mobilize people for a cause, document best practices and/or human rights abuses, used in public education, give voice to marginalized people, visualize research data and have the potential to go viral on social media. By the easy availability of video sharing and the relative cheapness of video production, activists are now able to produce their own audiovisual content to reach out to their audiences and communicate more effectively. Basic technical and communication skills to produce videos can be built through a few days training.

The three day long video advocacy training is covering the whole spectrum of video advocacy, including video advocacy theory, camera handling, interview techniques, editing and distribution. The video advocacy training consists of 4 major elements.

1. Pre-production: Participants learn how to make plans for video production, how to think about their budget and strategy, their objective, message and audience, how to find the right story and how to deal with security and consent. They watch examples of video advocacy and we analyze them together.

2. Production: Participants learn about the necessary equipment, they learn the operation of the camera, how to frame and compose their shots, and how to conduct interviews. They practice interviewing on each other and shoot b-rolls in the city.

3. Post-production: Participants learn editing by working on their own footage. We teach the use of the Adobe Premiere Pro CC editing software.

4. Distribution: Participants learn about how to distribute their work effectively.

Learning Outcomes

By the end of this course, students will be able to understand the role of videos in human rights advocacy and learn about some best practices. They will be able to produce their own video advocacy strategy, handle cameras, conduct interviews and develop some basic skills to edit videos and upload them to the Internet.

Course Requirements and Assessment

The video advocacy course will mostly consist of practical elements of videography and editing. **Therefore it is important that participants have some sort of video recording device.** Ideally they should bring DSLR photo cameras because they will learn photography basics. Any kind of handycam or video camera is also fine. In case participants do not have such devices, they should bring a mobile phone with which they can record video. If they have any kind of audio recorder, microphone or clip-on microphone, they should bring it. The second, third and fourth day of the training will be about editing, held in the media lab. By the end of the course we aim to have a short piece of video that they have produced. They will have assessment sheets to give feedback on the course.

After the training, participants are required to produce a short film on a subject they choose. The credits for the course are earned on a Pass/Fail basis.

According to the CEU [Student Rights, Rules, and Academic Regulations](#) (Annex 1.), in case of a 2-credit course, students are expected to spend 80-100 hours on non-classroom, autonomous, self-directed learning (homework, consultations with the course instructor and preparing for classes).

Readings - Optional:

Interview: Digital Media Activist István Gábor Takács by Jessie Daniels

<https://justpublics365.commons.gc.cuny.edu/01/2014/interview-digital-media-activist-istvan-gabor-takacs/>

Videos on the Drugreporter website: <http://drugreporter.net>

The documentary film: "A Day in the Life: The world of Humans Who Use Drugs" – <http://www adayinthelifemovie.com>

Course Outline

Day 1 - 15 April 2019

Session 1: 1.30 pm – 3.10 pm **What is Video Advocacy?** *Examples from the work of the Rights Reporter Foundation and the Hungarian Civil Liberties Union*

20-minutes break

Session 2: 3.30 pm– 5.10 pm **Pre-production:** *What you should think about before filming? Video advocacy theory, strategy, planning, budget, storytelling, security and consent. Production: Equipment, and how to take care of your gear?*

Day 2 - 23 April 2019

Session 3: 1.30 pm – 3.10 pm **Production:** *Settings of the camera, sound, framing, composition, Interviewing techniques*

20-minutes break

Session 4: 3.30 pm– 5.10 pm **Production:** *Settings of the camera, sound, framing, composition, Interviewing techniques*

20-minutes break

Session 5: 5:30-19.00 pm **Production:** *Interviewing each other and shooting B-Rolls in the surroundings*

Day 3 – 3 May 2019

Session 6: 9.00 am - 10.40 am **Post-Production: Editing** – *Copying your own materials and starting editing*

20-minutes break

Session 7: 11.00 am -12.40 pm **Post-Production: Editing** – *Editing basics*

50-minutes lunch break

Session 8: 1.30 pm – 3.10 pm **Post-Production: Editing** – *Editing practice*

20-minutes break

Session 9: 3.30 pm – 5.10 pm **Post-Production: Editing** – *Editing practice*

Day 4 – 6 May 2019

Session 10: 1.30 pm – 3.10 pm **Post-Production: Editing** – *Editing practice*

20-minute break

Session 11: 3.30 pm – 5.10 pm **Post-Production: Editing** – *Editing practice*
Distribution – *uploading videos and distribution techniques*

Special Notes (if applicable)