



Upskilling in health and science video communication

Global Alliance for Chronic Diseases Digital Skills Workshop
Wednesday 6 September 2023

Let's get digital

Grab your phone
(or open a browser window)

1



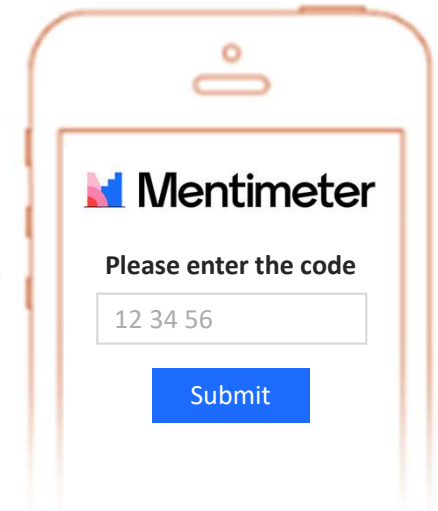
Go to www.menti.com

2

 www.menti.com |

Enter the code
8432 9934

3



Your phone (or browser window) will be
like a games console for the questions



Explain complex concepts



Catch attention



Evoke emotions



Reach a wider audience



Creating a coherent story



Where to start

Start with the end and work backwards

Possible parts

Opening
Introduce the main players
Develop your theme
Transition to the middle
'A-ha!' moment

Possible 'openers'

A 'hook'
A question
A mystery
A problem

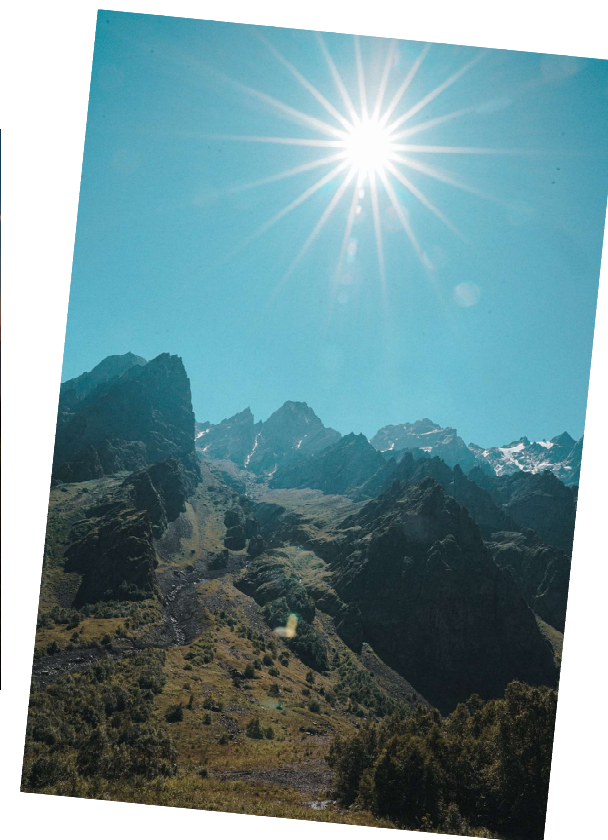
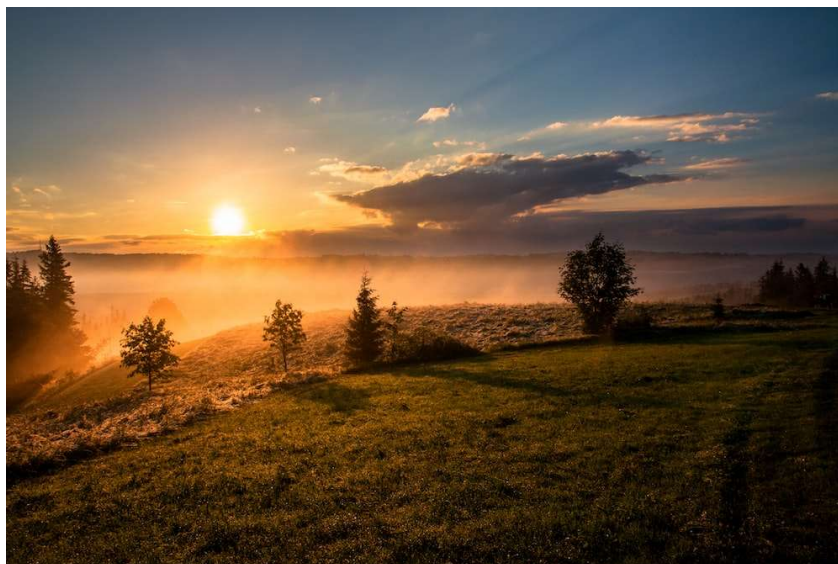
Setting up a scene

Think
lighting

Film in
landscape

Rule of
thirds

Avoid digital
zoom



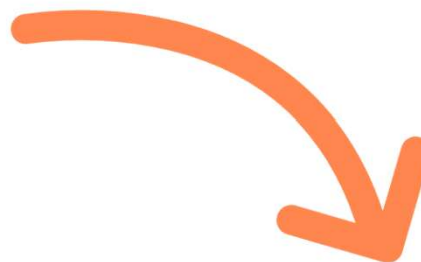
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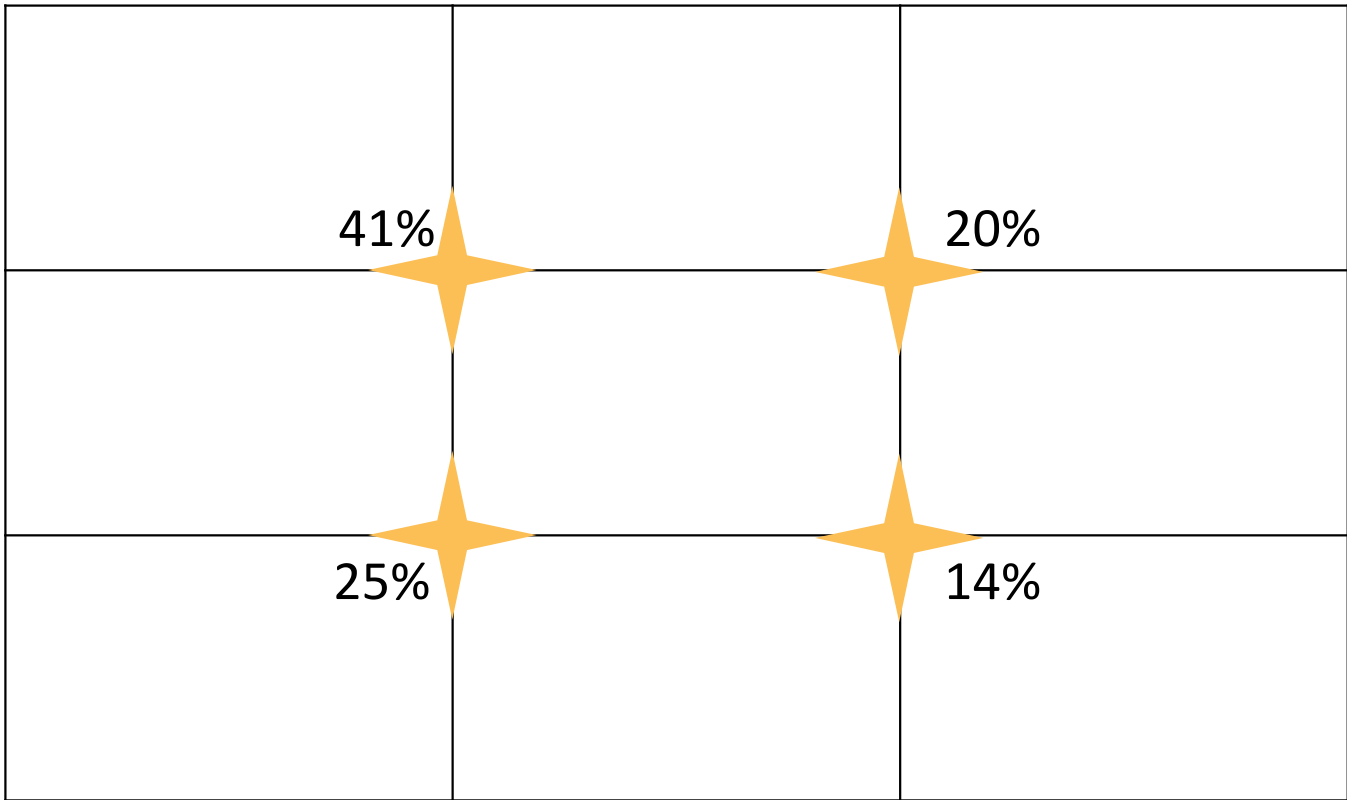
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Info source: www.interaction-design.org/literature/article/the-rule-of-thirds-know-your-layout-sweet-spots

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10x Optical Zoom



10x Digital Zoom

Image source: www.canvaschamp.com/blog/optical-zoom-vs-digital-camera-zoom-know-the-difference

Tips for filming on a smart phone

Airplane
mode



Full battery



Check
storage



Stability



Microphones



Adding text, music, and cutaways



(e.g.) [soundbible.com](https://www.soundbible.com)
or [freesound.org](https://www.freesound.org)



Technical demonstration



Useful apps and platforms



Shotcut

shotcut.org



OpenShot
Video Editor

www.openshot.org



kdenlive

kdenlive.org



iMovie

www.apple.com/uk/imovie



fxhome.com/product/hitfilm



Canva

Graphic Design
& Video Editor

www.canva.com/video-editor



www.gacd.org



admin@gacd.org



[@gacd_media](https://twitter.com/gacd_media)



GACD

GLOBAL ALLIANCE FOR CHRONIC DISEASES
AN ALLIANCE OF HEALTH RESEARCH FUNDERS