SUMMER COURSE

Development of skills in audiovisual communication
Video Resume - VideoCurriculumVitae
Gijón, 3 to 5 July de 2017

Into
2nd International Joint Staff Training Event
"Desarrollando competencias para la búsqueda de empleo e inclusión.
Una perspectiva internacional"

Project 2016-1-ES01-KA204-025159 ERASMUS+
Sharing effective educational practices and systematizing a training competences programme for employment and inclusion for vulnerable adults.

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Audiovisual ICT

Audiovisual ICT COMPETENCES

To know how to work with visual material

& VIDEO CURRICULUM VITAE, VCV or Video resume

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Universidad de Oviedo

The main problem: The high Spanish educational failure.

The goal: To know effective str**a**tegies to fight it.

The contents:

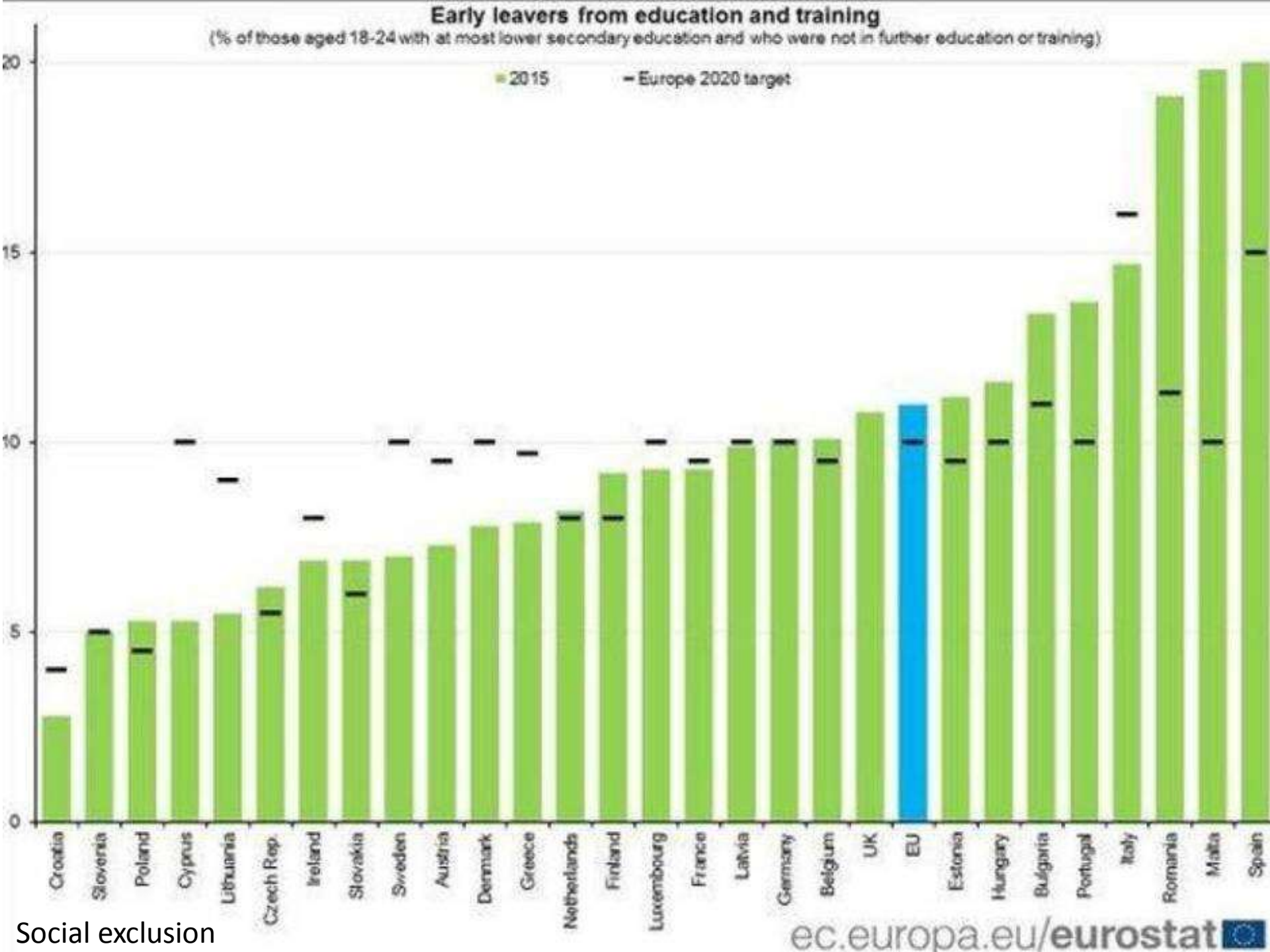
1) ICT chaos, choosing and using different strategies.

2) Audiovisual: a powerful tool / methodology.

3) Neuromarketing: How to be more effective building knowledge.

4) Some audiovisual methodologies.

5) Video Resume - VideoCurriculum: A direct utility .



Social exclusion

1) ICT chaos

Computer Management

Internet Management

Mobile devices

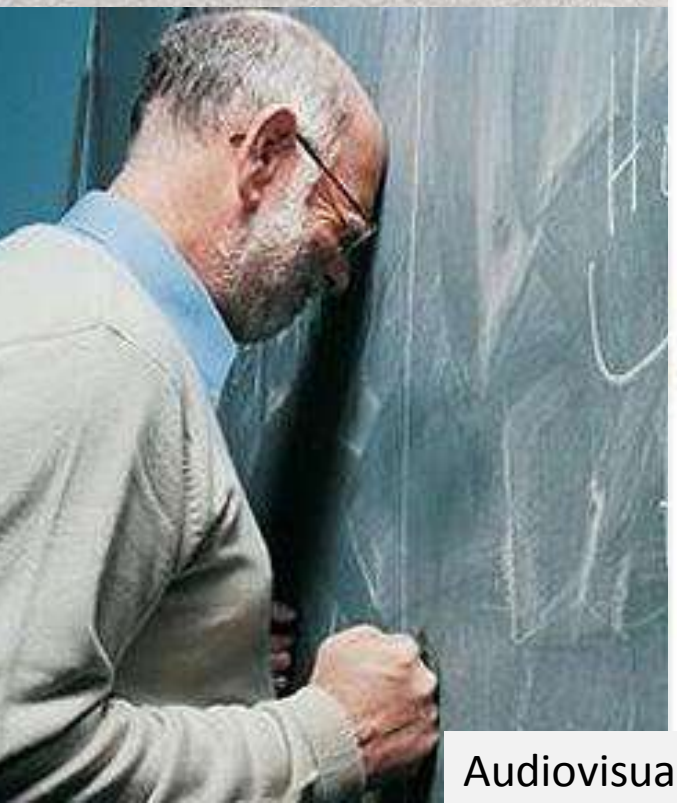
Educational resources

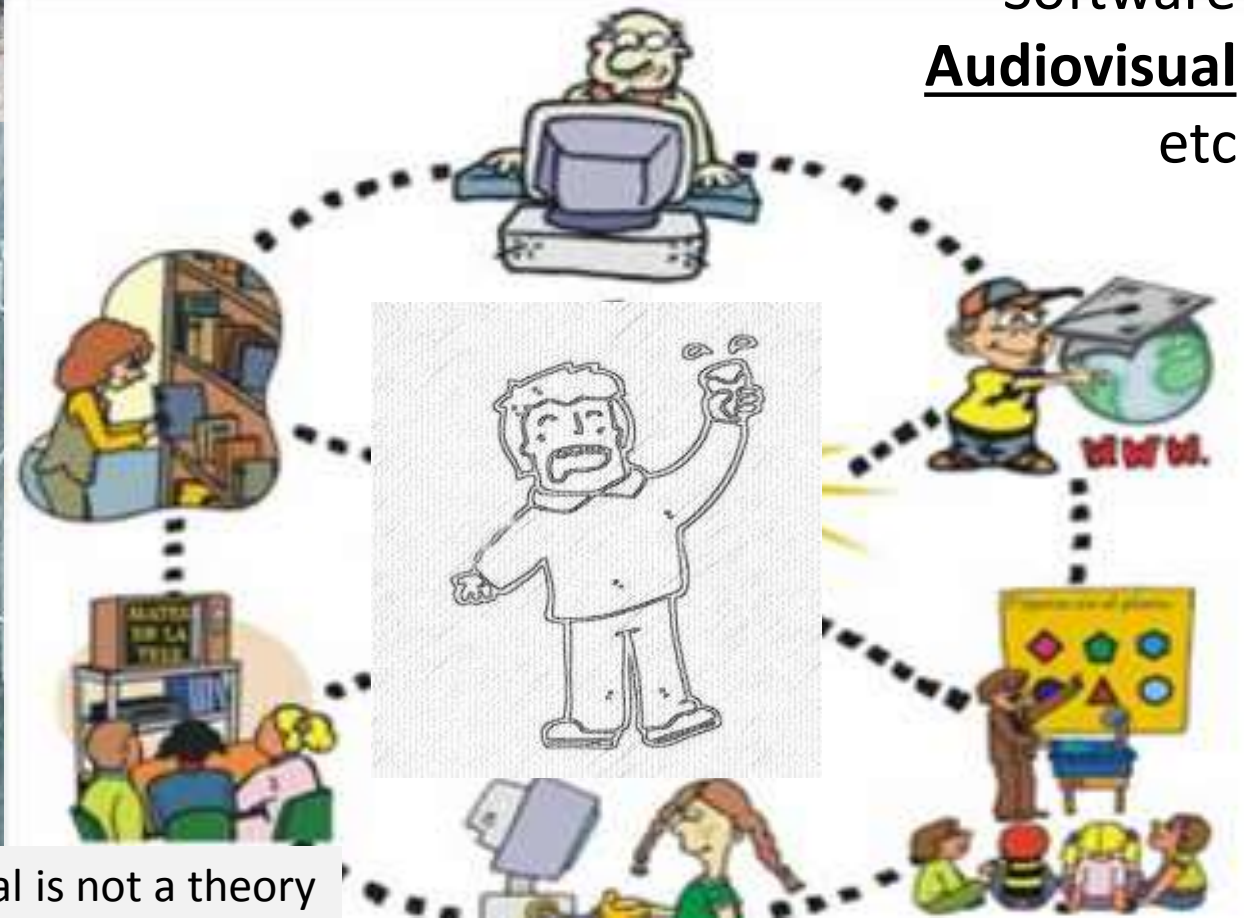
Hardware

Software

Audiovisual

etc

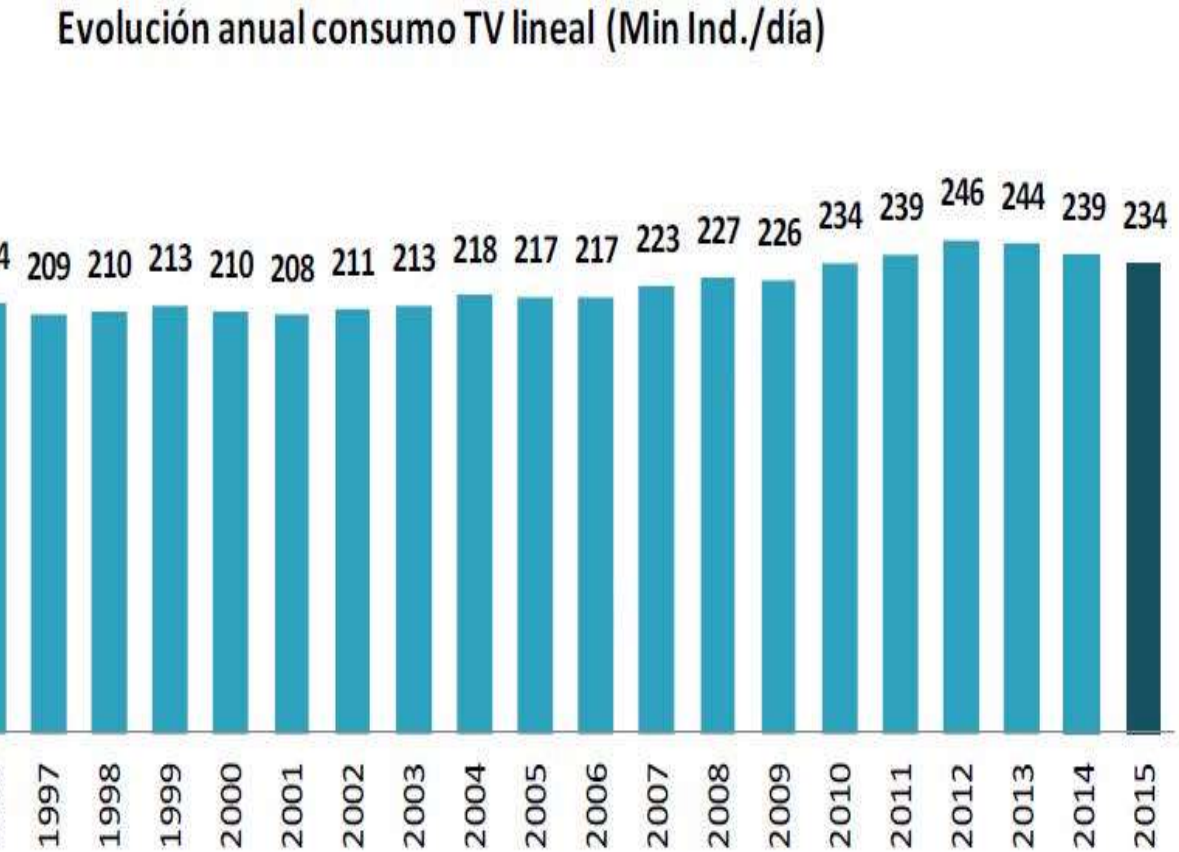




Audiovisual is not a theory

Audiovisual communication is one of the most important cultural resource in our society

Their potential is given by the high number of hours people spend watching pictures: + than 4 h. day / person watching TV, PC screens, pictures on mobile screen...

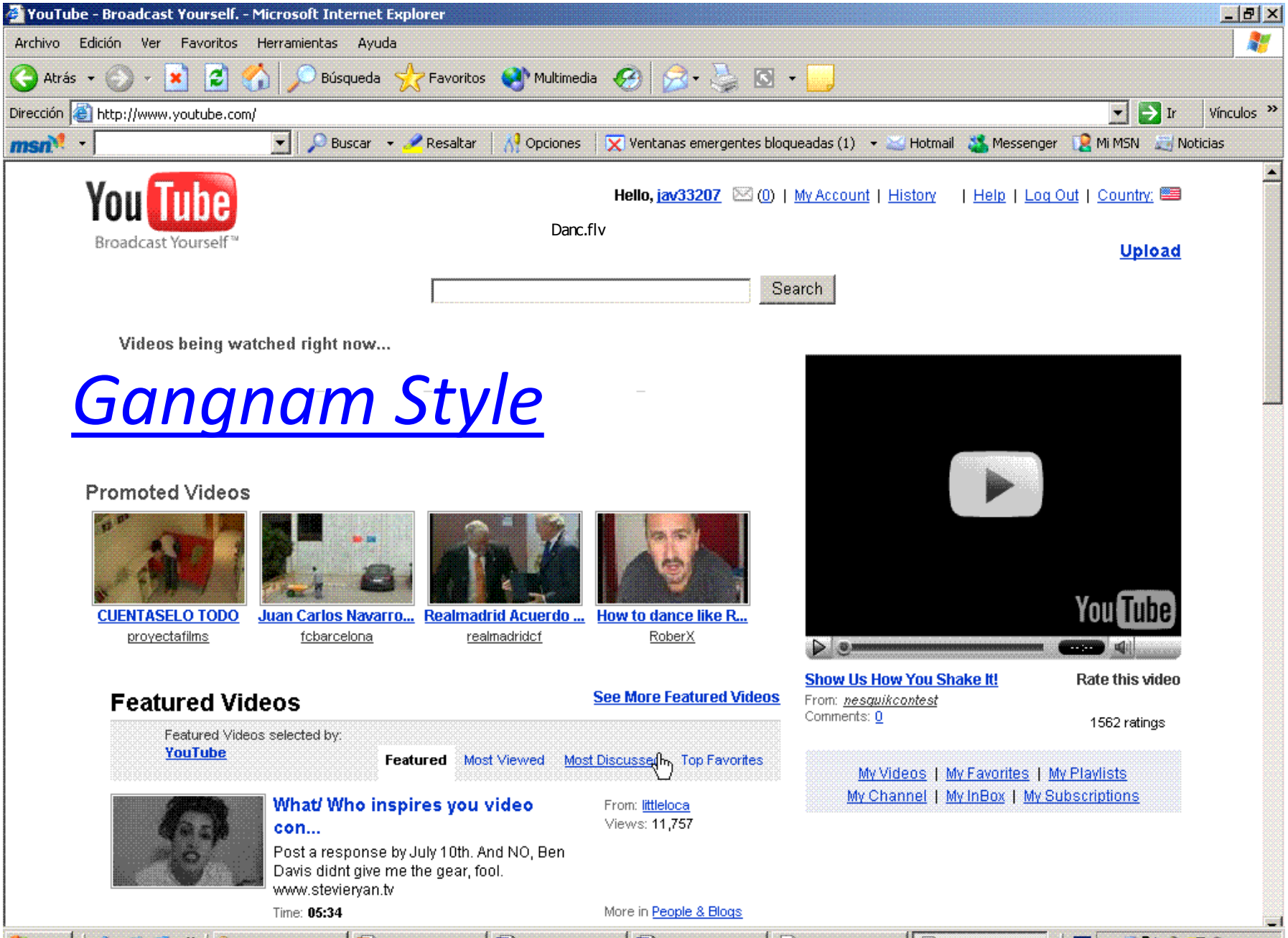


In the last years: 95,3% of children between 4 and 12 years watch TV 3h30/day, The favourite time is the night, between 22h. and 22h30.

(Corporación Multimedia y Asociación para la Investigación de Medios de Comunicación)

Do we know the documents most viewed by our society?

The video Gangnam Style reached 3 thousand million views



Microsoft Word

The most used tool

Microsoft Word es un software destinado al procesamiento de textos.

Fue creado por la empresa Microsoft, y actualmente viene integrado en la *suite* ofimática Microsoft Office.[1]

Originalmente fue desarrollado por Richard Brodie para el computador de IBM bajo sistema operativo DOS en 1983. Se crearon versiones posteriores para Apple Macintosh en 1984 y para Microsoft Windows en 1989, siendo para esta última plataforma las versiones más difundidas en la actualidad. Ha llegado a ser el procesador de texto más popular del mundo.

Contenido [ocultar]

1 Reseña histórica
2 Versiones
3 Formatos de archivos
  3.1 Formato DOC
  3.2 Formato RTF
  3.3 Otros formatos
4 Alternativas abiertas
5 Referencias
6 Enlaces externos
  6.1 Ayuda y Soporte
  6.2 Recursos de terceros

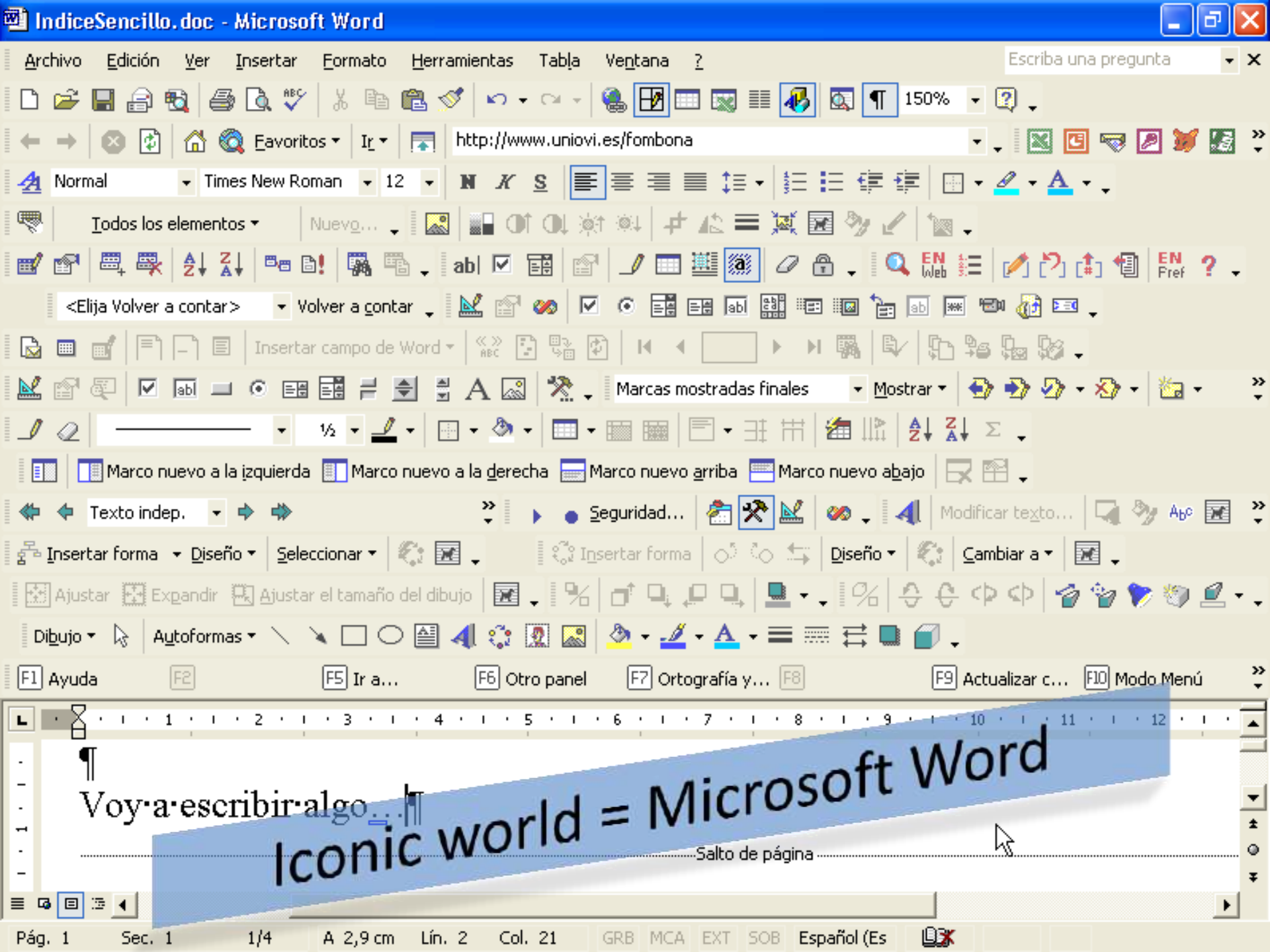
Reseña histórica

[editar]

En sus inicios, MS Word tardó más de 5 años en lograr el éxito en un mercado en el que se usaba comúnmente MS-DOS, y cuando otros programas, como Corel WordPerfect, eran mucho más utilizados y populares.

La primera versión de Microsoft Word fue un desarrollo realizado por Charles Simonyi y Richard Brodie, dos ex-programadores de Xerox contratados en 1981 por Bill Gates y Paul Allen. Estos programadores habían trabajado en Xerox Bravo, que fuera el primer procesador de textos desarrollado bajo la técnica WYSIWYG ("What You See Is What You Get"); es decir el usuario podía ver anticipadamente, en pantalla, el formato final que aparecería en el impreso del documento. Esta primera versión, Word 1.0, salió al mercado en octubre de 1983 para plataforma Xenix MS-DOS; en principio fue rudimentario y le siguieron otras cuatro versiones muy similares que no produjeron casi impacto en las ventas a usuarios finales.

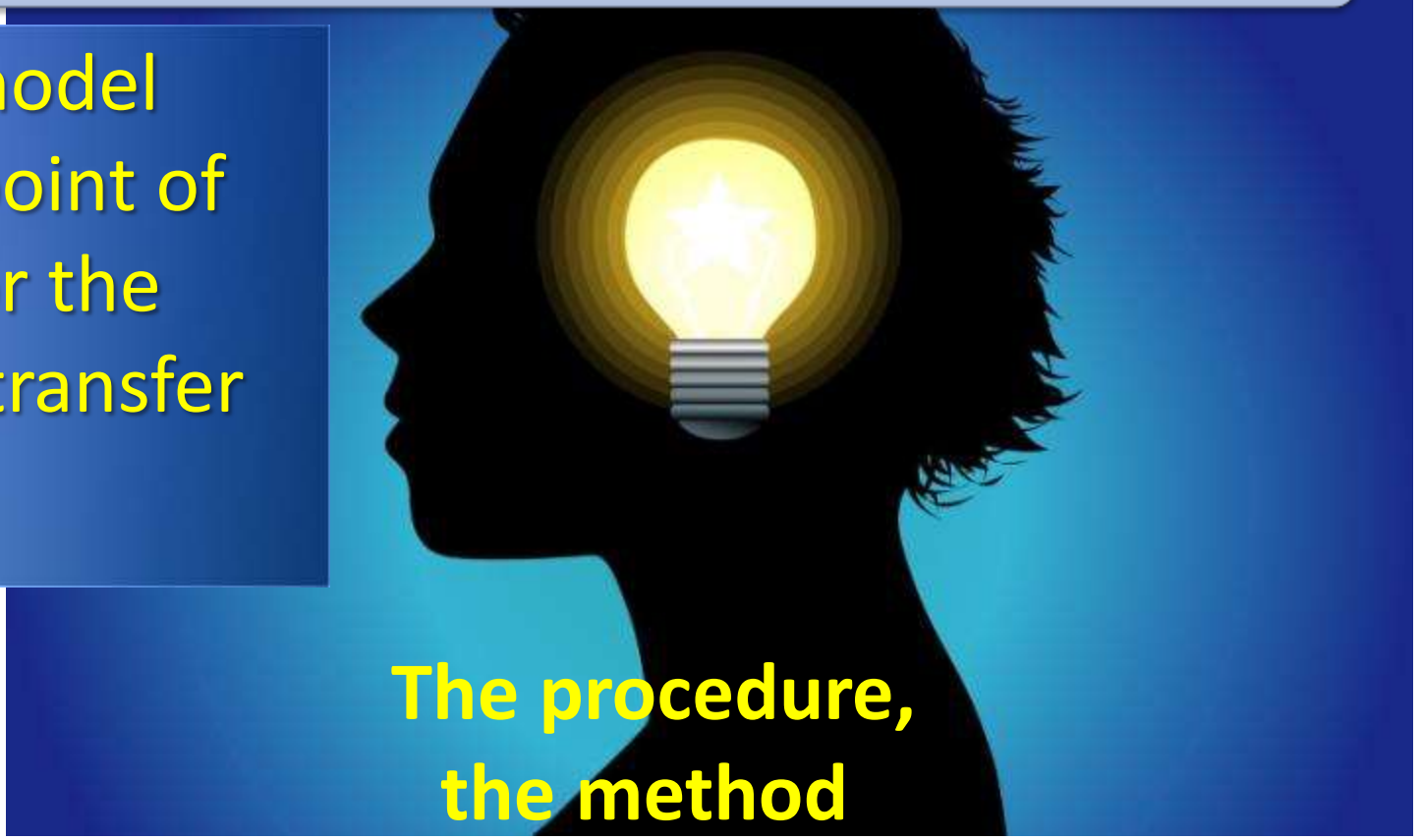
La primera versión de Word para Windows salió en el año 1989, que si bien en un entorno gráfico resultó bastante más fácil de operar, tampoco permitió que la notablemente. Cuando se lanzó al mercado Windows 3.0, en 1990, se produjo el real despegue. A Word 1.0 le sucedieron Word 2.0 en 1991, Word 6.0 en 199 versión se introdujo a fin de que coincidiera con la numeración del versionado de Windows, tal como fue Word 95 y Word 97. Con la salida del Windows 2000 (homóloga de Word. La versión Word 2002 emergió en la misma época que el sistema Microsoft Office XP, en el año 2001; un año después le siguió la versión


IndiceSencillo.doc - Microsoft Word
Archivo Edición Ver Insertar Formato Herramientas Tabla Ventana ?
Escriba una pregunta
Favoritos Ir
http://www.uniovi.es/fombona
Normal Times New Roman 12
Todos los elementos Nuevo...
<Elija Volver a contar> Volver a contar
Insertar campo de Word
Marcas mostradas finales Mostrar
Marco nuevo a la izquierda Marco nuevo a la derecha Marco nuevo arriba Marco nuevo abajo
Texto indep. Seguridad... Modificar texto...
Insertar forma Diseño Seleccionar Insertar forma Diseño Cambiar a
Ajustar Expandir Ajustar el tamaño del dibujo
Dibujo Autoformas
F1 Ayuda F2 F5 Ir a... F6 Otro panel F7 Ortografía y... F8 F9 Actualizar c... F10 Modo Menú
Voy a escribir algo...
Salto de página
Iconic world = Microsoft Word
Pág. 1 Sec. 1 1/4 A 2,9 cm Lín. 2 Col. 21 GRB MCA EXT SOB Español (Es

2) Visual ICT : A successful methodology

The visual model could be a point of reference for the knowledge transfer

…



The procedure, the method

is as important as the content!

New technical resource

New educational methodology

Javier Fombona
fombona@uniovi.es

- Why a work of art is a piece of art?
- Why is it so expensive?
- What price should these works of art have?

FeA

One of these two paintings was painted by children

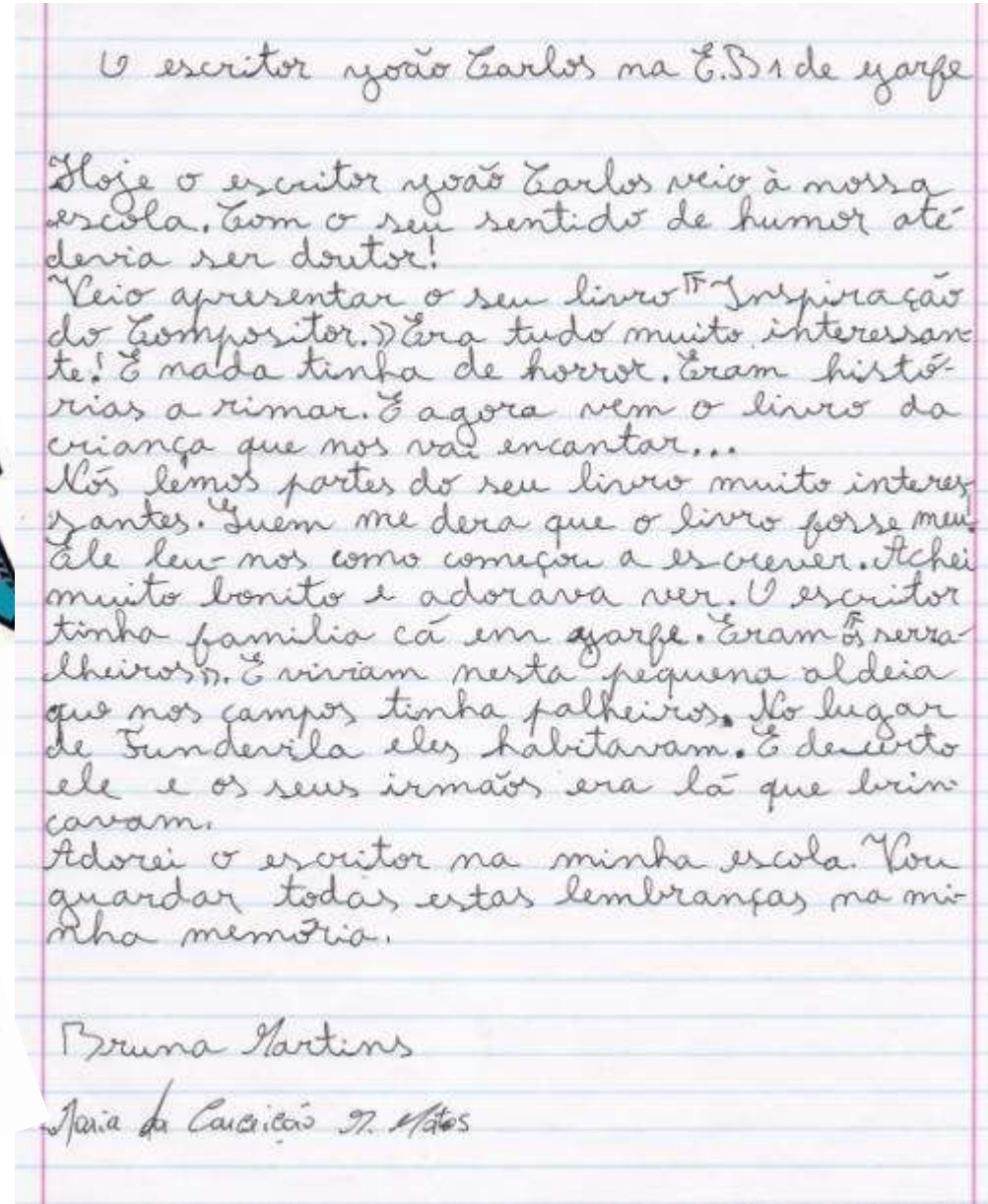
Boc

Different languages

Visual language (no training required?) Linguistic (needs specific training)

.

豚

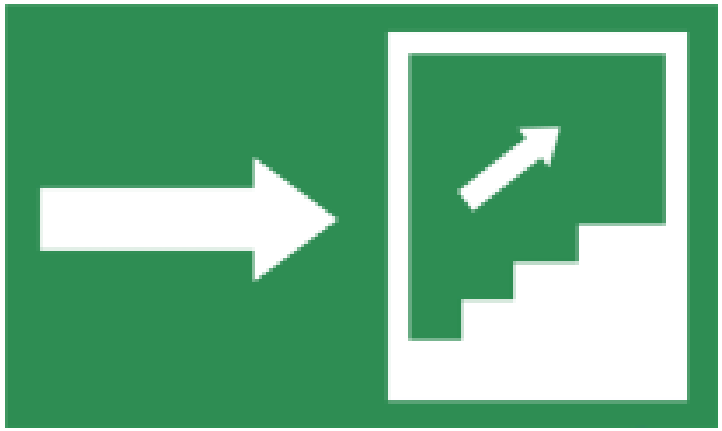


O escritor João Carlos na E.B1 de Yarfe

Hoje o escritor João Carlos veio à nossa escola. Com o seu sentido de humor até devia ser doutor!
Veio apresentar o seu livro «Inspiração do Compositor.» Era tudo muito interessante! E nada tinha de horror. Eram histórias a rimar. E agora vem o livro da criança que nos vai encantar...
Nós lemos partes do seu livro muito interessantes. Quem me dera que o livro fosse meu. Ele leu-nos como começou a escrever. Achei muito bonito e adorava ver. O escritor tinha familia cá em Yarfe. Eram «os serralheiros». E viviam nesta pequena aldeia que nos campos tinha palheiros. No lugar de Fundevila eles habitavam. E de certo ele e os seus irmãos era lá que brincavam.
Adorei o escritor na minha escola. Vou guardar todas estas lembranças na minha memória.

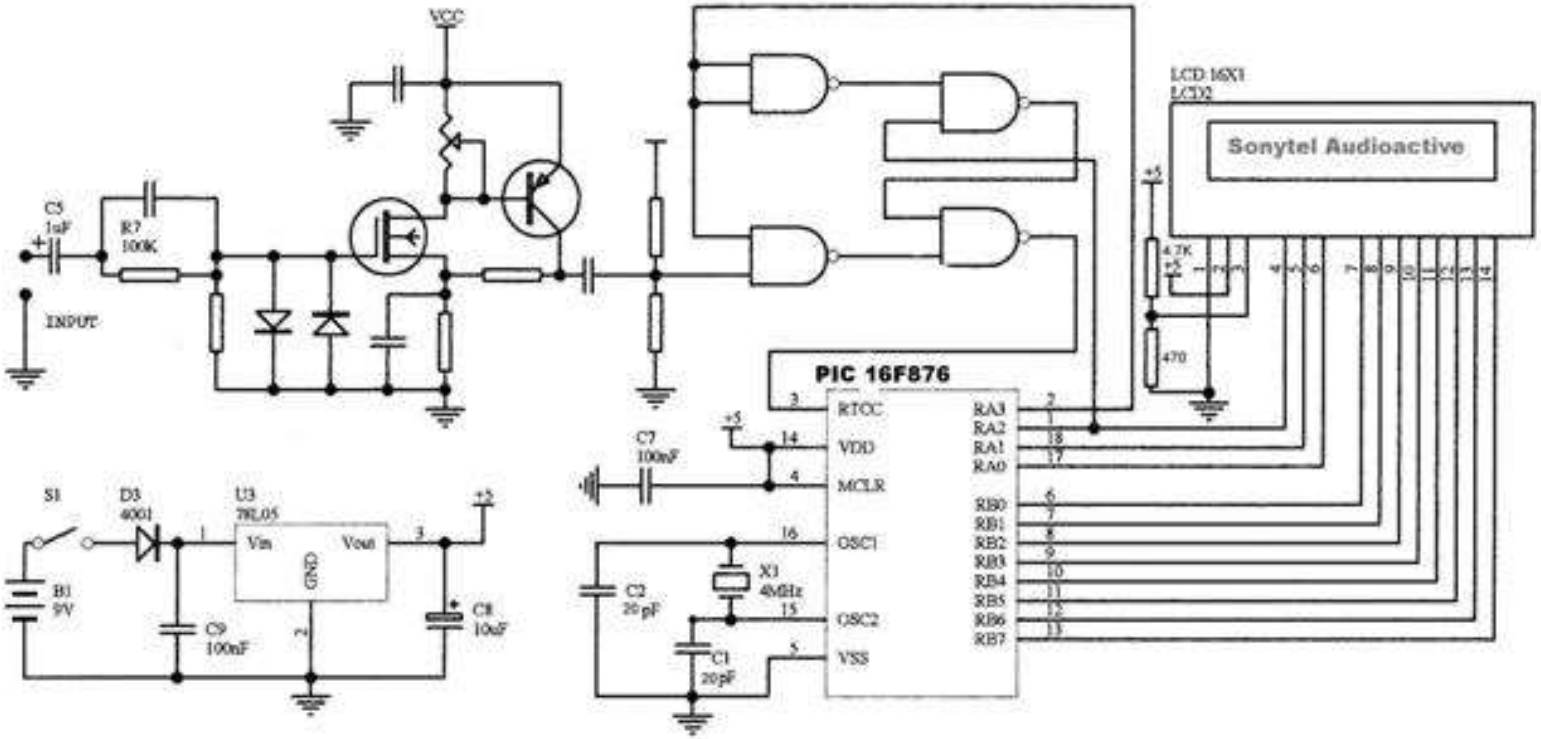
Bruna Martins

Maria da Conceição M. Matos

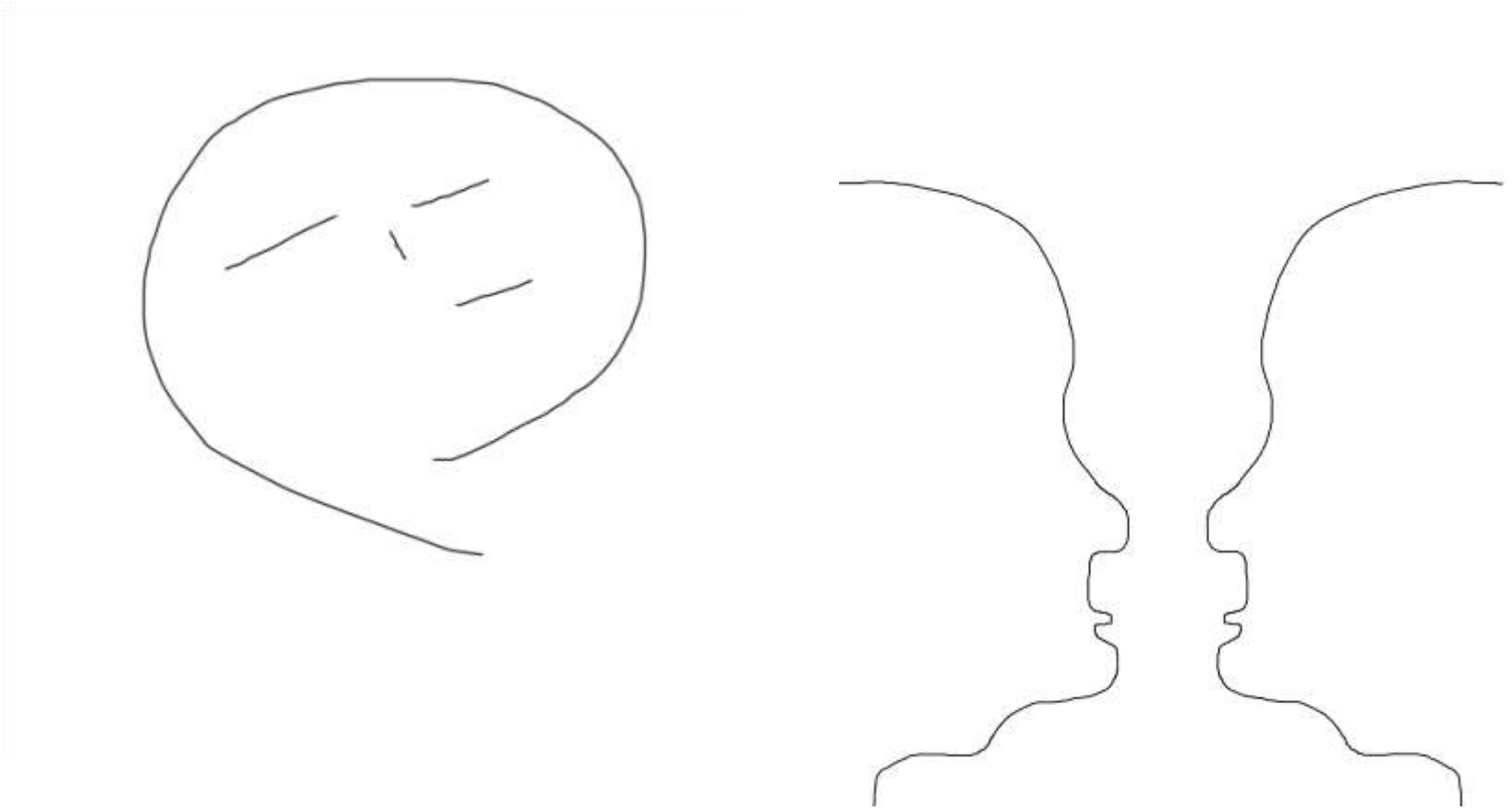


Audiovisual language

We need to know it to avoid its ambiguity



Audiovisual literacy?
Gestalt, psychologists who studied the shape



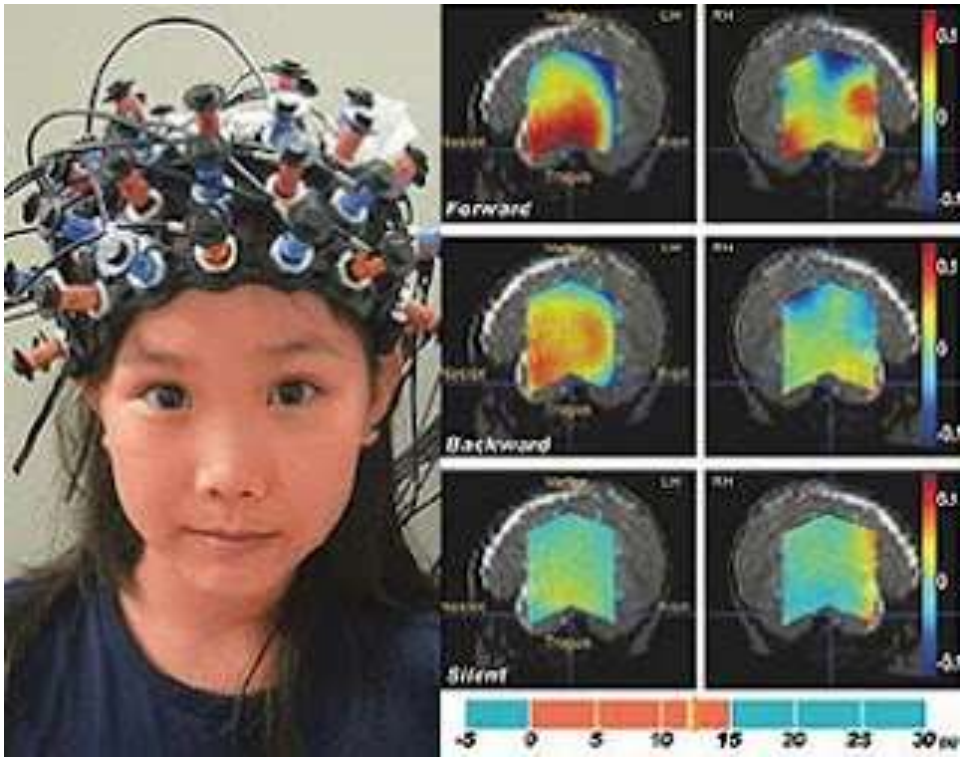
3) Neuro… marketing

- Antonio Damasio

Emotional contamination in every rational decision.

- Pradeep A.K. Neurofocus

So, the questionnaires are giving wrong results.



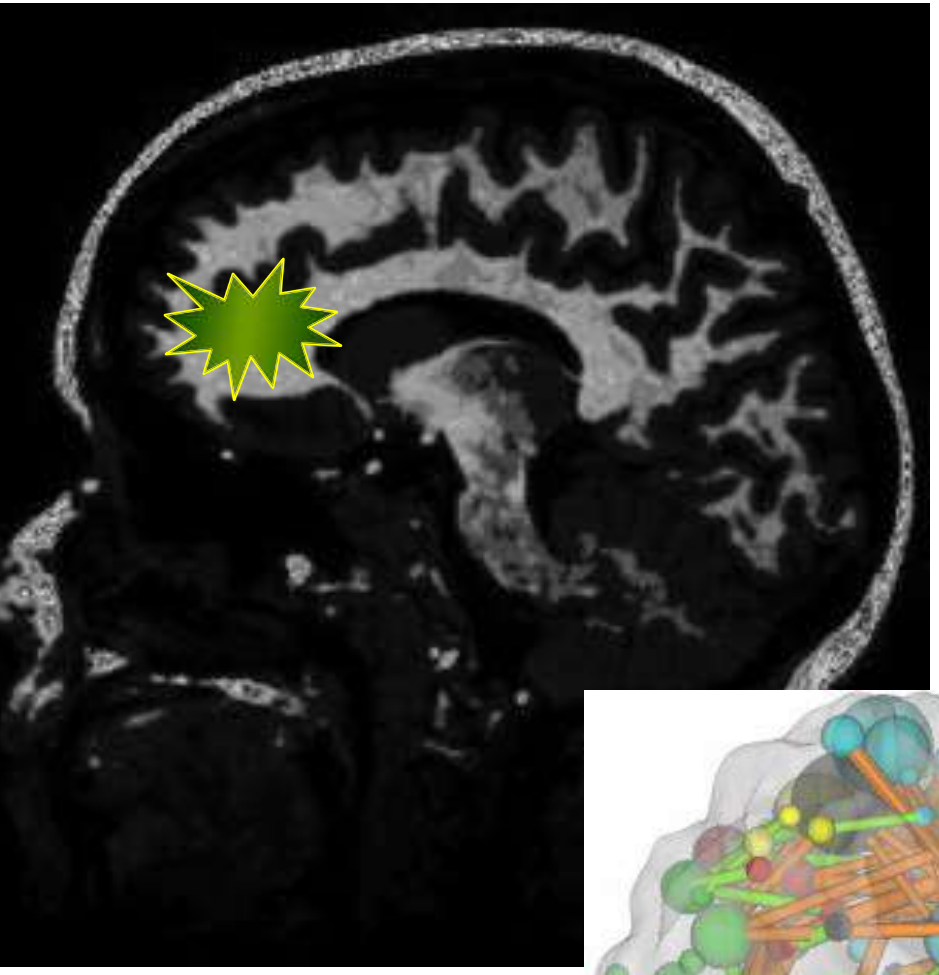
Brain-on

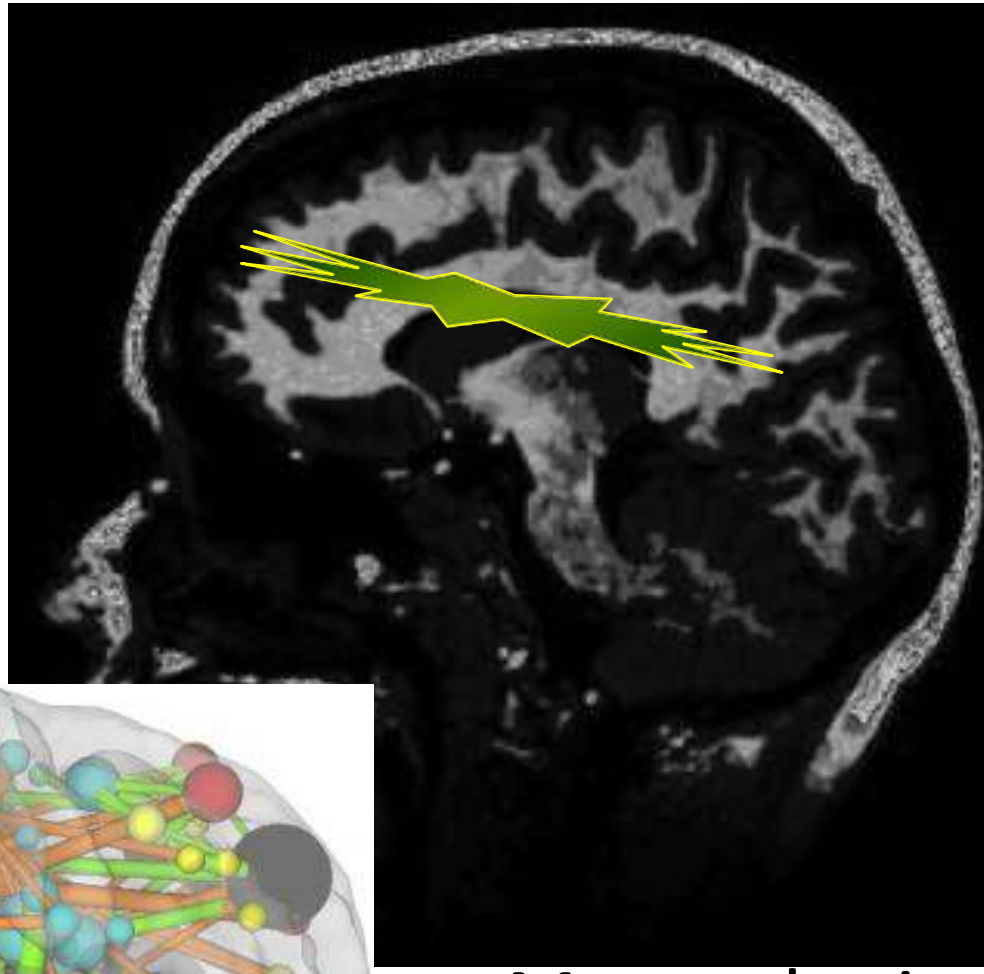
Fabio Babiloni

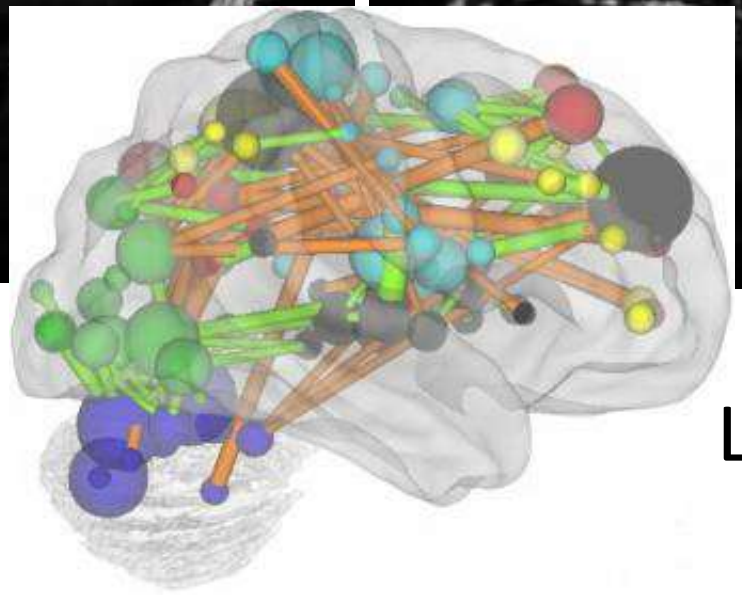
Dptº. Neurofisiología

Univ. Sapienza Roma 1

Located footprint Vs. interconnected







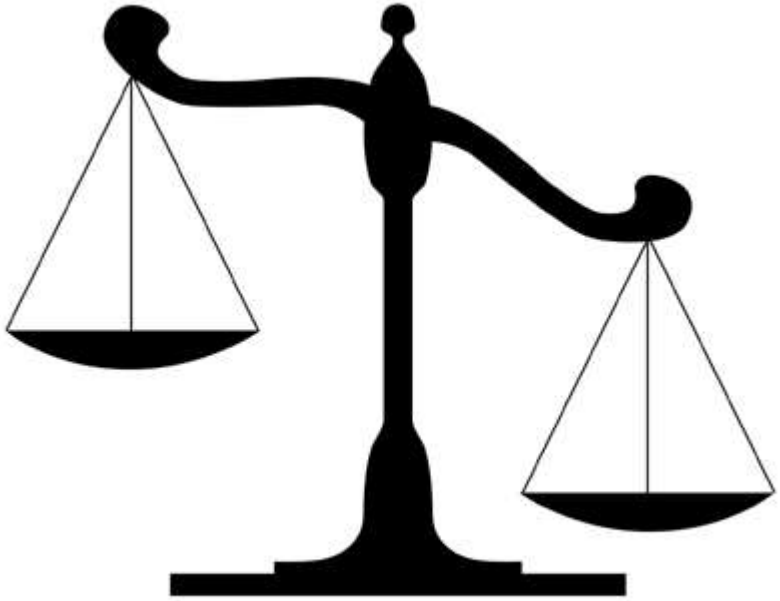
Mature brain

Long connections

(Dosenbach)

Management
Rational Vs. Emotional

Scholar Model - AV Model



The school kills the creativity

Robison, K. (2005). How creativity, education and the arts shape a modern economy

Sir Ken Robison

http://www.youtube.com/watch?v=zDZFcDGpL4U

4) Some audiovisual methodologies

How does the social media work?

- How does the audiovisual achieve this power?
- Wath is attractive to the user?
- Could we take advantage of this and make more effective our resources?

"Lectura de imagenes y contenidos" Javier Fombona (fombona@uniovi.es)

Efficacy of the Audiovisual for Competition: Marketing

(STRATEGIES to win the customer over)

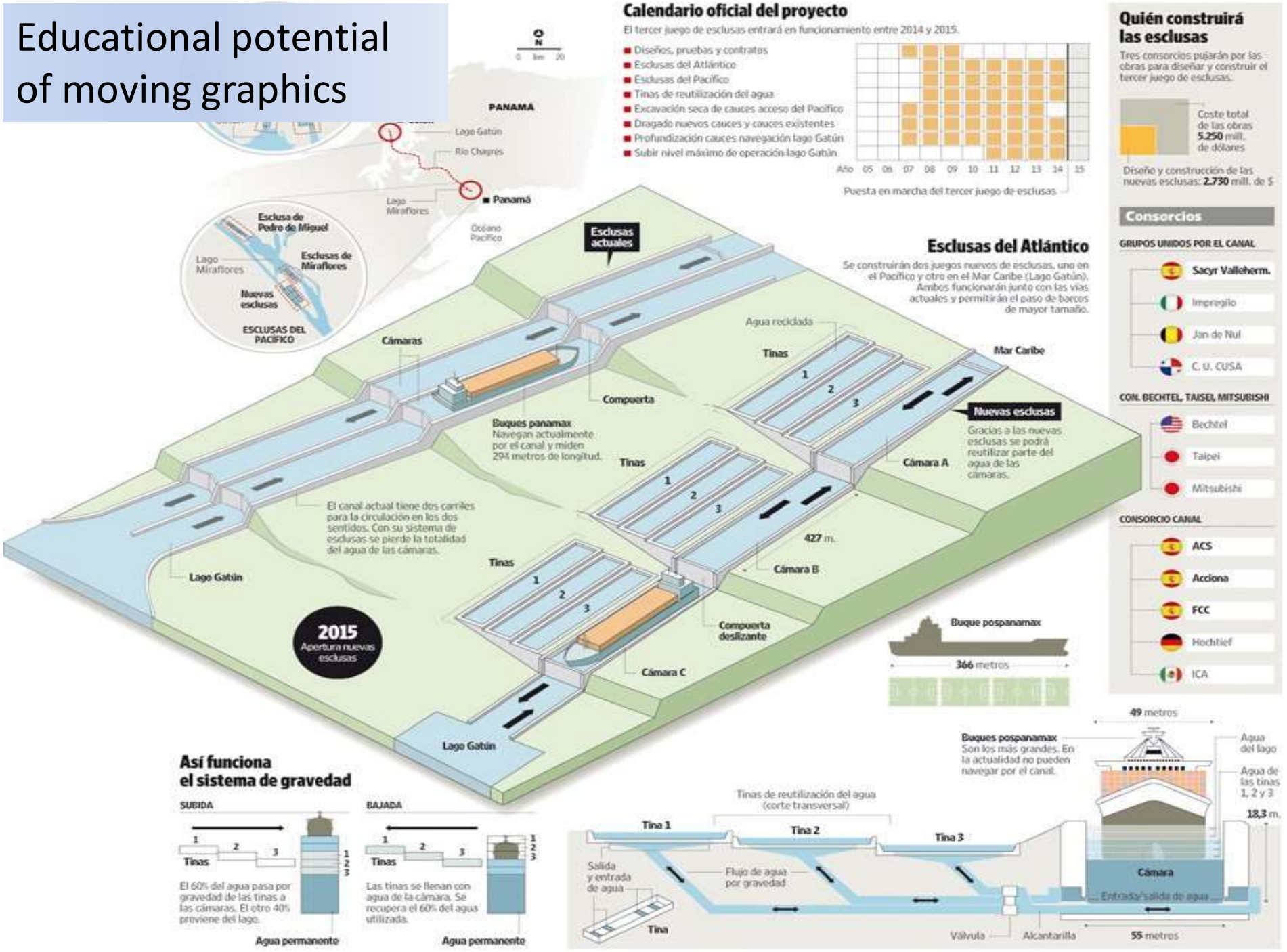
- **Planning for control the markets.**
- **Maximizing profits.**
- **Manipulating the demand.**
- **Studying the profitable profiles.**
- **Cultural colonization.**
- **Control and globalization of the markets.**
- *The product is good if people buy it.*
- Etc.

emails

Show - see –Thalamus- understand
(PPT)

write-read- understand

Educational potential of moving graphics

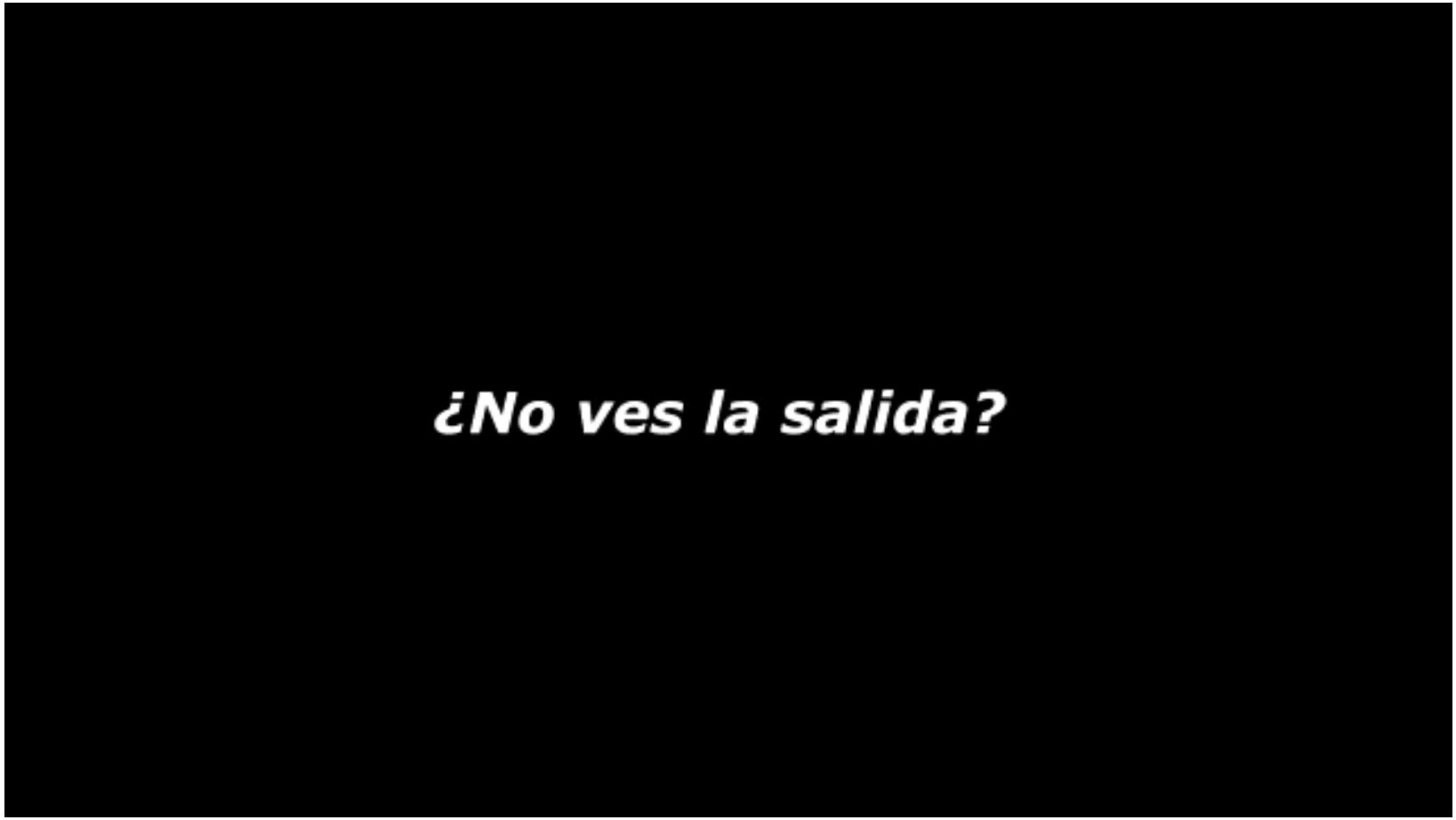


5) VideoResume: A direct utility

Multiple types and models of CV document

- Europass http://sepie.es/iniciativas/europass; https://europass.cedefop.europa.eu/es/documents/
- Resume Researcher at the University
- Resume ANECA
- Autobiography-Bioblurb-Biosketch-Biodata-Resume
- **Alternatives** from **PPT** https://www.powtoon.com/powtoon-gallery/
- Software: Office 10 PPT Record Slide Show; Camtasia Studio Soft.
- **VideoResume** http://www.tumeves.com/
- **Personal Branding Video** https://www.youtube.com/watch?v=9CkFNkHhSsI https://www.youtube.com/watch?v=MG8B87CnnkU

Video job offers
from the employer point of view



Video Resume

About the content

- 1) Your personality… a powerful start
  2) Passion / emotion: unique story, growing interest, organizing well your ideas and values, putting your exemplary tasks.
  + Always positive , anecdotal, taking care your image, self-confidence, speaking different languages, loud and clear…
  + Your actions must be constant and consistent each other.
  + Showing personal and professional strengths, “the humility wins the braggart”
  3) Summarizing main ideas, close/distant goals, what I will give and what I need
  4) Final thanks, referring to the complete CV, and “don’t hesitate to contact me”
  Diffusion specific website or network

Video Resume

How to do…

Technical means:

Recording equipment / soft,
Tripod,
Specific light,
Micro / sound,

- 3 min. Max.
- Watching to the optical camera
- To take care of your figure and background (long shot)
- To Show your hands
- To follow a script, but It must seem improvised, spontaneous, colloquial, not read all ... Etc.

VCV is a visual document where we must use visual str**a**tegies

Image variables

Analysis (reading) and composition (creation)

- Key lines
- Key Lights and darkness
- Key Colors
- Figures Size
- Height of point of view
- Elements in Space

Shape of figure

- Movement of figures
- Edition
- Timing

Movil picture

Graphics and Sound

Key features in a picture

Key **lines**

Let's look at the main lines

Let's put the lines right

Key lines (curves)

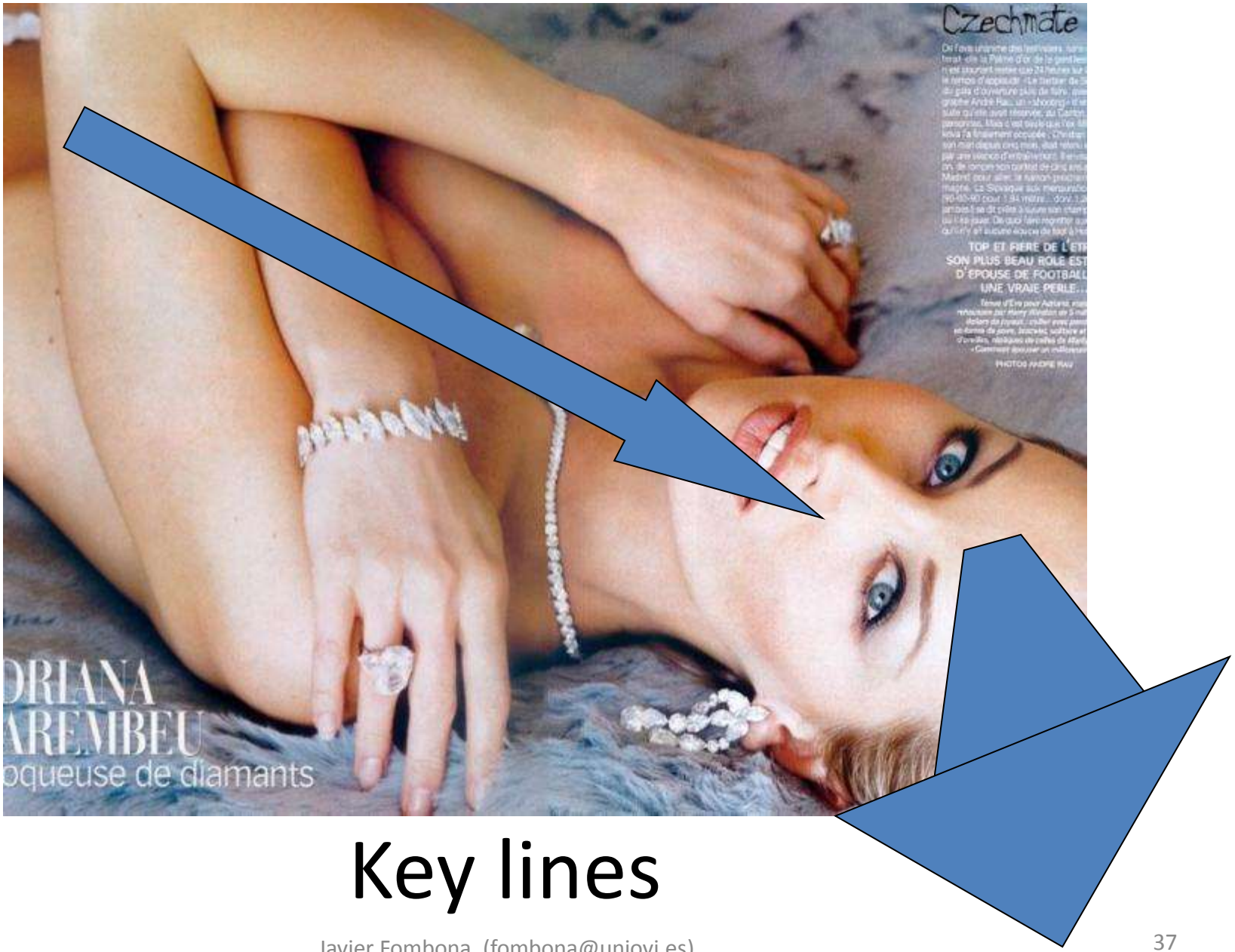
Let's look for the **Key lines**

Key lines with b/w picture

Real Key lines

Suggested key lines

Key lines (reading vector)



Key lines

Videocurriculum: are they key lines?

1

2

3

4

Key features in still picture

1 Key Lines

2 **Key Lights**

Let's see the main highlights and dark

Let's get the light and dark ones right.

side key lighting

Fill key lighting

Backlight key

Composite Key Lighting

Comparison between lighting

Let's see where we put the light and the dark
Conversion to b/w

Videocurriculum: look for problems with light / dark

1

2

3

4

Key Features in Still

picture

1 KEY Lines

2 Key Lights

3 **KeyColors**

Let's See the Main Colors

Green

reddish

KEY Color

KEY Color

Videocurriculum: Do the colors suggest something?

1

2

3

4

Key Features in Still **picture**

1 KEY Lines

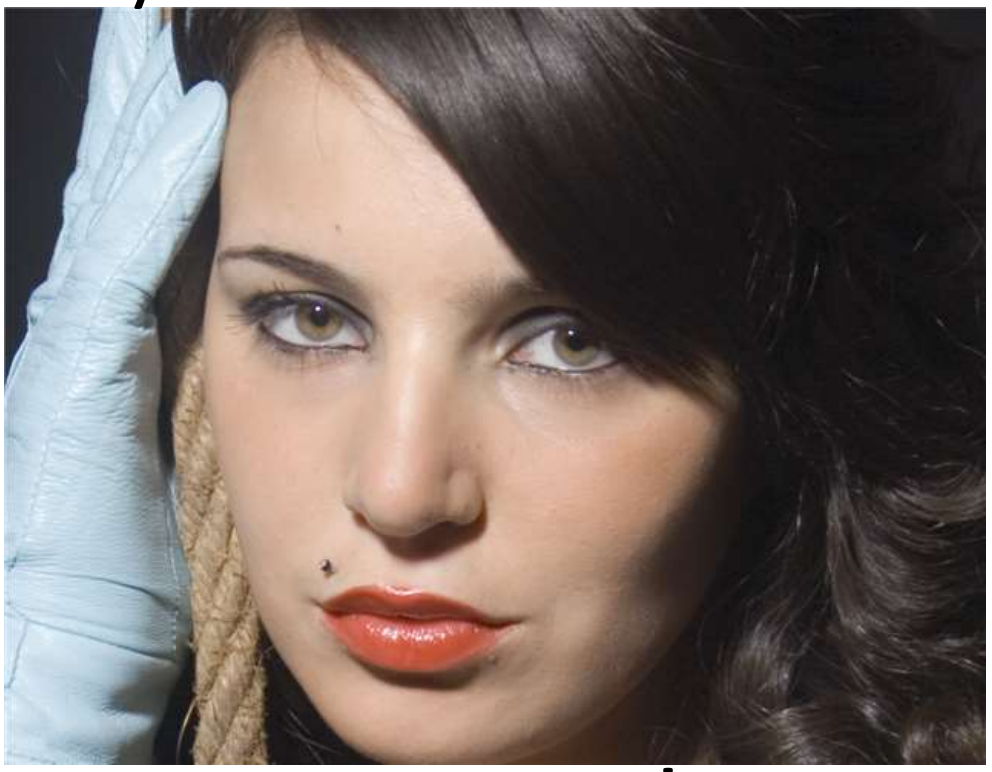
2 Key Lights

3 Dominant Colors

4 **Size of the Shape**

Let's see the main sizes

Let's highlight the sizes clearly



close-up

Longer **Shot**

Size of figure

Videocurriculum: What about the size?

1

2

4

3

Key features in still picture

1 Key lines

2 Key lights

3 Key colors

4 Figures size

5 **Viewpoint height**

Let's look at the figure from a certain height?

Let's put the figure at a certain height

Viewpoint height

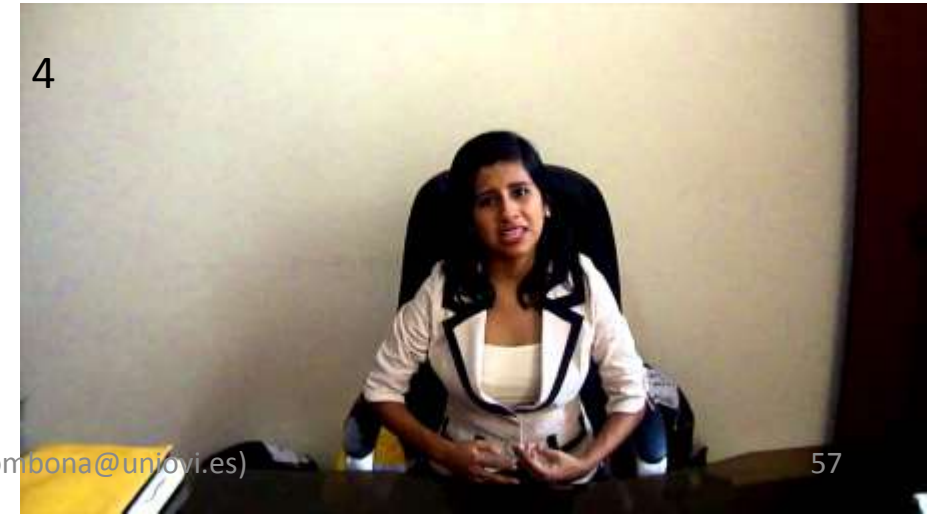
Videocurriculum: How high is the camera?

1

2

3

4



Key features in still picture

1 Key lines

2 Key lights

3 Key colors

4 Size of the figures

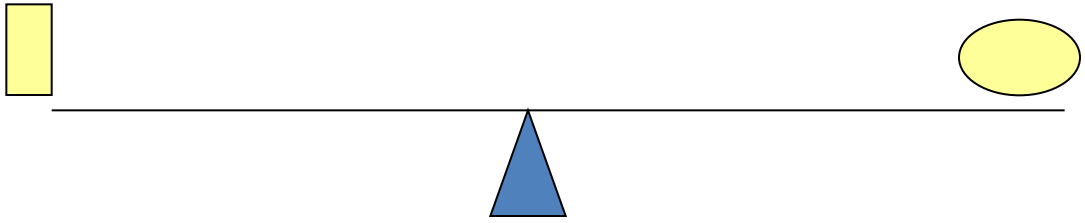
5 Viewpoint height

6 **Let's organize everything into the frame**

Observe how the figures are placed

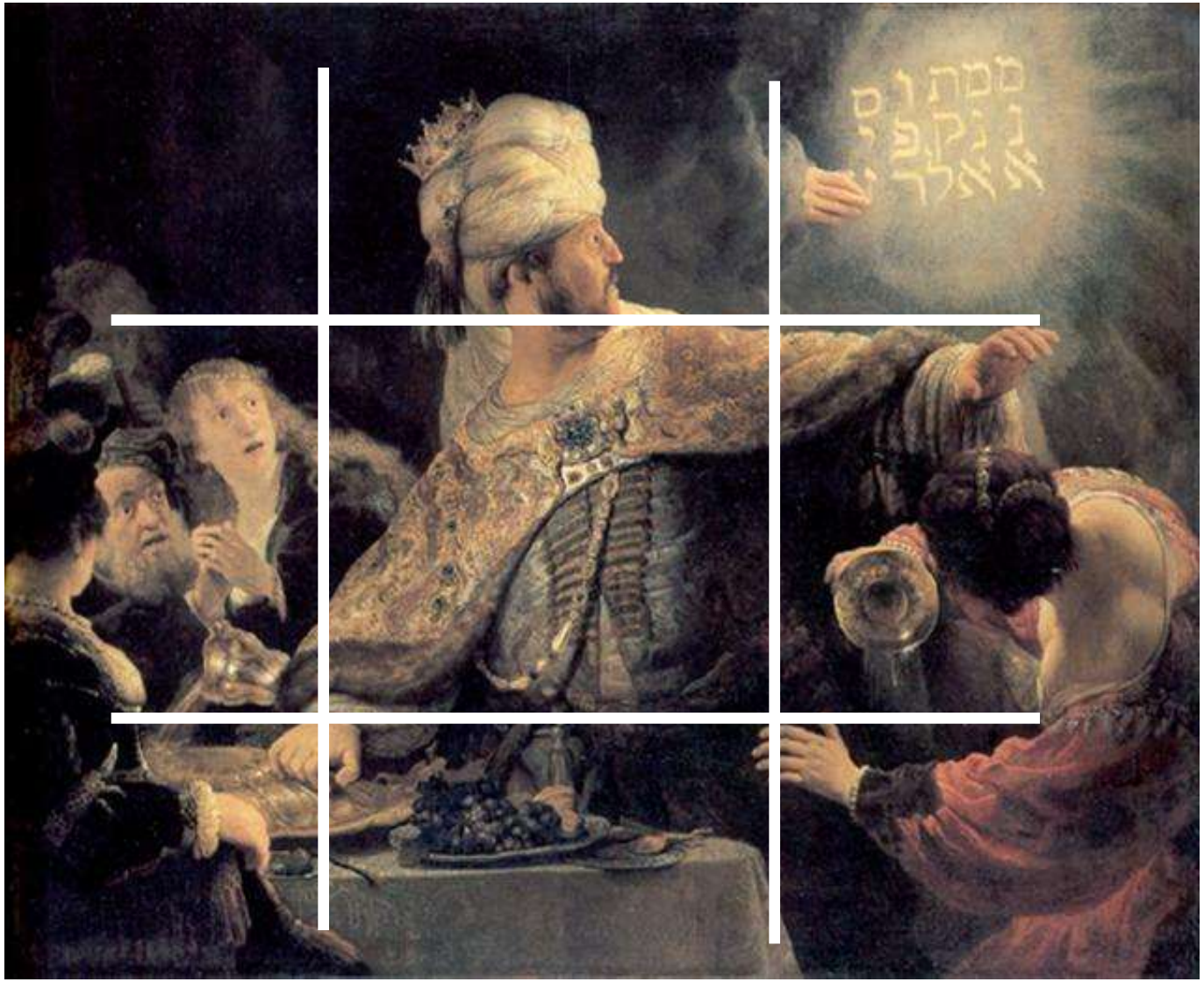
Let's put the figure inside the space

Let's organize everything in one specific space Vertical or rectangular



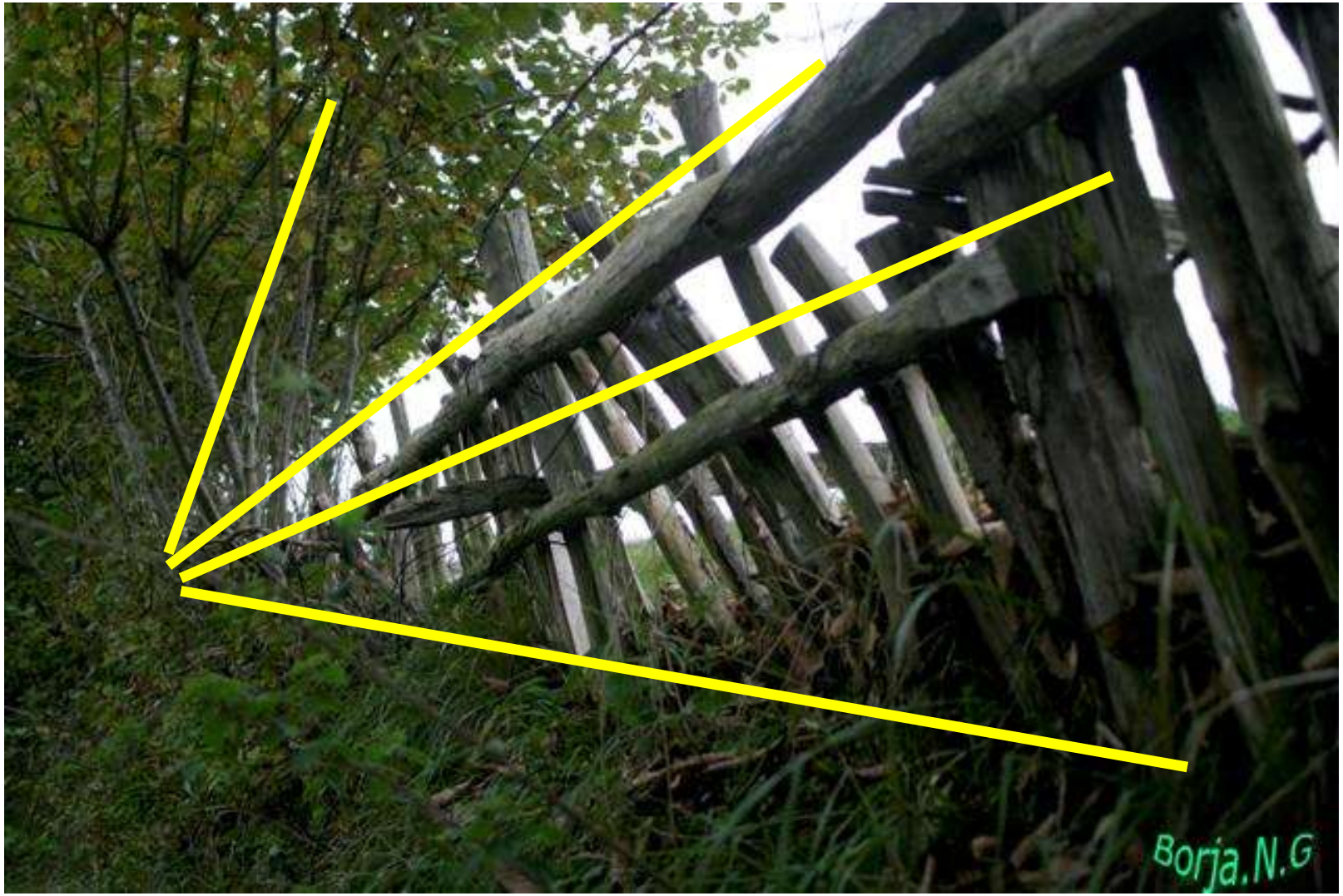
Let's seek **balance**

The axes of symmetry



Strong points at the crosses of the thirds

Rule of Thirds



Search for the third dimension ...

Videocurriculum: Format, relief, thirds, symmetries

1

2

3

4

Videocurriculum: Format, relief, thirds, symmetries …

2

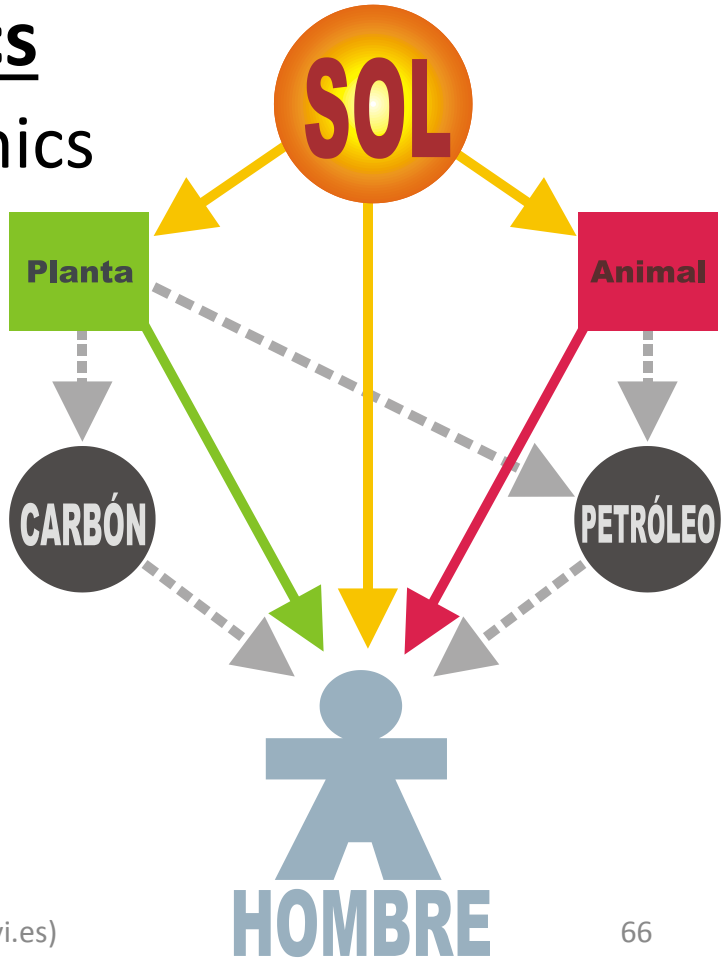
Key features in still picture

1 Key lines
2 Key lights
3 Key colors
4 Size of the figures
5 Viewpoint height
6 Let's organize everything in one space

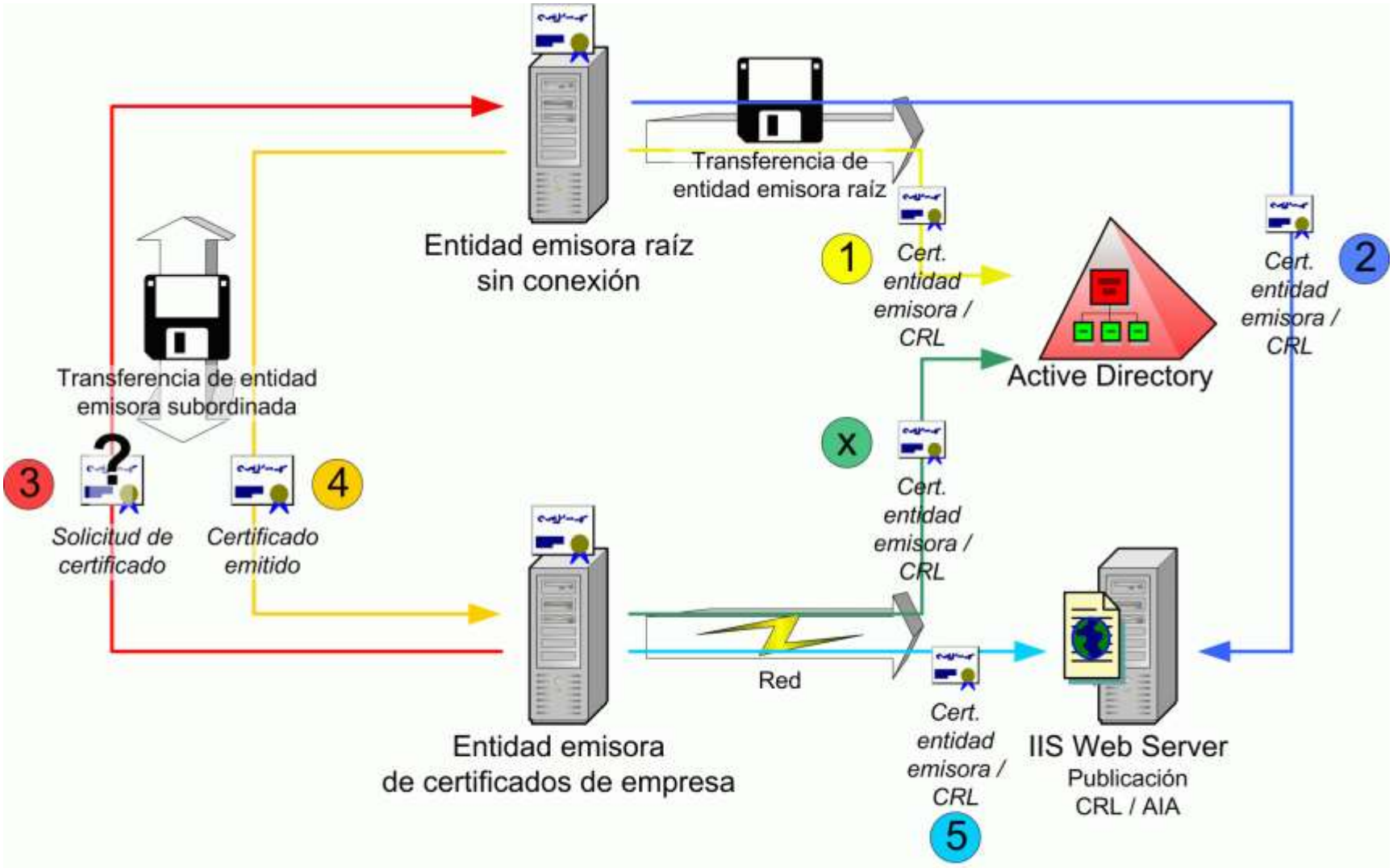
7 Sound and associated graphics

Let's see how the letters are graphics are placed

Let's put letters and graphics properly



Sound and associated graphics



X Este paso se lleva a cabo automáticamente durante la instalación de la entidad emisora de empresa.

Videocurriculum: Graphic support …

1

2

3

4

Analysis / complete reading of features that contribute to creating good figures (consensus)

Lines

Lighting

Colors

Size

Height point of view

Traits in space

Lines

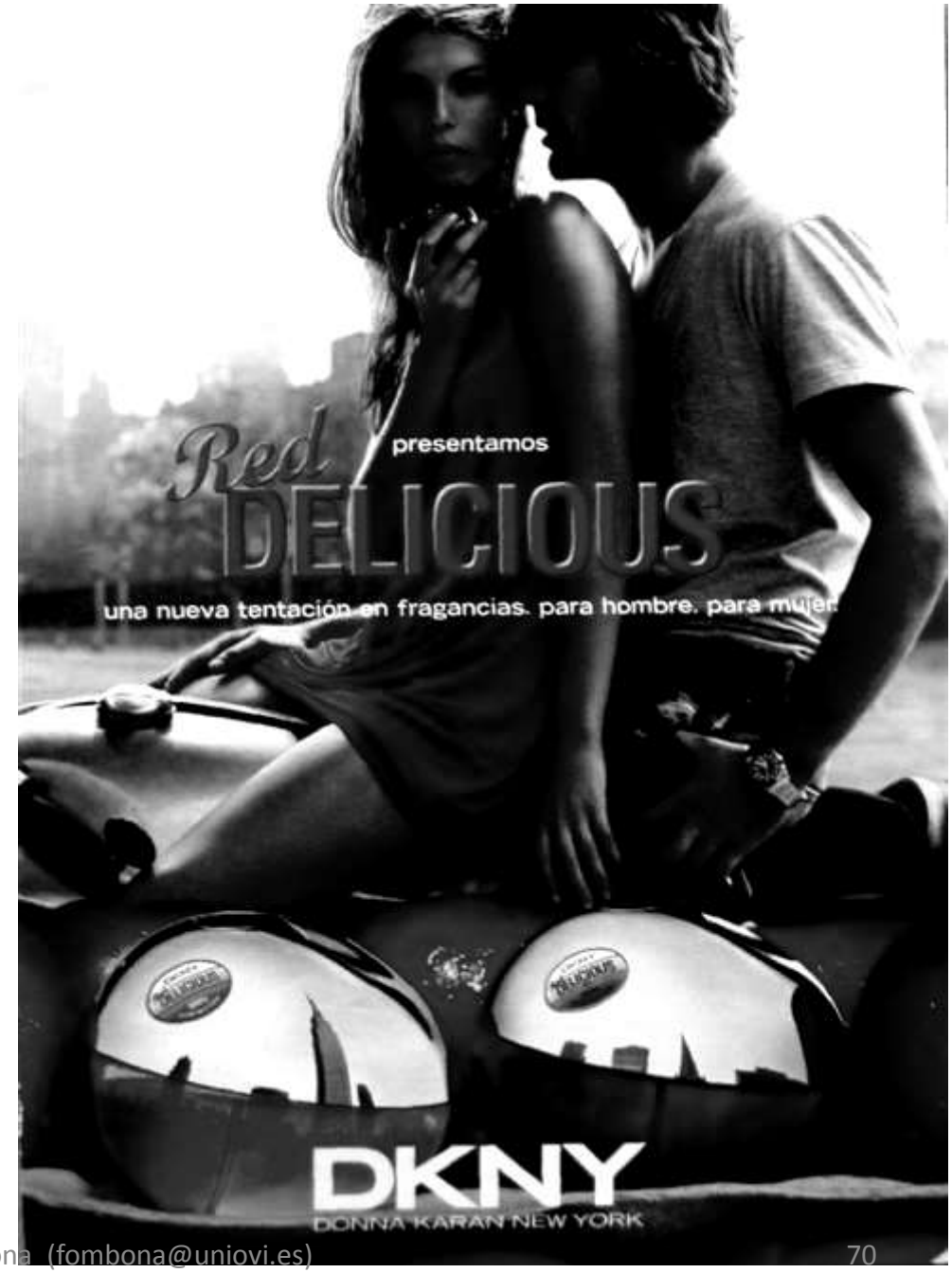
Lighting

Colors

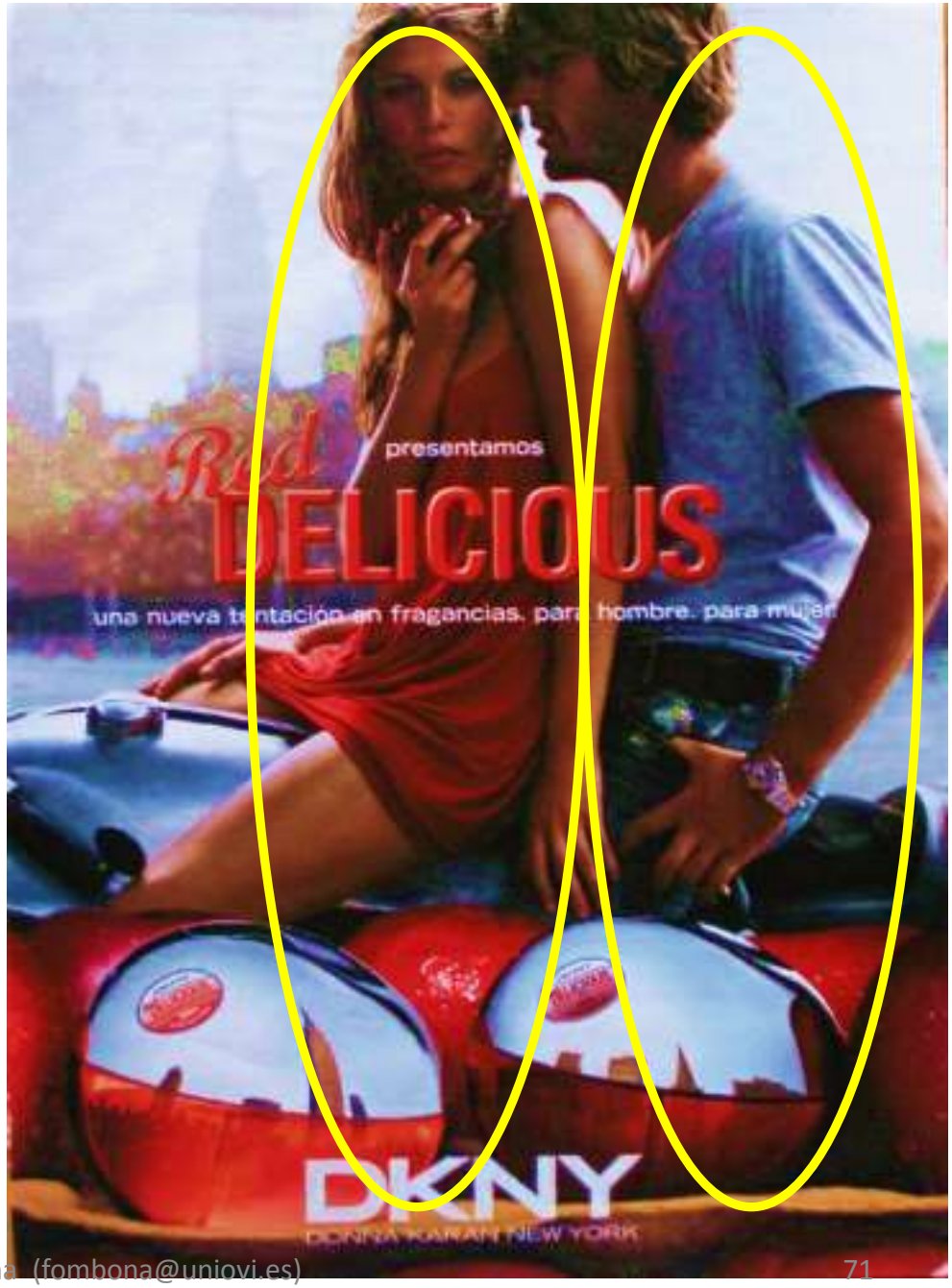
Size

Height point of view

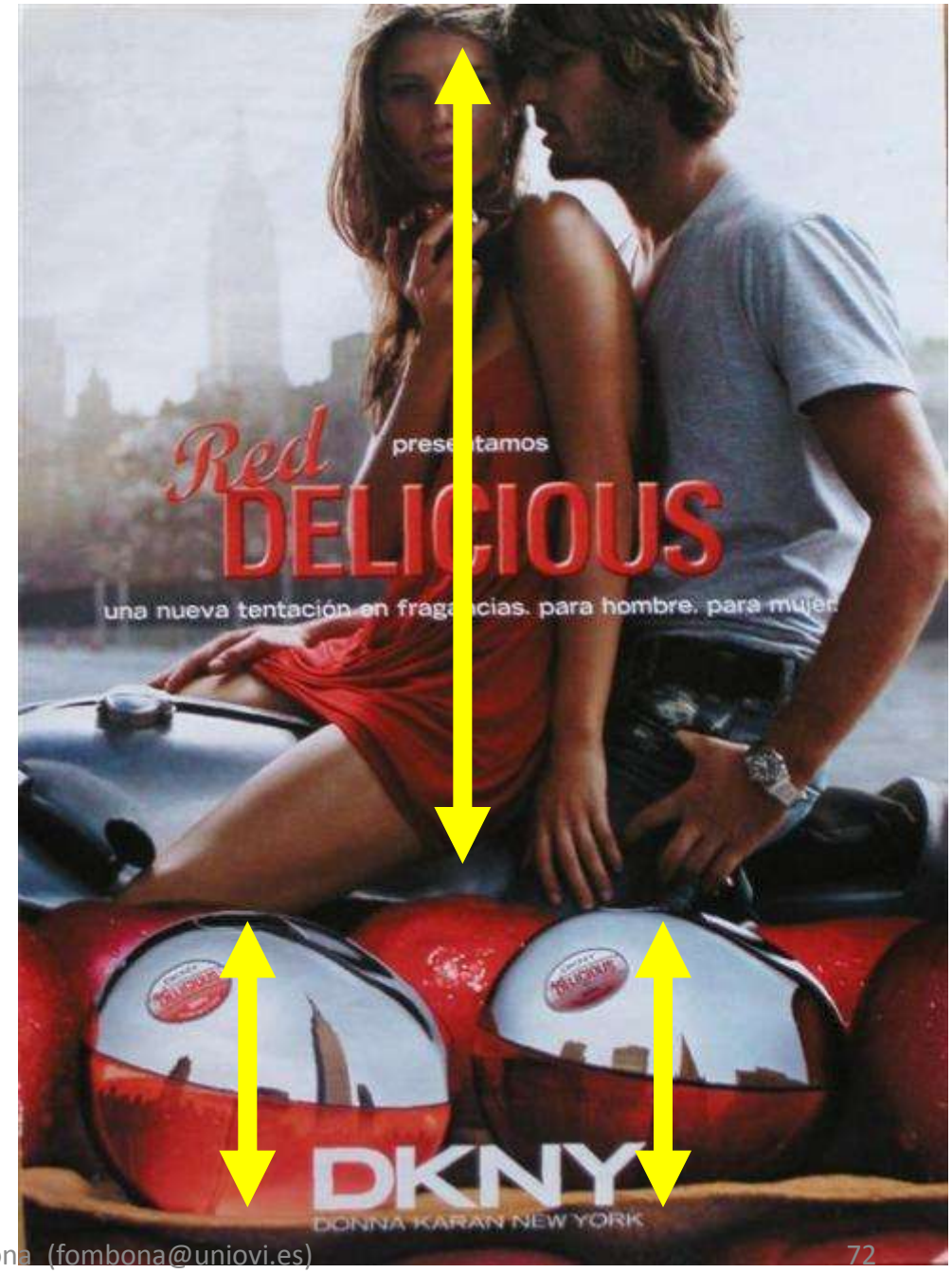
Traits in space



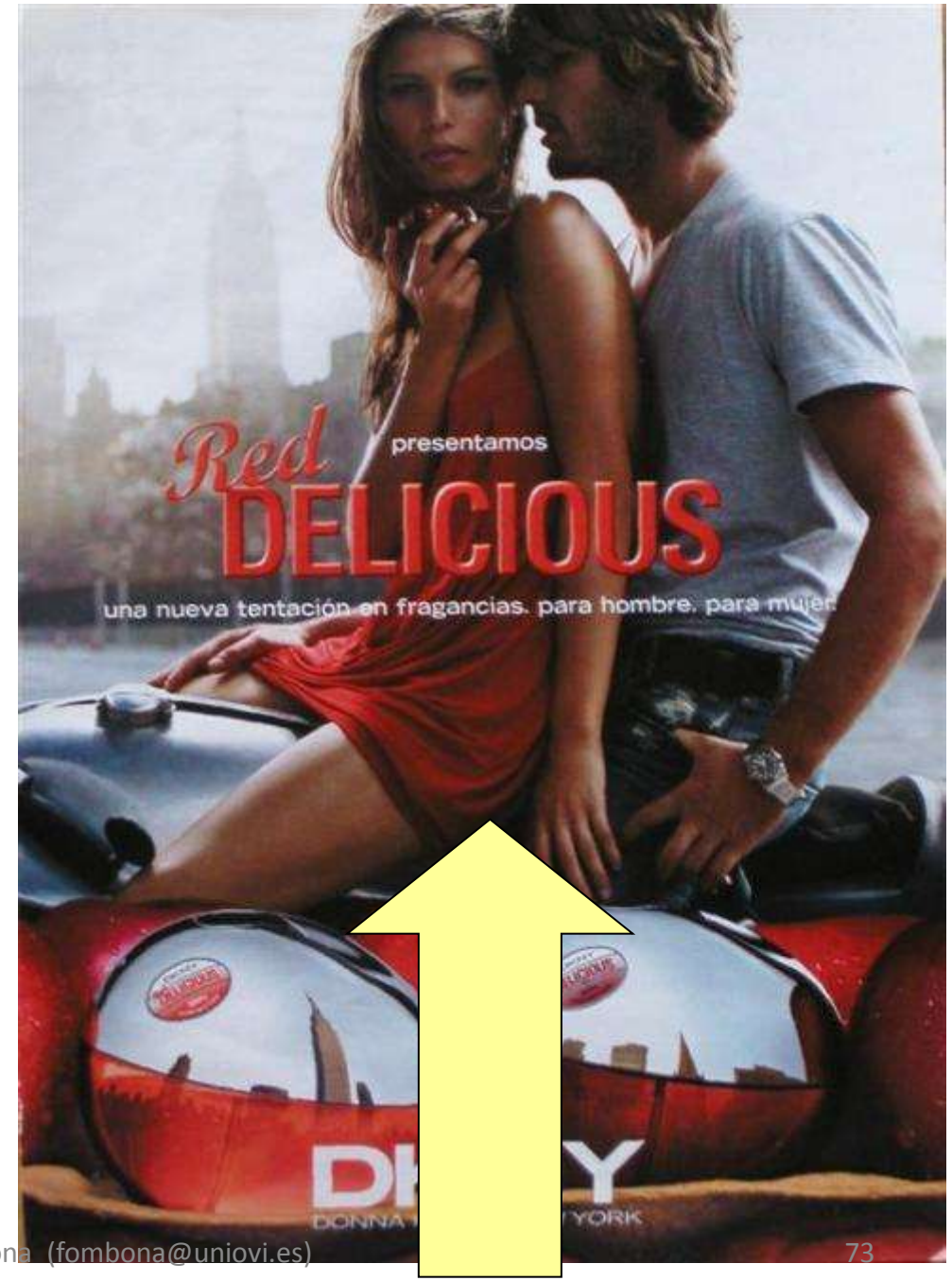
Lines
Lighting
Colors
Size
Height point of view
Traits in space



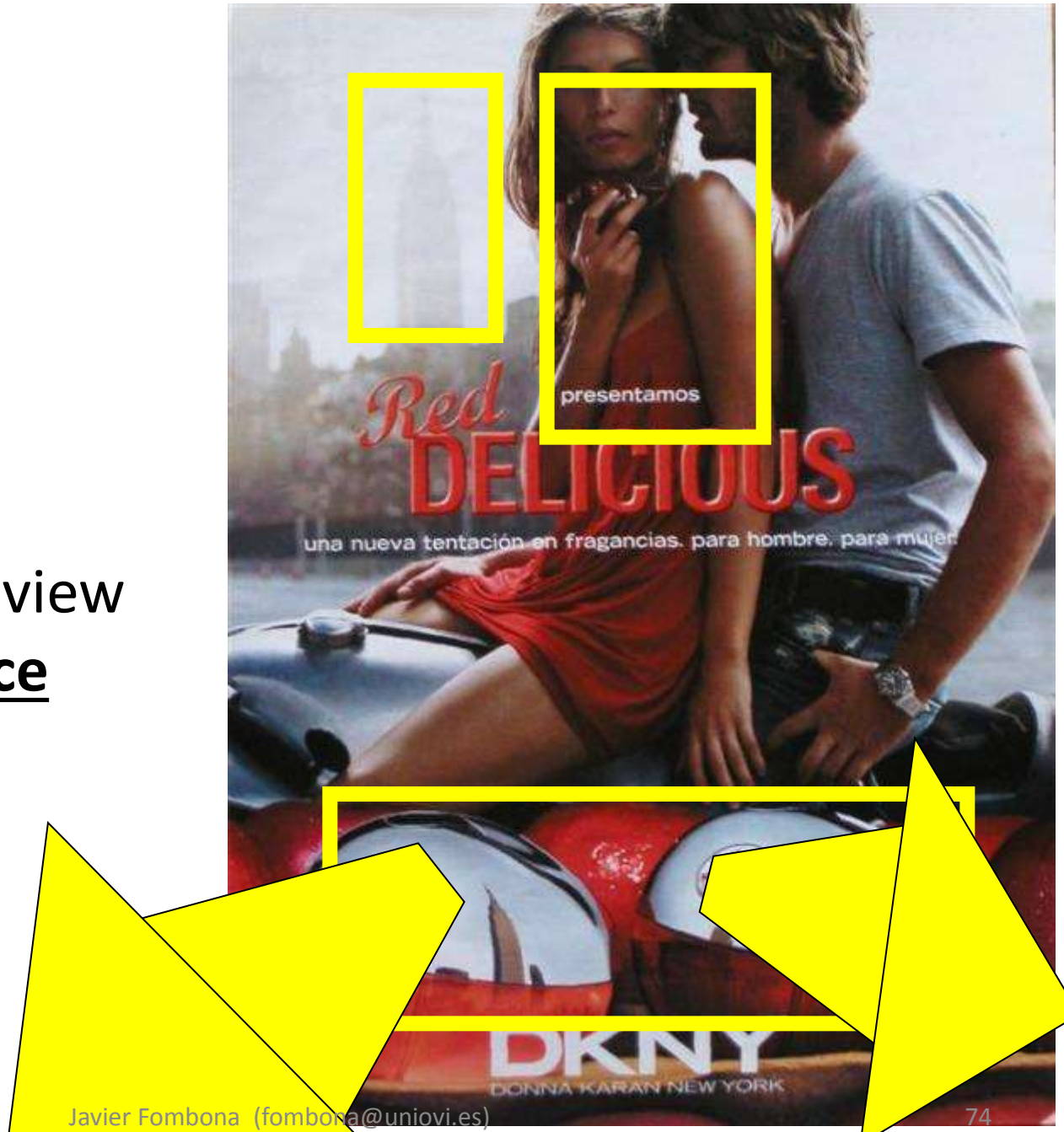
Lines
Lighting
Colors
Size
Height point of view
Traits in space



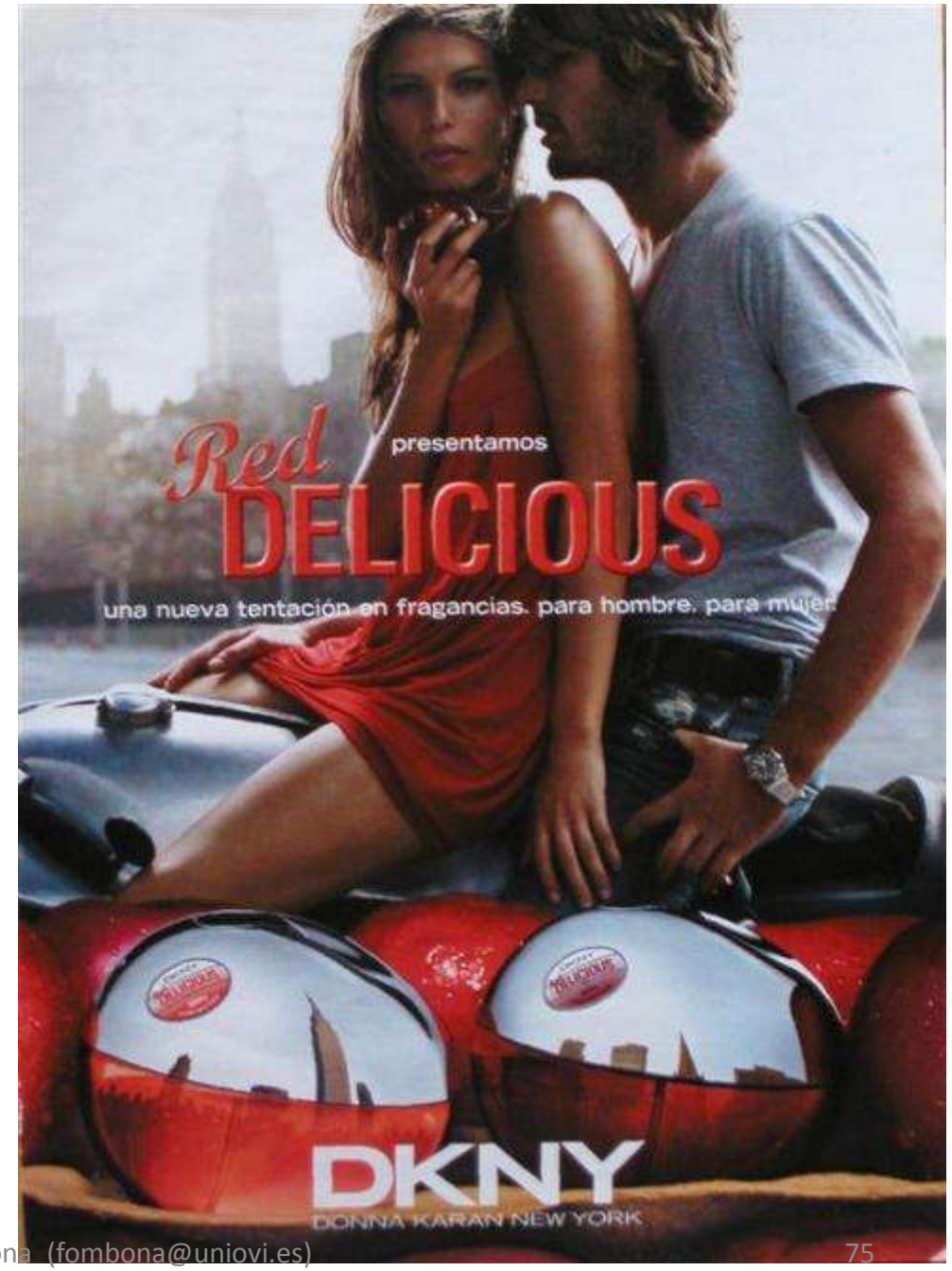
Lines
Lighting
Colors
Size
Height point of view
Traits in space

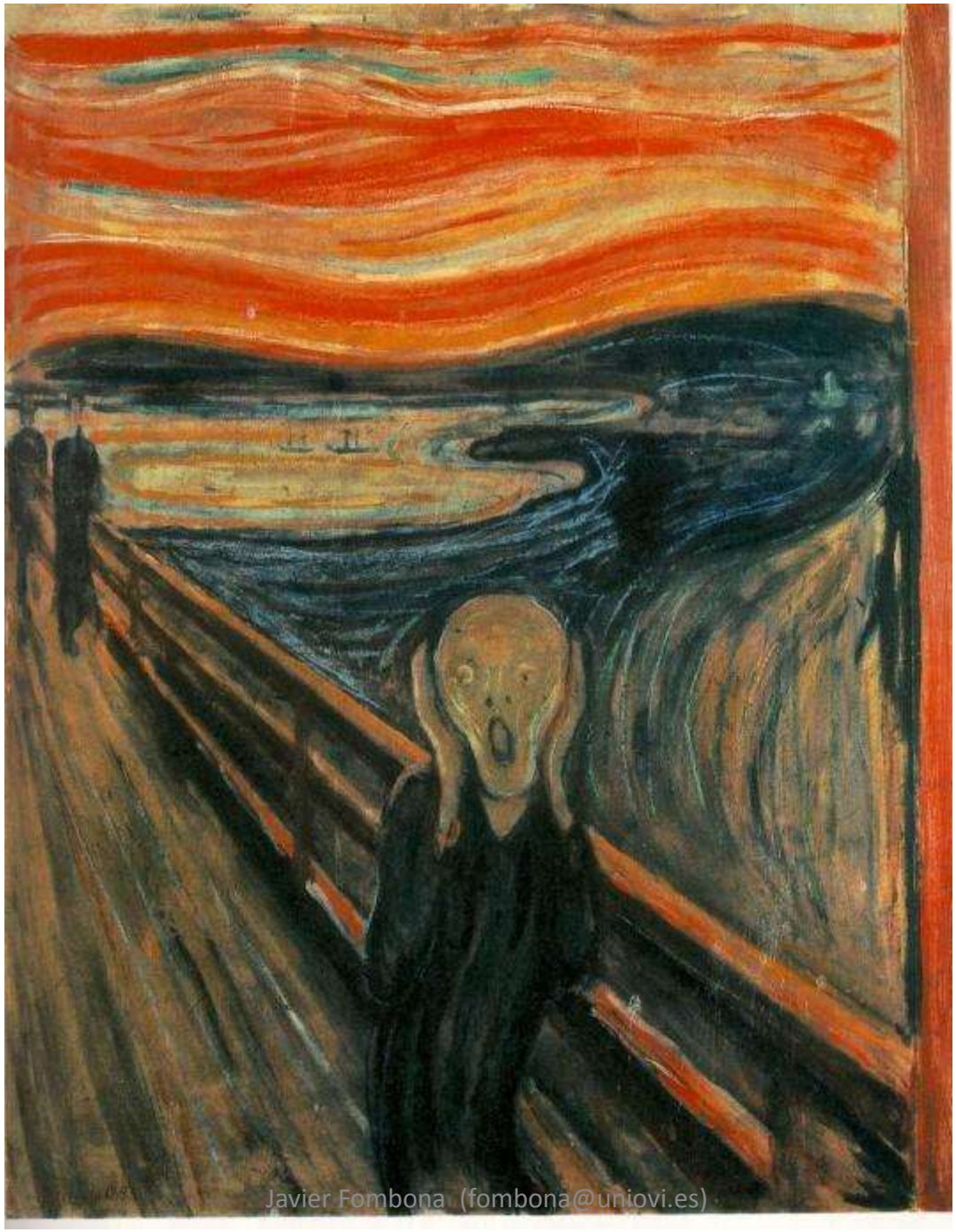


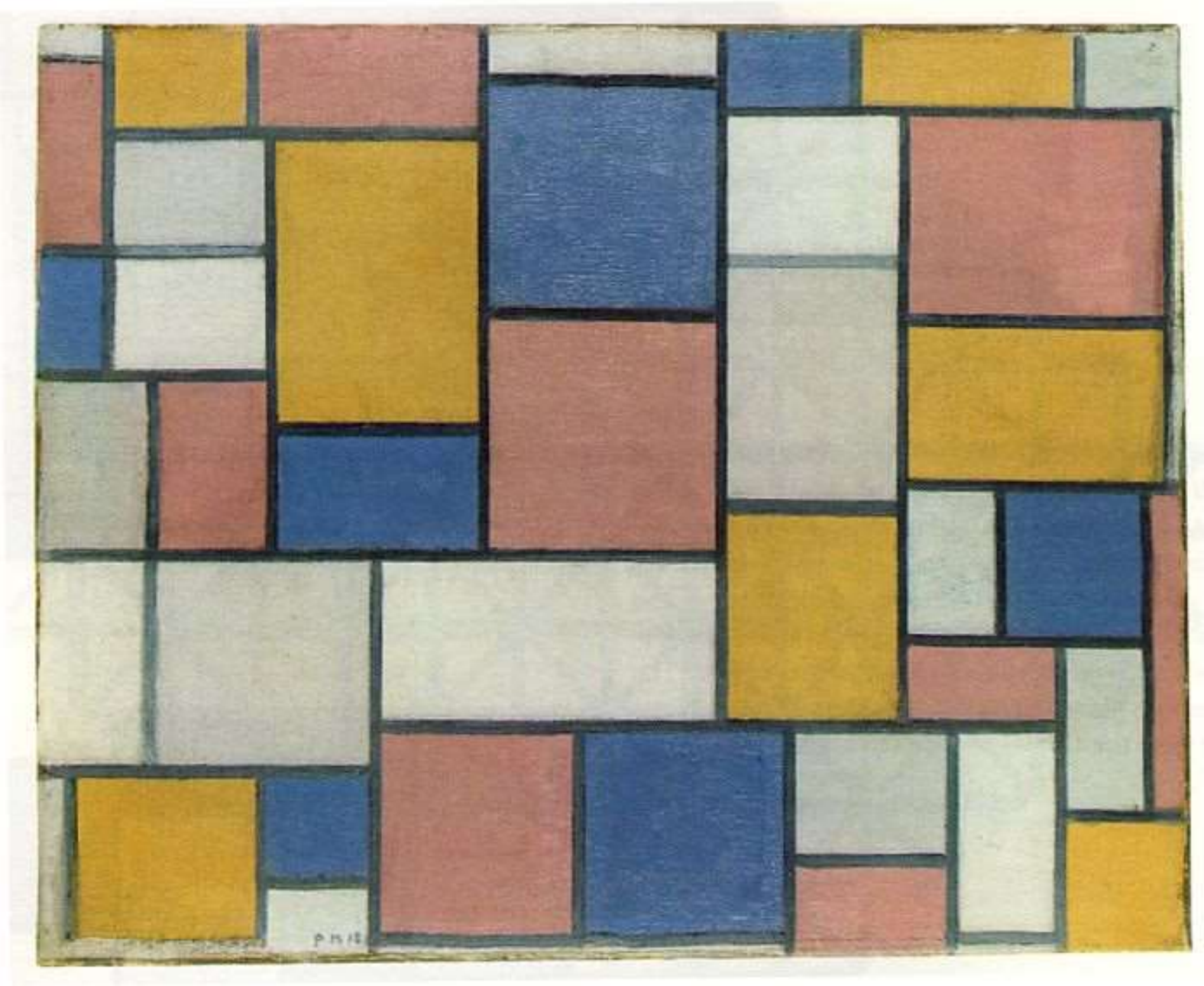
Lines
Lighting
Colors
Size
Height point of view
Traits in space

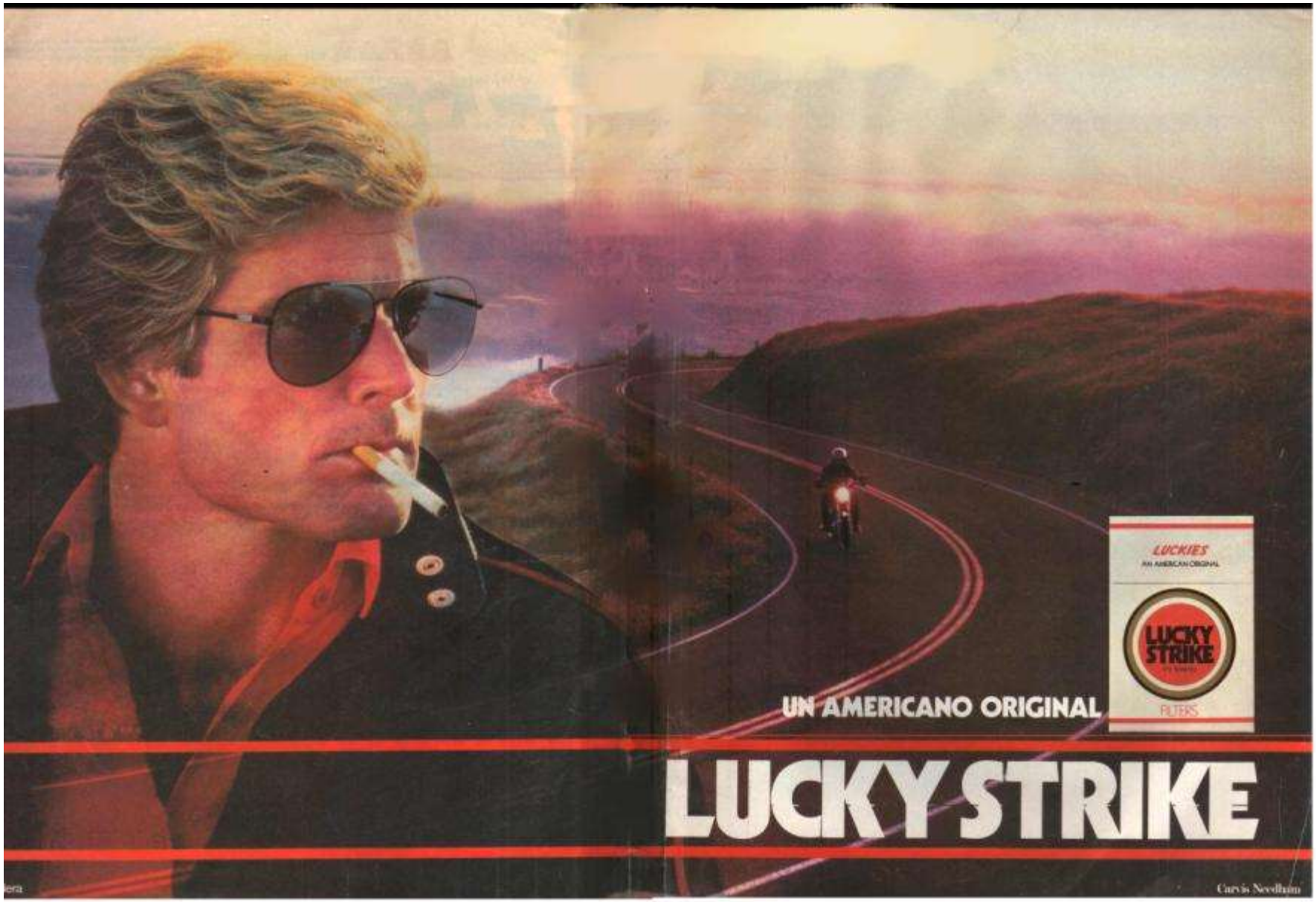


Lines
Lighting
Colors
Size
Height point of view
Traits in space
Graphics








LUCKIES
AN AMERICAN ORIGINAL
LUCKY STRIKE
UN AMERICANO ORIGINAL
LUCKY STRIKE
Carvis Needham

VCV Production
1) Smartphone Recording

Selfie

-APP argentina to produce a VCV **Tu video cv online;**

Exemples:

https://tuvideocvonline.com/p/d9f98c1ae01d422cce4a3b4eb27e53d3

How to optimize your recording from your mobile phone

https://www.youtube.com/watch?v=Hb9GSJwNg74

VCV Production
1) Smartphone Recording

Doc.mp4
1min.
24 mb 648x480 L.res.
90 mb 1270x720 H.res.

VCV Production
1) Smartphone Recording

2) PC Recording

- Recording with some software (eg. MyCam) Doc.AVI and editing video (eg. Movie Maker)
- WEBS making ON-LINE eg. VCV: https://www.yovijob.com/ recording topics, editing and release.

Doc.AVI
1min.
320 mb 648x480 L.res.
400 mb 1024x768 H.res.

3) Recording on Video Camera

Doc.MTS
1min.
40 mb 10440x1080 H.res.

3) Recording on Video Camera

Doc.MOV
1min.
50 mb 648x480 L.res.
180 mb 1920x1080 H.res.

Prompter

=

Watchingg optical camera

Teleprompter con Word

1. Cambia a negro el color de la página en la pestaña Diseño página.

2. Engancha el texto, modifica el tamaño y el color a blanco.

Video
Currículum

Size / File Formats

Definition / format For 1 min. doc.	WMV (PC)	mp4 (Smartphone)	MTS HD cam	MOV (QuickTime)	AVI (Video)
Midle 648 x 480 L.res.	**6 Mb**	**24 Mb**		**50 Mb**	**320 Mb**
Good 1270 x720 H.res	40 Mb	90 Mb	40 mb 1440x1080	180 Mb 1920x1080	400 Mb

Video Currículum WEBGRAFÍA

How to Get Comfortable on Camera https://www.youtube.com/watch?v=ymyVwx4xNNQ

- El mensaje claro y espontaneo (vídeo 1): https://www.youtube.com/watch?v=hfVVWtnoESg
- Imagina que delante está un amigo (vídeo 2): https://www.youtube.com/watch?v=-1Y5F6uXSXI
- Frases cortas y sencillos (vídeo 3): https://www.youtube.com/watch?v=oUezuLAQMQs
- Usa lenguaje corporal (vídeo 4): https://www.youtube.com/watch?v=qyyf8d47H8Y
- Cambia el voz, tono, pausas, subraya, y ritmo (vídeo 5): https://www.youtube.com/watch?v=CpLt1QBUwGY
- La sonrisa ayuda (vídeo 6): https://www.youtube.com/watch?v=ASUxii8Qzqg
- Saluda y despide (vídeo 7): https://www.youtube.com/watch?v=zRVdhZbXUos
- Calienta tu voz (vídeo 8): https://www.youtube.com/watch?v=I7uj_rd70OY
- Prepara tu cuerpo (vídeo 9): https://www.youtube.com/watch?v=YbZ5XfXwidQ
- Planos y espacio (vídeo 10): https://www.youtube.com/watch?v=rW6Z9Dxjp30
- Las 5 claves para seducir a tu público a través de la comunicación no verbal: https://www.youtube.com/watch?v=mAD8MebZB5g

Ideas https://videolean.com/video_templates/table-style

http://www.videoscribe.co/tour 7 dias gratis

- Si no has utilizado nunca un editor de vídeo, podrías usar los siguientes:
  - Movie maker (Windows): https://www.youtube.com/watch?v=YXEksrnUDzU
  - iMovie (Mac): https://www.youtube.com/watch?v=vMO8sjsw1Qc

Your Video Currículum Production

IDEAS

Content

1- To specify the main professional traits / strengths
2- To specify the main personal traits / strengths
3- To organize information
4- To summarize main ideas (goals / short / long term needs)
5- To indicate basic data (complete identification and contact)

Video and audio shape

1- To take care of the separation between figure and background (Light/dark, sizes, colors, dominant lines, height point of view, and spatial ordering)
2- Adequate duration
3- To include emotional elements
4- To separate main sound and background
5 - Consistency of contents and forms

Thanks a lot!