



# GUIDE TO MAKING A CASE STUDY VIDEO

Thank you for offering to make an inspirational video to support Arts & Humanities students who are considering all that comes next after graduation.

The aim of the video is to provide a series of case studies and inspirational role models that demonstrate range of different career pathways for Arts & Humanities graduates. We are especially interested in stories where individuals working in the creative industries have followed career pathways that were not predefined or did not follow a linear trajectory.

This will be really useful for students who are currently studying Arts & Humanities subjects at University and are unsure of what career to follow once they have graduated.

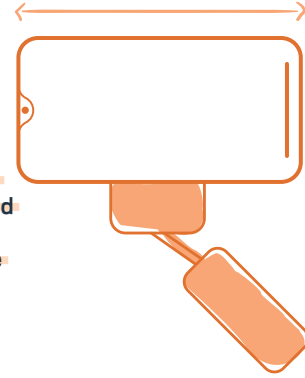
This videos will form part of a wider body of resources designed to support and encourage the development of enterprise in the arts.

We are grateful for your contribution and your video will be made available to students at UWTSD and form part of the European Erasmus + Arts and Humanities Hub online platform.

# FILMAKING GUIDELINES

## materials

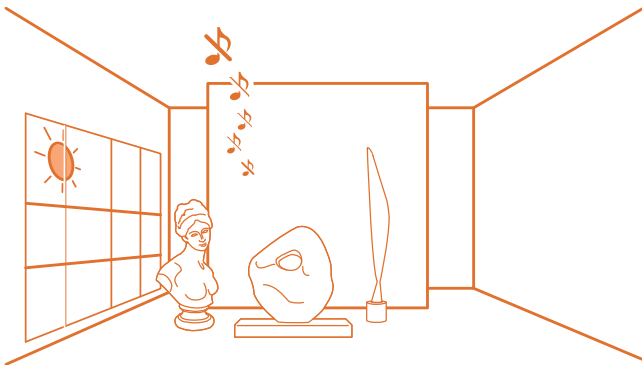
- You don't need a camera or any fancy equipment to make your film, just a phone camera is fine.
- If you use your phone please make sure it is in landscape format.



- Get someone else to hold the phone for you to make the recording, or find somewhere to prop your phone and use the 'selfie' mode.

## scenario

- Make sure you are somewhere quiet with no background noise and position yourself as close enough to the camera's built in microphone to record your voice clearly.
- You will need to ensure your video is taken in clear even lighting with no hard shadows. Natural lighting works best.
- Consider the background you would like to use. This might be your place of work, your studio or a neutral office space. It is preferable if the background setting makes some reference to your work.
- Please make sure there are no distracting background noises and your audio is clearly recorded.



## presenter



- We would like a three quarters view of the presenter, cropped to around the waist.
- Please ensure that the top of your head set in the top third of the screen. You can stand, sit or have a desk in front of you if you would prefer.

## video

- Speak slowly and clearly.
- The video should be no longer than 7 minutes.



# CONTENT GUIDELINES

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- Name.
  - Describe your activity/work/project.
  - Describe the path you took to get from university to your current role – what were the biggest challenges and how did you overcome them?
  - When you reflect on your education and training, what were the gaps in terms of preparing you for becoming a professional? And what were the most important skills that your education gave you to enter the job market or start your own project?
  - What “top tips” would you give arts and humanities students who are about to start their professional path?

## TO SUBMIT

Please forward your company logo if you would like it included on the video.

- Please send your completed video and video log sheet to:

[www.artshumanitieshub.eu](http://www.artshumanitieshub.eu)



This work is projected and realized by UWTSD and UPTEC within the Arts and Humanities Entrepreneurship Hubs project ([www.artshumanitieshub.eu](http://www.artshumanitieshub.eu)) and is released to the public under a Creative Commons Attribution-ShareAlike 4.0 International license ([creativecommons.org/licenses/by-sa/4.0/](http://creativecommons.org/licenses/by-sa/4.0/)).

