



DYNAVERSITY

*DYNA*mic seed networks for managing European *di*VERSITY

Grant agreement n°: 773814

H2020 – Coordination and support action

D5.4 Design of 10 videoscribes

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Project start date: November 1st, 2017 **Duration:** 36 months

Work package concerned: WP5

Concerned work package leader: Elisabetta Tola

Dissemination level:

PU: Public (must be available on the website)

CO: Confidential, only for members of the consortium (including the Commission Services)

CI: Classified, as referred to in Commission Decision 2001/844/EC

Introduction

Dynaversity communication strategy includes the production of communication products to be used in different contexts and therefore designed and developed using innovative formats in order to reach a very broad range of target groups.

Among the various products, ten 2-min long videoscribe animations are to be produced to explain and exemplify key concept and experiences drawn from other WPs.

The videoscribes are going to be published in English on the project website in the next few months, vehiculated and shared online through the project's YouTube channel, distributed to media and other selected socially active players, such as farmer associations and groups.

The videoscribes are easy to share, effective to use as a stand-alone product as well as part of a face-to-face activity, of a training day or any other public event.

They are also easy to translate, given their predominantly graphic format, and thus can easily be circulated in all partners' countries as well as in other regions, if partners are interested in having a translated version for use during their public events, field days and training activities.

1. What is a videoscribe

Videoscribes are videos that explain concepts and topics or present a story by means of graphics (“_scribes” refers to the simulation of the process of drawing by hand, that was present in the first videos produced with this technique).

They can be produced through a selection of different techniques, such as stop motion, animating a drawing performed digitally or directly on paper and, finally, through special softwares that use and animate pre-made design, icons and images.

Two different examples of videoscribes produced using different techniques are:

- a. <https://www.youtube.com/watch?v=PPtogmbzoQo> - produced using a software tool
- b. <https://www.youtube.com/watch?v=uSpd943CpLg> - drawn by a designer and subsequently animated through a software tool

2. Dynaversity videoscribes - technical and conceptual choices

Dynaversity videoscribed are meant to be max 2 minutes long, with an audio comment. This solution, rather than using a written text in the drawing, allows for easy translation and reproduction in different languages without having to multiply the post-production phase and thus making the entire process more flexible.

Our videoscribes are produced using a mix of design techniques: a selection of icons and images come from digital platforms and are blended with original design prepared by the communication team graphic designer. This way it is possible to customize the drawings and make them more reflective of the diversity of cultures, situations and concepts that are the core of the videoscribes. The video format chosen is suitable for providing an overview of a topic, showing its complexity and its relationship with other concepts and stimulating curiosity and the desire for further information. The graphic underlines the important passages of the audio and helps to fix the key words.

Workflow of videoscribes production. Ten concepts, drawn partially from the work done in WP1 and WP2 and from discussions within the Dynaversity editorial committee have been defined and selected.

A first demo has been produced with a temporary audio and circulated among the editorial committee to collect feedback, adjustments and ideas.

After that, for each concept the writing phase starts. Writing the text goes hand in hand with the creation of graphic boards, so a storyboard is built. Each storyboard is drafted and shared with the editorial committee in an iterative process to make sure all conceptual and textual corrections are made before going into the design phase.

Once all the 10 scripts have been approved, the design phase starts, in order to produce a repository of images and icons that can eventually be used in more than one video to give consistency and identity to the entire package.

Once the audio has been recorded, the animation is actually built using the graphic boards, which will be composed gradually accompanying the narration. The use of graphic images facilitates the representation of abstract and complex concepts.

Before finalizing the videoscribes, one last round of corrections to the designs and storyflow are made by the editorial committee only to make sure no mistakes are made.

The finalized videoscribes are distributed through the project social media and sent, via WeTransfer, in higher quality, to each partner for use at local events and during training activities.

3. Topics that are covered by Dynaversity videoscribes

During the past few months, we have conducted an initial brainstorming within the editorial committee on more than 15 topics, drawn from the concepts yielded by WP1 and WP2, namely the basic concepts around in situ, ex situ and on farm conservation as well as the cultural, political, socio-economic aspects of PGRFA conservation, the mapping of key actors and stakeholders and the description of networks and development of partnerships. After two rounds of online consultations, a list of ten topics has been finalized and is currently being used to proceed from the design of the video-scribes to the actual production and post production phase, which will be completed within the end of the second year of the project.

List of proposed topics

- 1) Genetic erosion
- 2) Heritage/loom/local variety
- 3) Participatory breeding
- 4) Seed systems
- 5) Seed networks
- 6) Food quality
- 7) Mixture/Populations
- 8) Neglected crops
- 9) Farmers rights
- 10) Natural parks and agriculture