



Guide on Video Creation



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1. Introduction

This guide is designed to help you—as an adult trainer—support learners with limited digital skills in creating simple, meaningful videos. Whether your learners are migrants, seniors, low-literate adults, or people with little technology experience, this resource equips you to build their confidence and guide them through every step of the video creation process.

Why Video Is a Powerful Tool for Storytelling and Cultural Sharing

Video is more than just a technical skill—it's a **powerful form of expression**. For many learners, especially those who struggle with reading or writing, video can:

- Help **communicate ideas visually and emotionally**
- Support **personal storytelling and cultural preservation**
- Strengthen **self-confidence** and digital engagement
- Create opportunities for **connection and visibility**

In community learning and inclusion contexts, video is also a **bridge between generations, languages, and cultures**.

As a trainer, you can use video creation to spark creativity, conversation, and empowerment—whether it's recording a recipe, a local tradition, a life experience, or a message to future learners.



What You Will Learn to Support

This guide will help you lead your learners through:

- Understanding and choosing basic equipment
- Structuring a simple video message
- Practicing storytelling techniques
- Recording using a smartphone or tablet
- Performing basic video editing using free tools
- Exporting and sharing videos safely and effectively

You don't need to be a professional filmmaker or tech expert to lead this process. The focus is on **practical, low-barrier methods** that make video creation accessible to everyone.

No Expensive Equipment or Advanced Skills Needed—Just Willingness to Explore

One of the key messages for both you and your learners is: **start where you are, use what you have**.

You'll help learners discover that:

- A smartphone is enough to create a meaningful video
- Free tools and simple methods are available
- Mistakes are part of the learning process
- Their personal voice and message are what truly matter



Trainer's Role

Your role is to:

- Provide encouragement and reassurance
- Create a safe and inclusive space for expression
- Break the process into manageable steps
- Offer guidance, patience, and celebration of progress

This guide offers the structure, tips, and tools to support you in that role.

Let's begin the journey of helping learners **find their voice and share their stories through video**.



2. Equipment

As a trainer, your role is to help learners understand that **video creation is possible with basic, low-cost tools**—often with what they already have at home. This section gives you practical advice on how to guide learners in choosing and using simple equipment for video production.

2.1 Basic Equipment

These are the minimum items needed to record a simple, effective video. Most learners already own or can easily access them.

Smartphone with a Camera

Most modern smartphones (from the last 5–7 years) have built-in cameras that are more than enough for beginner video production.



- Encourage learners to use the **rear (main) camera** for better video quality.
- Remind them to **clean the camera lens** before filming.
- Ensure phones are **fully charged** or connected to power.

Headphones with Built-in Microphone (optional but helpful)

While not essential, these can greatly improve audio quality, especially in noisy environments.

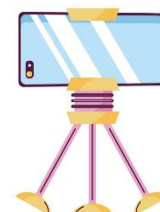
- Ask learners to test both with and without headphones to compare sound quality.
- If learners don't have headphones, advise them to record in a **quiet space** and speak clearly.



Tripod or Stable Surface

A steady camera is crucial for watchable videos.

- Show learners how to improvise with what they have: a **stack of books, a mug, or a box** can be used to keep the phone stable.
- If your training space has **mini tripods**, let learners try them to build confidence.



Good Lighting



Natural light is best and costs nothing.

- Demonstrate how standing **in front of a window** (facing the light) improves visibility.
- Advise learners to avoid having bright windows or lights **behind them**, as this causes shadows.

2.2 Optional Extras

These items are helpful but not necessary for getting started. Introduce them as upgrades learners might explore later.

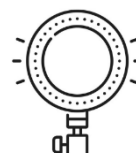
Clip-On Microphone (Lavalier Mic)

Inexpensive lapel mics can improve audio clarity, especially in interviews or busy environments. Only recommend if learners are interested in taking their videos to the next level or filming in public spaces.



Ring Light

Ring lights provide soft, even lighting and are useful for indoor shooting. If using one, show learners how to position it directly in front of their face to avoid shadows.



Free Apps for Editing

Simple editing tools make a big difference and are beginner-friendly.

Recommended apps:

- [CapCut](#) (iOS/Android) – easy for trimming, adding text, music, or subtitles
- [InShot](#) – simple interface, especially good for social media-style videos
- [YouCut](#), [VN](#), or [Adobe Premiere Rush](#) – other good options to try

Trainer's Advice:

Choose one app and **stick to it** in your training to avoid confusion.

Offer a live demo or simple tutorial, step-by-step.

✓ **Trainer Tip: Start with What Learners Have**

Encourage learners to **start simple and build confidence** with familiar tools. Let them know:

- A phone and a quiet, well-lit room are enough.
- There's no need to buy anything new.
- Creativity and personal voice matter more than technical quality.

Whenever possible, provide **hands-on practice**, let learners **experiment with tools**, and share **positive feedback** to boost their motivation.

3. Script writing

Helping learners feel confident and prepared before filming is key to a successful video. Scriptwriting offers structure, reduces anxiety, and improves the final result. This section will guide you, as a trainer, to support your learners in planning their message clearly and simply.



🎯 **Start with a Purpose: Help Learners Define Their Story**

Begin by encouraging learners to reflect on the **purpose** of their video. This helps them focus and feel more connected to what they want to say.

Ask guiding questions:

- What story, tradition, or skill do you want to share?
- Is it personal, cultural, educational, or practical?
- Who is your audience?

You can provide examples to inspire them:

- “I want to show how my family celebrates a holiday.”
- “I want to talk about my journey to a new country.”
- “I want to explain how we make traditional soup.”

This step helps learners form a meaningful connection with their video content.

✍️ **Keep It Short and Clear (1–2 minutes)**

Beginner learners should aim for videos between **60 and 120 seconds**. This duration is ideal for building confidence and keeping the message focused.

Tips to share with learners:

- Stay within **3–5 short sentences or main ideas**.

- Speak in everyday language.
- Don't worry about grammar or perfection.

You can model this with a sample script:

"Hello, my name is Georgia. I come from Greece. Today, I will show you how we make pastitsio. This is something my mother taught me, and I love sharing it with others."

Use Bullet Points or Simple Sentences

Not all learners will be comfortable writing full scripts. Instead, guide them to outline their ideas using bullet points.

Activity suggestion:

- Provide a **script template or worksheet** with headings like:
 1. Introduction (name and background)
 2. Main content (what they are showing or talking about)
 3. Ending (thank you, invitation to watch, etc.)

Let them write freely—spelling and grammar are not important at this stage.

Encourage Practice before Recording

Practicing aloud is a simple yet powerful strategy to reduce stress and improve clarity.

Ways to support learners:

- Offer a quiet space for rehearsal.
- Practice together in pairs or small groups.
- Encourage recording a test version before the final video.



Let them know it's okay to pause, laugh, or redo—it's all part of the process.

Trainer Tip: Focus on Confidence, Not Perfection

The aim of scriptwriting is not to produce a polished text, but to help learners express themselves clearly and with confidence. Support them with encouragement, feedback, and real-life examples.

Consider using **visual prompts, role-play, or storytelling games** if writing is intimidating. The goal is to help learners **find their voice and enjoy the process** of preparing their message.



4. Storytelling

Storytelling is at the heart of video creation. A well-told story connects people, builds empathy, and gives learners a chance to express their identity, values, and experiences. As a trainer, your goal is to help learners **structure and share their stories in simple, powerful ways**.

Why Storytelling Matters

Many adult learners have rich life experiences, cultural knowledge, and personal histories—but may lack the tools to share them confidently. Storytelling:

- Helps learners express themselves clearly and emotionally
- Builds speaking and communication skills
- Encourages cultural preservation and sharing
- Promotes self-confidence and group connection

Support Learners to Structure a Basic Story

Even the simplest stories have a clear structure. Teach learners to follow the classic three-part format:

1. **Beginning – Who are you?**

- Introduce yourself.
- Say where you're from or what you're going to talk about.

Example:

“My name is Georgia. I am from Greece. Today, I want to show you how we celebrate weddings in my town.”

2. **Middle – What happens?**

- Describe or show the activity, tradition, object, or event.
- Keep it simple and focused on 1–2 main points.

Example:

“We always have music and dancing, no matter what else we are doing during the celebration

days. We usually serve a special meal consisting of lamb with couscous. It is always a happy time.”

3. End – What do you want the viewer to remember?

- Offer a final thought, memory, or invitation to learn more.

Example:

“This is a tradition I love. I hope you enjoyed it, too. Thank you for watching.”

Encourage learners to **speak from the heart**, even if they make grammar or language mistakes.

Trainer’s Tips for Supporting Storytelling

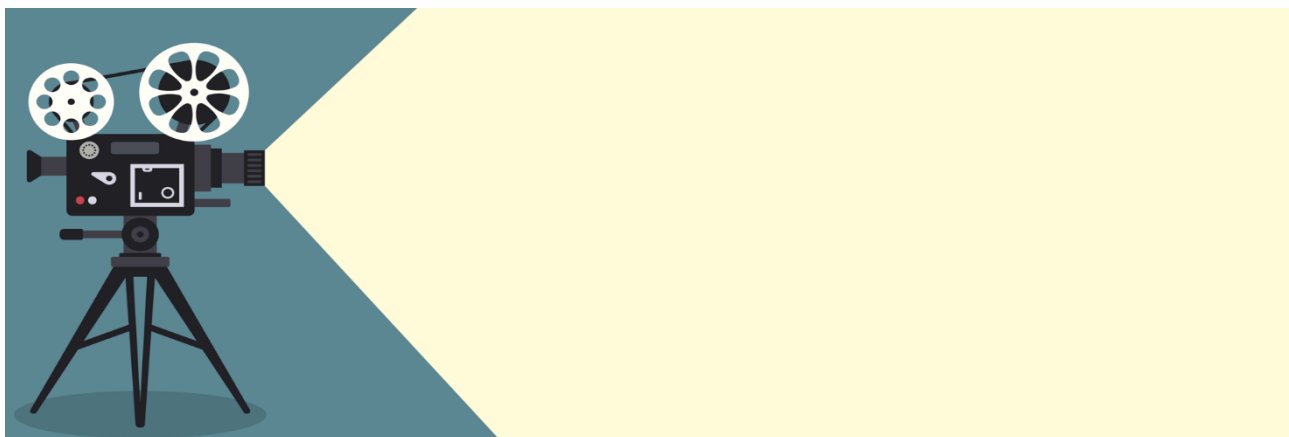
- **Model a story** yourself – learners feel more confident after watching you.
- **Encourage practice:** rehearsing with a partner builds confidence.
- **Validate all stories:** there are no “wrong” stories—personal voice is what matters.
- **Use audio recording first** for shy learners before moving to video.

Keep It Simple, Keep It Personal

A good story:

- Comes from real life
- Uses clear, simple language
- Is short (1–2 minutes)
- Shows emotion, values, or memories

Help your learners see that **their story is worth telling**—and that video gives them the power to tell it their way.



5. Filming Methods

Once learners have planned their story and practiced their script, it's time to record. As a trainer, your role is to **introduce simple, practical filming techniques** that improve video quality while keeping the process stress-free and accessible.

This section will help you guide learners in preparing their filming environment, using their device effectively, and recording with confidence.

5.1 Preparing the Filming Environment

Many beginner mistakes can be avoided with a few easy steps. Help learners get ready to film by focusing on these key elements:

✓ Lighting

- **Use natural light** when possible. Position learners so they face a window or a light source.
- **Avoid backlighting**—don't let a window or bright light shine from behind the speaker.
- Indoors, use **lamps placed in front or to the side** of the speaker for a soft, clear effect



✓ Sound

- Choose a **quiet space**: close windows, turn off music or background noise.
- Ask others in the room to stay quiet during recording.
- If available, **use a basic microphone** (like earphones with a mic) for better sound clarity.



✓ Background

- Choose a clean, **uncluttered background** that doesn't distract from the speaker.
- A blank wall, bookshelf, kitchen counter, or cultural item can work well.
- Ask learners to avoid filming with people moving in the background.

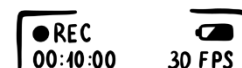


5.2 Using the Device: Orientation and Positioning

Help learners become comfortable with the technical side of filming. Most will be using smartphones or tablets.

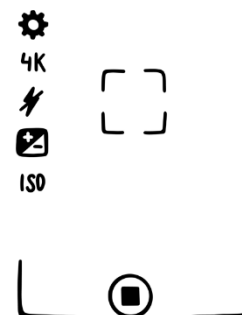
Orientation

- **Film in landscape (horizontal) mode** unless the video is meant for TikTok or Instagram Stories.
- Landscape works better for presentations, YouTube, or project displays.



Positioning

- Keep the **camera at eye level**—use a tripod, table, or stack of books to adjust height.
- Center the learner in the frame with **space around their head and shoulders**.
- Make sure the device is **stable and won't move** during filming.



Framing the Shot

- Teach the “**rule of thirds**”: place the speaker slightly to the left or right of center, not always directly in the middle.
- Make sure the speaker’s **face and upper body** are clearly visible.

5.3 Recording Tips

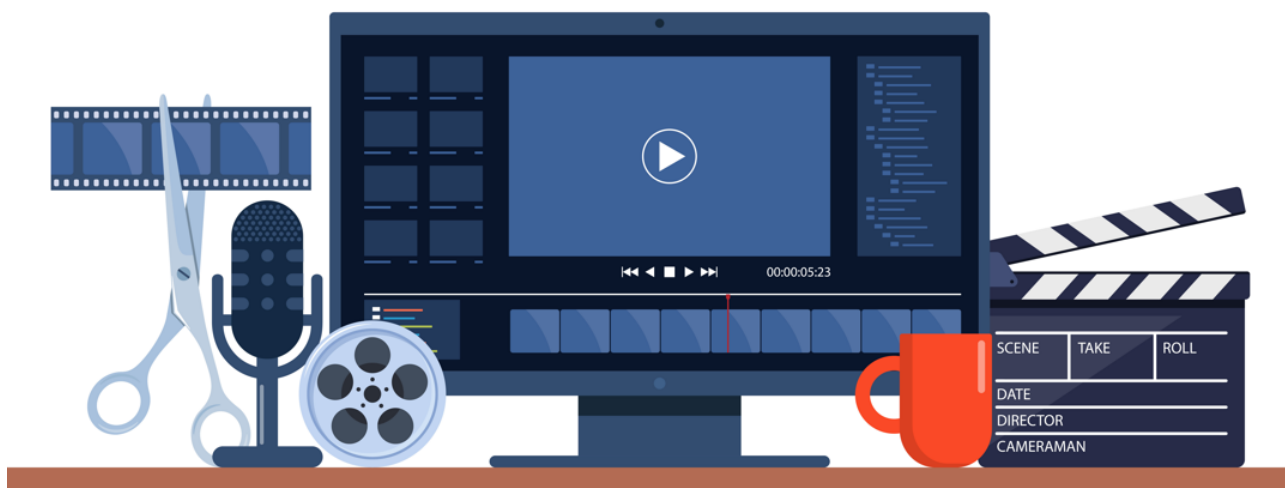
Once setup is complete, support learners with these tips for recording:

- **Do a test recording first:** this helps spot lighting, sound, or framing problems.
- **Speak slowly and clearly:** remind learners to breathe and smile.
- **Keep clips short:** 1–2 minutes is easier to manage and less intimidating.
- **Repeat if needed:** it's fine to make mistakes and try again—encourage patience and practice.



Trainer Strategies for Teaching Filming Methods

- **Demonstrate live** how to hold a phone, set it up, and frame a shot.
- Let learners **practice in pairs or small groups**, helping one another with positioning and camera angles.
- Provide a **simple filming checklist** they can follow step by step.
- Celebrate each learner's efforts, even if the first video is imperfect.



6. Video Editing

Once learners have recorded their video, the next step is to make it clear, engaging, and easy to watch. Video editing helps remove mistakes, add simple effects like text or music, and prepare the final video for sharing.

As a trainer, your role is to **introduce basic editing tools**, show learners simple steps, and give them confidence to try editing—even if it's their first time.



Why Edit a Video?

Many learners think editing is only for professionals. Help them understand that basic editing:

- Removes long pauses or mistakes
- Improves sound and image quality
- Allows them to add titles, subtitles, or background music
- Makes the video shorter and more interesting for the viewer



Choose Simple, Free Editing Tools

Learners can edit videos directly on their smartphones using **free, beginner-friendly apps**. As a trainer, it's best to introduce just **one app at a time** to avoid confusion and help learners focus on building confidence step by step.

Here are three recommended tools, with tutorial support included:

CapCut (Android & iOS)

[CapCut](#) is one of the most accessible editing apps for beginners. It allows learners to trim video clips, add subtitles, music, text, and transitions.



- [Watch: CapCut Tutorial for Beginners \(2025\) – YouTube](#) – a 15-minute beginner walkthrough covering trimming, filters, subtitles, music, and exporting.

InShot (Android & iOS)

[InShot](#) offers a clean and simple interface, making it excellent for learners who want to cut clips, add music or text, and apply light effects.



- [Watch: InShot Editing Tutorial for Beginners \(2025\) – YouTube](#) – explains trimming, adding text/music, and using filters.

Trainer Tip:

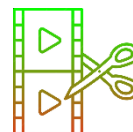
Download the app yourself and prepare a short live demo or tutorial video. Walk learners through each step slowly.

Basic Editing Steps to Teach Learners

Most learners only need to learn **4 or 5 essential actions**:

1. Trim the Video

- Cut out long pauses at the beginning or end.
- Remove parts where the learner made a mistake and started again.



2. Add Text or Titles

- Add the learner's name and video title at the start or end.
- Use large, clear fonts that are easy to read.



3. Add Subtitles (Optional)

- Some apps like CapCut offer **auto-subtitles**.
- Subtitles help viewers understand the speaker better—especially useful for learners with accents or unclear audio.



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4. Add Background Music (Optional)

- Use soft, non-distracting music for atmosphere.
- Make sure it doesn't cover the speaker's voice.
- Only use **copyright-free music** (many apps include free soundtracks).



5. Adjust Sound or Brightness

- Slight increases in volume or brightness can improve the video quality.
- Use this step only if needed—don't overcomplicate.



Trainer Strategies for Teaching Editing

- Use **screen sharing or projection** to walk through the steps live.
- Give learners **step-by-step printed instructions** with pictures.
- Offer **practice material**: provide a sample video clip for them to edit before working on their own video.
- Encourage **peer support**—learners can work in pairs and help each other.
- Remind learners to **save their work** regularly and to **export** the video in MP4 format when done.



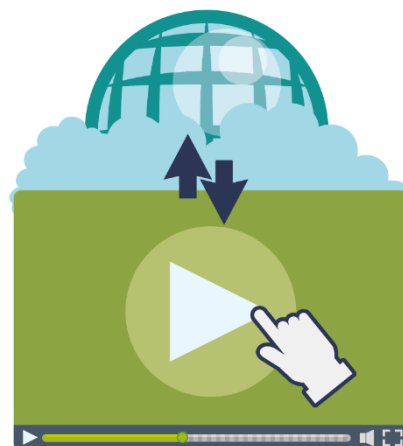
7. Exporting and Sharing

After editing, the final step is to **save (export)** the video and **share it** with others. This stage can be confusing for beginners, so as a trainer, your job is to **guide learners through a few clear steps** to complete and share their work confidently.

What Does “Export” Mean?

Exporting means **saving the finished video** in a format that can be watched, sent, or uploaded. Most video editing apps use the word **“Export”** or **“Save”** for this step.

- Encourage learners to **name their file clearly** (e.g., “Maria_Traditional_Dance.mp4”).
- Ensure videos are saved in a common format like **MP4**—most devices and platforms support this.
- Check the export **resolution** (720p is a good quality setting and small file size).



How Can Learners Share Their Videos?

Help learners understand where and how they can share their videos safely and confidently:

☒ Offline Sharing

- **USB stick:** Ideal for learners who want to bring their video to a trainer, event, or classroom.
- **Bluetooth or file transfer apps:** For sharing between phones, especially without internet access.

☒ Online Sharing

- **Email or messaging apps:** Learners can send their video as a file via Gmail, WhatsApp, or Viber.
- **Google Drive / OneDrive / Dropbox:** Trainers can help learners upload videos to a shared folder.
- **Social media:** Only for learners who feel confident and want to publish their stories publicly (e.g., Facebook, Instagram, Tiktok, YouTube).



Trainer Tips for Teaching Exporting and Sharing

- **Demonstrate the export process live** using a projector or screen share.

- Prepare a **simple handout with screenshots** showing how to export a video in one or two apps (e.g., CapCut or InShot).
- Emphasize **data protection** and **personal choice**:
 - Always ask permission before sharing someone's video publicly.
 - Help learners decide if they want their video shared, and with whom.
- Show learners how to **watch their video** once it's exported, to check the final result.

✓ Privacy and Permission – A Must!

Before publishing or sharing videos:

- Ask learners to **sign a consent form** (if videos will be used outside the training group).
- Remind them to **get permission** from anyone else who appears in their video.
- Discuss **safe sharing** practices—only share with trusted people or platforms.



💡 Reinforce: “Your Story, Your Choice”

Make sure learners know:

- They don't have to share their video with the public if they're not ready.
- It's okay to keep their video private, or share only in the classroom.
- Completing a video is already a big achievement—even if it stays on their phone.

8. Final Tips

As learners reach the end of the video creation process, your encouragement as a trainer is more important than ever. Many adults may still feel unsure about their skills, but with the right support and mindset, they can feel proud of what they've created.

Here are some key messages to share with learners as they complete their videos and prepare to share them.

Don't Aim for Perfection – Aim to Share Your Message

Remind learners:

- It's **okay to make small mistakes**—what matters is that their message is clear and authentic.
- A strong video is not about perfect lighting, sound, or editing—**it's about honesty and personal voice**.
- Their story is unique and valuable—people will appreciate the effort and sincerity.

Trainer Tip: Show examples of simple, unpolished videos that still have strong emotional or cultural impact.

Practice Makes Progress – Each Video Gets Easier

Encourage learners to:

- **Reflect on what they have learned** during the process.
- See this as a **starting point**, not a final product.
- Know that the next video will be even easier and more confident.

Trainer Tip: Organize follow-up activities or a “video club” where learners can continue practicing and supporting one another.

Ask Friends or Family for Help if Needed

Learners don't have to do everything alone. Encourage them to:

- Ask a family member or friend to **hold the phone**, help with editing, or just offer moral support.
- Practice storytelling or filming at home with someone they trust.
- Share their video with a small group before sharing it publicly.



Trainer Tip: If possible, invite family members to a showcase session or create opportunities for intergenerational collaboration.



Celebrate Every Success – and Keep Creating!

Completing a video is a big achievement, especially for adults with little digital experience. As a trainer:

- **Celebrate their effort**, not just the result.
- Create space for **group viewing and positive feedback**.
- Encourage learners to **make more videos** in the future—on new topics, with new techniques, or even as a trainer for others.

Trainer Tip: Organize a simple “video premiere day” or certificate presentation to mark the end of the process and recognize learners' growth.



Your Role as a Trainer

Keep reminding learners:

- Their story matters.
- They can learn and grow at any age.
- Technology is just a tool—they already have the most important thing: **a message worth sharing**.

