Audio-Visual Production Modules

Tutor Handbook

NEET idea

Supporting Digital Native
NEETs Back to Mainstream
Education, Training and
Employment

Contents

Introduction

The NEET IDEA project audio-visual curriculum is broken down into three modules that consist of:

Module 1: Pre-Production
Module 2: Production
Module 3: Post-Production

This handbook will act as a resource that will be used within the In-Service Training Programme but can also be used by adult educators when they apply this training programme with young adult NEET's.

In completing this In-Service Training Programme, adult educators will have the necessary skills to:

- Provide training in audio-visual digital media production using the most commonly available portable media devices like smart-phones and open-source software such as iMovie and Audacity.
- Be comfortable working with the new resources and suitably trained so they can function effectively in an inquiry-based and blended learning model of intervention.
- Be fully bought in to the benefits that on-line learning can bring.
- Be fully aware of the risks that pertain in on-line environments and able to safeguard against possible negative on-line factors.

Throughout the handbook, you will be offered helpful graphs, visual representations and useful links that will accompany your training session.

Click this link!

Audio-Visual Modules Assessment:

The evaluation for this training will be completed twice by participants; once at the start of the training programme, and again once it is finished - in a *Pre-Assessment Questionnaire* and a *Post-Assessment Questionnaire*. The assessment questionnaires will evaluate the learning outcomes proposed by the audio-visual training modules and will identify if those outcomes were met by adult educators.

Pre-Assessment Questionnaire:

Participants will complete the following assessment after they have completed the training, rating their level of 1-5, based on the *Level of Quality* scale provided.

Rating Level	1 (Poor)	2 (Fair)	3 (Good)	4 (Very Good)	5 (Excellent)
Your knowledge of filmmaking					
Your understanding of how filmmaking can build key skills					

Your ability to edit and produce audio-visual content? Your ability to teach filmmaking to young adult NEET's				
Your knowledge of the techniques involved in filmmaking on smartphones				
Your skill level of the techniques used in producing digital media on smartphones				

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Your knowledge of how digital media can encourage young adult NEET's to upskill				
Your understanding of the software and techniques associated with editing and producing digital media content				
Your ability to teach filmmaking to young adult NEET's				
Your comfortability to teach filmmaking on smartphones in your youth group				

Learning Outcomes

The learning outcomes of this module will be measured through a pre-assessment questionnaire and a post-assessment questionnaire.

The learning outcomes to be achieved through the Audio-Visual Training Modules are as follows:

On successful completion of this Module, adult educators will have / be able to:	Knowledge	Skills	Attitudes
Pre-Production	Theoretical knowledge of filmmaking and how it can be used to engage young adult NEET's.	Recognise the foundations of filmmaking and how it can build skills.	Willingness to understand the roles in pre-production to facilitate the learning process for young adult NEET's.
Production	Practical knowledge of the techniques involved in filmmaking on smartphones.	Identify the skills and techniques used in producing digital media on smartphones.	Appreciation of how digital media can encourage the upskilling of young people.
Post-Production	Practical knowledge of software and techniques associated with editing and producing digital media content.	Demonstrate the ability to edit and produce audio-visual content to facilitate the training of young people.	Awareness of the different components involved in audio-visual media production and how to integrate this into the teachings of young adult NEET's.

Materials Needed for this Training Programme:

The materials you will need for this training programme are:

Materials Needed:
• Pens
• Paper
• Smartphone (or smart device with a camera)
• Flipchart
• Markers
• PC or Laptop Access
• Software – iMovie & Audacity
• Tutor Handbook
• Access to props / costumes
• Activity Sheet Templates

Module 1: Pre-Production (7 hours)

In this module, learners will look at the theory behind production and filmmaking on their smartphone. Learners will look at the following headings:

1. Introduction to movie making on your smartphone
2. Supporting young people to work as a part of a film-making team
3. Assigning roles in the team.
   a) Roles
   b) Skills
4. Planning in pre-production
   a) Filming on smartphones
   b) Introduction to the different types of genres (comedy, sketch, documentary, mocumentary, etc.)
   c) Key steps or phases in pre-production (brief overview, things to consider, skills to be learned)
   d) Writing your script
   e) Scouting for locations
   f) Completing budgets
   g) Selecting cast and crew members
   h) Securing equipment
   i) Securing costumes and props or any other raw material (photos, sound, etc.) that could be used in the production process.
   j) Developing a shooting plan
   k) Introduction to digital media production and copyright

1.1 Introduction to movie making on your smartphone

Movie making might sound like you need an abundance of expensive equipment, but did you know that you could become a filmmaker on your smartphone? With the evolution of technology, smartphones nowadays are equipped with high resolution megapixel cameras that can record anything. Professional-level content is achievable at the tips of our fingers. This means we can skip the fancy camera equipment and cut straight to the action.

1.2 Supporting young people to work as part of a filmmaking team

Working together as part of a filmmaking team introduces the concepts of group collaboration and active participation. It encourages participants to utilise and upskill in the soft skill areas of:

o   Critical thinking
o   Creativity
o   Innovation
o   Patience
o   Tolerance
o   Problem solving
o   Technical skills
o   Teamwork

Through the engagement of the filmmaking process, young adult NEET's can work together for a united goal. This process allows them to find their voice, tell their story and explore innovative ways of doing so through the medium of digital media production. Supporting young people to work as part of a filmmaking team encourages them to cooperate to progress their production whilst enhancing their social and cognitive skills. It also encourages them to utilise and upskill in the hard skill areas of:

o   Operating a camera
o   Recording sound
o   Using lights
o   Editing their final piece

1.3   Assigning roles in the team

A film production team features many roles – all of which are of great importance.

Job Role	Roles & Responsibilities (who they are and what they are in charge of)	Qualities and Skills Needed
Camera operator	In charge of recording and getting all of the action shots (high angle / low angle shots)	- A good sense of visual composition, perspective, movement. - Creativity - Technical skills - Attention to detail - Effective communication skills
Director	Giving direct orders to the crew (especially in last minute decisions!)	- Good sense of vision - Effective communication skills - Attention to detail
Make up & Hair Artist	The person who works on the actors to make sure they look great in the filming process	- Attention to detail - Creativity - Design skills - Verbal communication skills
Researcher	Responsible for supporting producers by finding relevant information, people,	- Organisational skills - Strong IT skills

	and places for the film.	• Communication skills • Technical skills • Ability to generate new ideas • Patient
Gaffer	The head electrician, responsible for the design and lighting plan for a production.	• Technical skills • Organisational skills • Problem solving skills • Assertive leaders • Rapid decision-making skills
Boom operator	An assistant of the production sound mixer.	• Memorisation skills • Troubleshooting skills • Technical skills • Physical strength / Agility

Roles

The roles of the film crew outlined in the table above demonstrate the different areas of filmmaking that need to be considered when you are filming your smartphone production. Remember! - Filmmaking is about collaboration.

Skills

The different roles involved in a film crew revolve around having a set of certain skills, but what's to say you couldn't play multiple roles in your own film crew? The most important thing to remember is that you all play an important part in your film crew and are the driving force behind the overall production. The most important skills needed in every role of a film crew are organisational skills, time-management skills, and communication skills.

1.4 Planning in Pre-Production

When planning in pre-production, you need to consider the different elements of your production. You will need to consider:
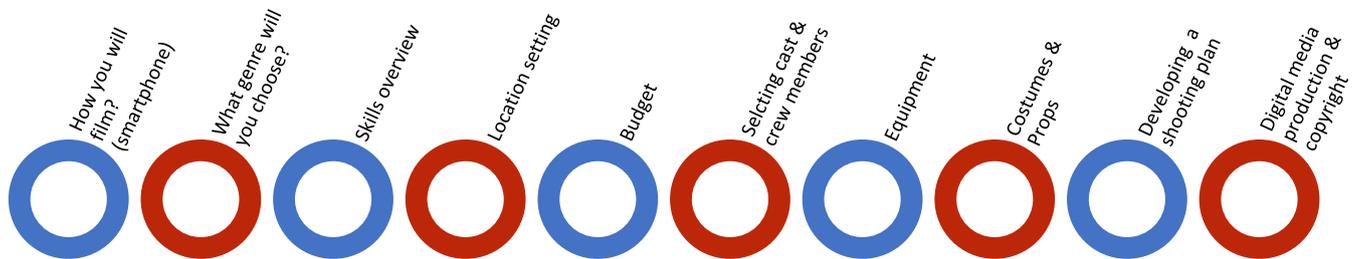
How will you film your production?

For the purpose of this training programme, you will learn filmmaking through your smartphone. However, in other pre-production processes you could decide to use camera equipment instead.

What genre will you choose?

It's important to establish the genre of your production when you are in the pre-production phase. This helps you to understand and identify the expectations of the content that will feature in your film.

A list of primary genres below can help you to choose the genre of your film production:

Drama	Western	Crime	Horror	Action	Thriller
Romance	Comedy	Musical	War	Fiction	Documentary
Epic	Adventure	Noir	Historical Drama	Disaster	Romantic Comedy
Mystery	Animation	Satire	Fantasy	Biographical	Melodrama

Once you have chosen your genre, you will need to make sure that your production pertains to this genre or features certain elements of it. For a short film, this can be achieved by highlighting the genre through apparent clichés. Check out some examples of film genres to get some inspiration.

Key Skills in the Phases of Pre-Production

When planning your pre-production phases, you should think about the general overview of your film production. It is important to remember the range of skills you will need to be involved in a film crew. Being part of a film crew means displaying a wide range of skills both soft-skills and hard skills. This opportunity can give you a chance to highlight what you are good at or improve in your ability.

When assigning your roles, why not choose a role that you are particularly drawn to by your set of acquired skills?

Filmmaking Skills – This blog article details a list and description of 5 filmmaking skills every filmmaker should know to help bring your production to life!

Scouting for Locations

In film production, as mentioned earlier, location plays a fundamental role in shooting your film. Both interior and exterior venues can serve as the setting for your shooting process. When choosing your location, remember to think about:
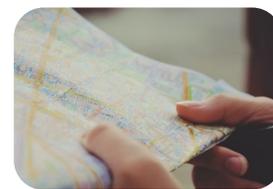

Aesthetic

Distance

Permission

Cost

Logistics

Environment

Tips for Location Scouting - A blog that details optimal areas for location scouting depending on your short film genre.

Writing your Script / Screenplay

When it comes to writing your script, you will need to think exactly what, who and how is going to take place in your production. Your script will be what all cast and crew members follow so it is important to know how to write one. For the purpose of the short film you will create, your script (or screenplay) will not be that long, however it still holds major importance.

Effectively, your script will become your blueprint for your film production and will reflect what you will visually produce through your film.

Everything starts with a concept. Ask yourself:

- What's your story?
- Why tell it?
- What's the end goal?
- How do you want people to feel?

Short Film Writing Tips - 5 tips that can help you when preparing your script for your short film production.

Practical Advice for Writing a Short Film Script – A YouTube video that offers practical advice for you to follow when preparing your short film script.

(Source: https://scriptmag.com/features/meet-the-reader-how-to-write-a-screenplay-in-nine-not-so-easy-steps)
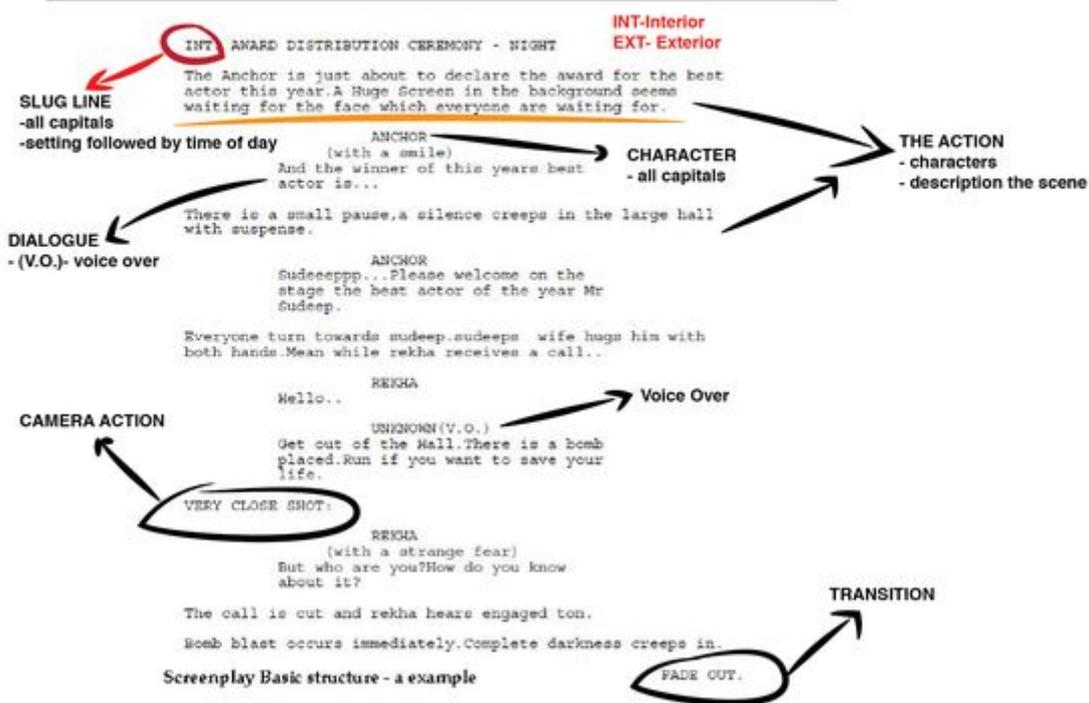
(Fig. An example of a script that features a slug line, dialogue, characters, the action, camera action, voiceover and transition.)

Completing Budgets

Setting a budget for your film production is a great guide to follow to make sure that all financial aspects of your project are covered. In a normal film budget, you will have to include: paying the cast, paying directors and producers, production departments (camera, lighting, sound, makeup, etc.), etc.

Why not have a look at a film budget guide to see how you would plan your desired budget for your film production.

Effective Film Budget Planning – 8 tips to bear in mind when planning your budget for your short film production.

Film Budget Template – A template to adopt or adapt for planning your short film budget.

Selecting Cast & Crew Members

Group collaboration is a key element for selecting cast and crew members for your film production. In this training session, you will work in groups of 2-3 people per "film crew". It is important to distinguish what role each group member will play in completing your film production. Remember that these roles will remain for all stages of pre-production, production, and post-production.

Securing Equipment

For this training session, you will be provided with most of your filming equipment – and of course your smartphone. However, knowing how to effectively use your equipment will really make your production stand out from the rest.

Some **great tips** for utilising your smartphone when filming are:

1. Clean your camera phone lens
   - How to clean your camera lens

2. Hold your phone with both hands (or secure some sort of a tripod)
   - o 3 DIY Phone Tripods – A short video with tips on how to create a DIY smartphone tripod.

3. Use the back camera (it always has more megapixels)
   - o Record better mobile phone videos – A video that details how you can get the most from your smartphone camera when filming. The video focuses on audio, lighting and shot composition.

4. Don't use the zoom feature, instead get closer or further away from your camera subject.

5. Shoot your video in landscape

6. Use manual control camera features
   - o How to shoot manual video on your phone – A tutorial video which teaches you how to use the manual camera features on your phone when filming.
   - o Manual Focus - Mobile Filmmaking – A tutorial video which teaches you how to use the manual camera features on your phone when filming.

7. Experiment with lighting
   - o How to get the perfect lighting – A blog that offers helpful tips on how to get the perfect lighting when filming on a smartphone. This blog includes how to prepare for your shoot, choosing a lighting type, etc.

8. Consider different angles when shooting
   - o The difference between shot angles – Examples of different camera angles to consider when shooting.

Securing costumes and props or any other raw material (photos, sound, etc.) that could be used in the production process

In every film production, costumes and props are a prominent feature. Much like setting, costumes and props add more meaning to your scene and allow the audience to get a grasp on what message you are trying to get across. Costumes give the audience about character roles, aspirations, or time period – giving the right message to audience.

Costume Design: The Hidden Layer of Movie Magic – A YouTube video which details the important role of costumes in film.

How costumes affect your character – A blog that describes the different elements of costume for character portrayal.

Things you should know - film costume & characters – A YouTube video that explains how costumes play a fundamental role in creating cinematic image.

The Power of Props - A YouTube video that offers advice on how you can make movie props from everyday objects.

How to make your own props – A blog which explains the importance of props and how you can make your own.

When you are creating your production, why not add some flair by throwing in some exciting costumes and props? This way, you can not only convey your message through dialogue and camera shots, but also through the unspoken language of costumes and props.

Developing a shooting plan

When thinking about developing your shooting plan, you will need to put all of your previous steps into action and think about what you are going to shoot. Scheduling your shooting plan is one of the main steps in bring your film production to life. A good shooting plan will reflect the quality of your final product, so make sure to give it your all!

When developing your shooting plan, make sure to:

- o **Get everyone on the same page**

Having a team that can work together is a priority.

- o **Create a storyboard**
  Storyboarding can be a great method to compose your shooting plan. This process will give you a "shot-by-shot" plan of how you will shoot your film. Storyboards can be a perfect representation of what you will shoot, or they can be a rough doodle of your plan.
  How to Storyboard – A definitive guide to storyboarding when planning the scenes in your short film.

- o **Make a shot list**
  A shot list will be a breakdown of all the shots you will have per scene. When it comes to filming, you will follow your list to make sure you capture all your desired scenes.
  Creating a shot list – A YouTube video that offers a simple tutorial on how to create a shot list when filming your short film. This will help you to determine what action is happening within a given scene.

- o **Put it all together**
  The best part! Once you have finished all the above steps, it's time to put it all together! Mix and match your storyboards, shot lists, team ideas to have the perfect shooting plan for your short film.

Introduction to digital media content and copyright

When producing your film, it is important to correctly use digital media content. When sourcing videos, music, scripts, etc. you must ensure to get the permission of the owner first. This ensures that we are all using online content safely, fairly, and responsibly.

It is essential that we all understand (as creators) how the copyright legislation affects the work we produce. The copyright legislation states that the original creator of digital media content is protected under European law. This means that cannot copy or recreate someone else's work. In order to properly use online content (that you have not created) you must properly reference, source, or gain the owner's permission first.

Copyright Legislation – A YouTube video that explains the concepts of copyright, public domain, and fair use practices.

Module 2: Production (7 hours)

In this module, learners will begin the process of filmmaking on their smartphone. Learners will look at the following headings:

1. Introduction to setting the scene – techniques for filmmaking or smartphones.
2. Sound capture techniques
3. Video recording techniques
4. Practical: Shooting Video on your smartphone (*My Dream Job*)
5. Hacks: Tips and Tricks to get the best out of your smart phones

2.1 Introduction to setting the scene – techniques for filmmaking on smartphones

Using your smartphone in filmmaking can be an exciting way to immerse yourself in the world of digital media production. With your smartphone, you have the ability to capture audio and visual content that will make up your movie production.

1) Find a way to stabilise your phone camera

When filming, you want your camera to be steady so that it clearly captures your shots. Videos with shaky camera angles and shots always appear badly on screen, so make sure that you find the likes of a tripod-style to ensure those camera shots are crystal clear.

2) Think about your environment

It is important to select the right location for your filmmaking project. Selecting the right setting ensures that your film features the right background, noises, lighting, etc.

3) Always shoot in landscape

Nothing looks worse than watching a film that has been taken in portrait mode. Shooting in the standard fashion of movie making (landscape) your film will look much more professional.

4) Consider your lighting

Lighting always plays an important role in movie productions so it is important to think about how you are going to shoot your film and how you will utilise your lighting for the production. If shooting outside, think about what time of day your movie is portraying and make the most of out of those daylight or night natural light hours.

5) Editing your film

After you have captured all of your content it is important to edit your production to bring the final product all together. This is such an important step as it is what makes sure your scenes appear and sound exactly how you intended them to. In this training programme we will be looking at the open-source software of *iMovie* and *Audacity* for editing purposes.
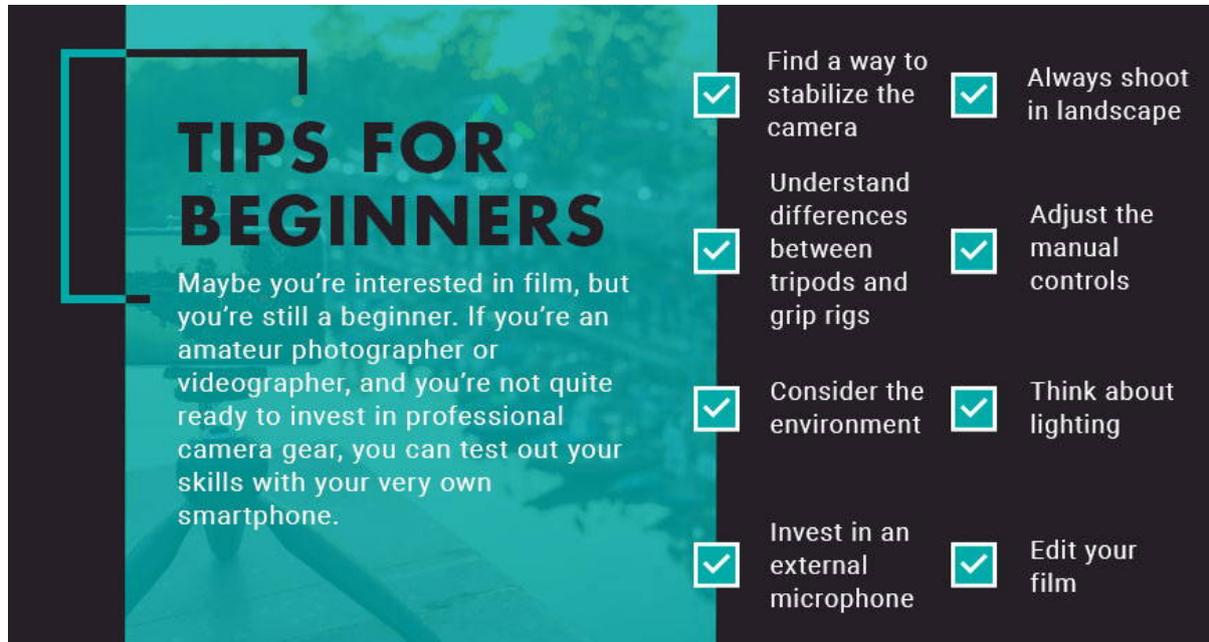
For more tips and tricks, take a look at *Mobile Filmmaking 101: The Ultimate Guide* (Source) – An ultimate filmmaking guide that offers tips and guidance.

(Fig. If you are a beginner filmmaker and using your smartphone, why not use some helpful tips when producing your short film. These include; stabilizing the camera, understanding equipment, considering your environment, investing in an external microphone, shooting in landscape, using manual controls, lighting, and editing).

Ultimate Beginner's Guide to Smartphone Filmmaking – A YouTube video that shows a simple guide to smartphone filming and producing. This guide offers real-life examples of camera shots, equipment, software etc.

Mobile Filmmaking Tips – A video of tips on how to capture better cinematic footage on your smartphone.

Filmmaking Tips & Tricks – An article detailing smartphone filmmaking tips and tricks. This includes lock exposure and focus, cutaways, lighting, etc.

2.2 Sound Capture Techniques
Understanding sound capturing techniques when filmmaking on your smartphone is a must. Having good quality audio footage has the power to truly make your production look and

sound more professional. Smartphone cameras are typically not the best, however. They tend to be *omnidirectional (*picking up sound from every direction). This can mean that the audio of your film is not clear and will be hard for your audience to pick up. The best thing to do here is attach an external microphone to your smartphone to pick up high standard audio.

However, if an external microphone is not an option you can always make the most out of your smartphone mic. Getting up close to your scene subject when filming will make sure to capture your sound output. Stick to the following tips to make sure capture good sound in your film production using your smartphone microphone.

1. Stand close to the subject – no more than 3 feet away!
2. Make sure the surround environment is quiet. – This will ensure you can hear your dialogue clearly.
3. Make sure to hold the smartphone correctly so that you don't brush against the microphone and create unnecessary noise.
4. Optionally, you can record voiceovers to avoid background noise.

How to record audio on smartphone microphones – A YouTube video that teaches you how to record great audio on your smartphone using different techniques.

Record high quality audio on your smartphone – A blog which offers tips on how to record high quality audio on your smartphone when filming your production.

Recording audio on your iPhone - Voice overs, Notes and Dictation – A YouTube video which explains how to record, edit, and save audio recordings taken on your smartphone. This will contribute to voice overs, narrations, meetings, conferences, dictation, and live music.

2.3 Video Recording Techniques

While pictures tell a thousand words, a video tells a thousand more. Having an insight into video recording techniques will make your production all the better. Video recording techniques have the power to transform your film and truly *capture* those scenes. When you are filming, try to:

1. Keep your video steady
2. Try some creative shots
3. Prepare for indoor video recording
4. Position your lighting to your preference
5. Shoot in sequences
6. Think about how you frame your shots

Video Recording Techniques – A tutorial of video recording techniques to remember when shooting your smartphone production.

Enhancing your Film with Camera Angles – A YouTube video which offers guidance of 12 camera angles that can enhance your smartphone short film.

Framing and Composition – A YouTube video which teaches you how to correctly frame and compose your camera shots to enhance your short film.

Phone Video Recording Transitions – A YouTube video of how to enhance your scenes with seamless camera video transitions from your smartphone.

Shooting Tips on your Smartphone – A blog that explains different techniques you can use when recording your short film.

2.4 Practical: Shooting Video on your smartphone (*My Dream Job)*

Time to put your knowledge to the test!
Lights, Camera, Action!

The process of building transversal skills through filmmaking can be applicable to any topic (i.e., mental health, climate change, etc.) However, for the purpose of implementing this training with young adult NEET's, ask them to create their short film around the topic of *My Dream Job*.

Through this training, young adult NEET's will be given the opportunity to build key competences in a unique training framework based on digital and social media production.

By asking young adult NEET's to base their filmmaking around the topic of *My Dream Job,* they can be incentivised and encouraged to consider the concept of career planning. Alongside this, you as adult educators can motivate them to set goals for the future regarding education, employment, or training.
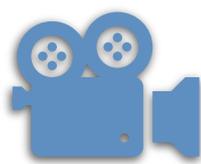
The contribution of the short films produced by young adult NEET's will be implemented into the Short Film Festival for the NEET IDEA project. This can be an encouraging factor for adult educators to remind young people when they are going to shoot their production.

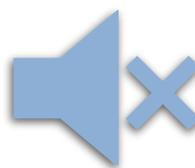## 2.5 Hacks: Tips and Tricks to get the best out of your Smartphone
Now that you have been introduced to the idea of filmmaking on your smartphone, it's time to learn some useful tips and tricks that will bring your production to life! Move past aiming and shooting, why not apply some cool techniques to make your short film stand out from the rest.
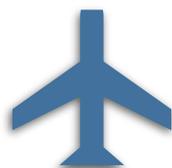
Put your phone in Airplane Mode	Record in Landscape Mode	Choose a quiet place without noise	Check that there is sufficient storage space on the phone
Check the phone has enough battery	Refer to your shooting plan		

How to Shoot Great Video with your Smartphone – A guide of useful tips to incorporate into your shooting plan to enhance your short film quality.

Top 20 Tips to Shoot Better Video on your Smartphone – 20 tips that can be helpful to consider when shooting your short film.

Best Smartphone Video – Useful techniques to consider when using your smartphone to film.

Module 3: Post-Production (7 hours)

In this module, learners will take part in editing their audio-visual production. Learners will look at the following headings:

1. Introduction to Open-Source Editing Software
2. Introduction to Video Editing Techniques
3. Introduction to Audio-Editing Techniques (adding music, editing dialogue, and live recordings)
4. Introduction to Labelling and Storing Files
5. Introduction to Post-Production Marketing (supporting young people to promote their audio-visual production)
6. Introduction to Sharing and Distributing Digital Media Projects (through social media and available platforms)
7. E-Safety – Online Protections

3.1 Introduction to Open-Source Editing Software

Open-source editing software is software that can be used by anyone for free for any purpose. With open-source editing software, you can freely and edit your movie production without incurring costs associated with other software.

Advantages	Disadvantages

• Open-source software is free	• Open-source software can pose compatibility issues across devices
• Open-source software is easy to use	
• Open-source software allows users to edit digital media at their own pace	
• Open-source software provides great learning opportunities for new programmers	
• Open-source software allows users to utilise their creativity within digital media projects	

For the purpose of this training, you will be introduced to two open-source editing software:

Audacity – audio ([Audacity Software](#)) *iMovie* – visual ([iMovie Software](#))
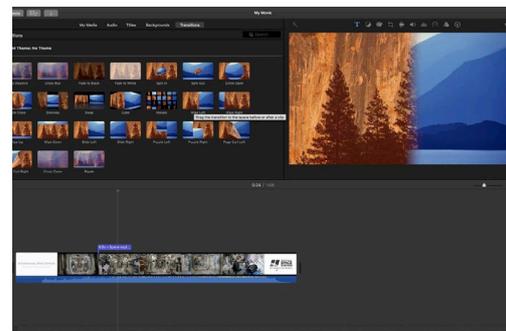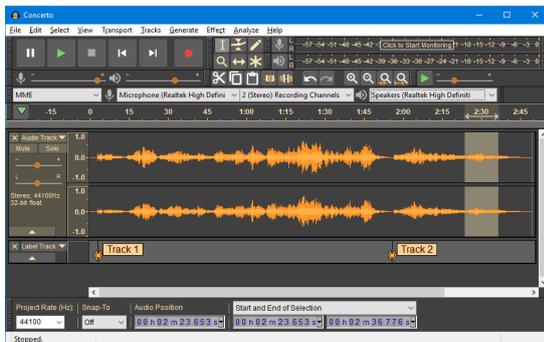
(Fig. An image of Audacity software).

(Fig. An image of iMovie Software)

3.2 Introduction to Video Editing Techniques

In video editing, you will be able to arrange and plan your film production the way you want to it to be seen, rather than how you filmed it. As you will be using iMovie for your video editing, you will first need to familiarise yourself with this software.

This software allows you to import your footage easily and quickly. This is very accessible for the user and allows you to.

- Separate the scenes into clips
- Edit the video clips
- Add special video effects
- Arrange the video clips in a sequence

- Add transitioning clips between scenes
- Lock shots in place
- Add text (end credits)
- Colour correct your scenes

iMovie Tutorial (Video) – A YouTube tutorial that teaches you how to edit video in the iMovie software. This video explains the programme and provides tips for when you use it.

iMovie Tutorial (PDF) – An in-depth tutorial document that explains how to use the iMovie software.

The Beginner's Guide to iMovie - A blog that offers a step-by-step guide on how to import, edit and produce footage in iMovie.

How to make a short film with iMovie – A YouTube video that explains how you can use iMovie.

3.3 Introduction to Audio-Editing Techniques (adding music, editing dialogue, and live recordings)

Audio-editing is just as important as video-editing. It incorporates ensuring the quality of your dialogue, background noise and voice-overs. Good audio makes a difference between an amateur production and a professional one.

By using *Audacity* in your editing phase, it will allow you to:

- Remove background noise
- Sound mix
- Remove silence from your recordings
- Amplify and normalise recorded audio
- Add music over your scenes
- Add voice-overs to your scenes

How to use Audacity – A YouTube tutorial which explains the basic of Audacity and how you can use it to produce your audio.

Audacity Tips for Audio-Editing - A YouTube tutorial that explains 16 tips that you can use when using the Audacity software.

Audacity Tutorial (PDF) – A comprehensive guide to the Audacity software so that you can understand how to use it.

3.4 Introduction to Labelling and Storing Files

When producing and editing your audio-visual production, organisation will be your best friend. When organising your draft, in-progress, and final edits of your film, you will need to make sure you can easily distinguish which is the correct file.

Labelling and storing files correctly and efficiently will make sure to have your editing process go smoothly. Some useful tips when organising your computer files are:

Skip the desktop	• Never store files on your desktop. • In the interim, it may seem convenient but you are allowing your desktop to become a jumbled mess.
Skip the *Downloads folder*	• Get into the habit of allocating where you want your files to be saved. • Leaving them in the downloads folder makes sure that you will have a hard time trying to find that one file you need.
File things immediately	• Get into the habit of filing things in their correct location immediately. • This will ensure that you know exactly where to look for your last version, or that sound track you were looking for.
Date your files	• Dating your files will be a godsend when it comes to sourcing them. • Dating files are a fool-proof way to knowing which file is a draft or a final version.
Sort your files regularly	• Organising your files regularly will make sure that you are keeping on top with where files are being stored and how they are being labelled.
Be specific	• Make sure to be specific when naming your files so you know you will find it in a search.

How to organise computer files – A tutorial that offers tips on how you can organise your computer files.

The best way to organise your files – A YouTube video that explains how you can organise the files on your computer.

Organising your files efficiently – A guide that teaches you simple rules to follow to label and store files.

Great ideas for managing computer files – 9 practical tips that you could implement into your computer file management routine.

3.5 Introduction to Post-Production Marketing (supporting young people to promote their audio-visual production)

Post-production marketing can be a great incentive to get young adult NEET's interesting in showcasing their final production to others. It can motivate them to work hard on their project and to be proud of promoting it online when it is complete. Before this step, it is first important to understand "post-production marketing" and how to support young people to promote their audio-visual productions.

Post-production marketing is a crucial *post-production* step as it determines how many people will see your production and what kind of recognition it will achieve. There are simple and easy ways you can market your production and showcase it to the world!

How to market your film on a small budget – A blog that explains the different ways that you could film your smartphone short film on a small budget. This explains how to create a marketing materials packet, utilising social media, generating press releases and much more!

How to promote your independent film – An article that offers 5 ways that you can promote your independent short film.

Tips for film production marketing – 8 tips for marking your short film production.

After young adult NEET's have finished editing their audio-visual production, it is a great idea to ask them about how they plan to show others how much they have achieved through this training session.

By supporting young adult NEET's showcase their talent and their skills, we can encourage them to embrace their soft skills and personal traits and what they are able to achieve through these attributes. When teaching them about audio-visual training production you can highlight that they all have the right motivation and principles for these roles which can contribute to their education, employment, or training in the future.

The promotion of independent audio-visual production (EU) – This EU document explains the promotion of independent audio-visual production in Europe and explains ownership of rights, international legal frameworks, national frameworks, etc.

Goal setting for young people – A guide on how young people can set goals for yourself and be motivated to achieve their goals.

You can support young people by:

- Providing opportunities to vision and strategy
- Offering mentoring and reverse mentoring
- Empowering them to showcase their talent, skills, and capabilities
- Embracing their creativity and innovation
- Acknowledging their technological abilities (through digital media production)
- Considering their setbacks, reservations, and doubts
- Encouraging them to promote their work

3.6 Introduction to Sharing and Distributing Digital Media Projects (through social media and available platforms)

Social media and other digital media platforms can be a great way to share and distribute film productions. 5 billion videos are viewed daily on YouTube and 4 million on Facebook. Short films can be easily uploaded to social media and other available platforms in order to promote the productions. When teaching young people about posting their production online make sure they follow the guide to help with the process:

Pick your Platform
•Make sure to select a platform that is applicable to your target audience

Find your Audience
•Identify what age group(s) you want to see your production

Engage your Audience
•Follow people to get better engagement with online profiles

Be Consistent
•Regulalry promote your production and set realistic goals

Participate in the Online Community
•Try to regularly engage with and be responsive with your online community

The best digital media platforms to upload your short film production on are:

- Facebook Watch
- Instagram IGTV
- The Film Fund
- YouTube
- Traditional Online Film Festivals

Releasing your short film online – An article that explains the strategy of releasing your short film online.

Ways to promote your short film online – 8 ways that you can promote your production online such as creating a website, press releases, social networking, etc.

Media sharing platforms – An evaluation on which social media platform is the best for sharing your short film online.

Short film media platforms – A list of 13 online platforms for you to find an audience for your short film.

3.7 E-Safety – Online Protections

It's always good to remember online safety and to make sure we are being respectful of others online too. When marketing short films online, it is vital to think about the 3 C's of e-safety.

Content ➡ Contact ➡ Conduct
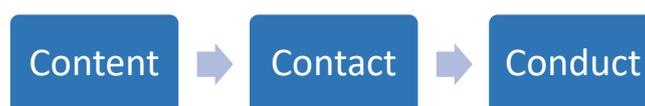
When we post and share things online it is essential to think about content (what we are positing online), contact (who is going to see what we post online) and conduct (how are we behaving online). When sharing and distributing your audio-visual production, you must do so properly, responsibly, and safely.

By sharing your content online, you must think about:

- What information are you sharing with the online world?
- Have you gained the permission to post content of those involved in your production?
- Have you openly given any personal data of you or others?

To protect yourself online, you should:

- Avoid sharing misinformation online
- Have a strong password on your social media / digital media platforms
- Use a firewall
- Be wary of suspicious activity, posts, account profiles and websites.

By understanding the risks that we all face online, we can navigate secure and risk-free online environments.

Conclusion

Congratulations! You have reached the end of the audio-visual production training modules. Throughout these modules, you have learned all about the steps involved in pre-production, production, and post-production.

By using the resources, steps and guides involved in these training sessions with young adult NEET's in your youth group, you can facilitate the learning process to be fun, creative, and interactive. By re-engaging young people, you can assist with the process of building key transversal skills through non-formal learning. This will work to support the inclusion of marginalised groups within your community.

(Fig. A person taking steps to learn, train, get instruction and practice in order to achieve success.)

Post-Assessment Questionnaire:

Pre-Assessment Questionnaire:

Participants will complete the following assessment after they have completed the training, rating their level of 1-5, based on the *Level of Quality* scale provided.

Rating Level	1 (Poor)	2 (Fair)	3 (Good)	4 (Very Good)	5 (Excellent)
Your knowledge of filmmaking					
Your understanding of how filmmaking can build key skills					
Your ability to edit and produce audio-visual content? Your ability to teach					

filmmaking to young adult NEET's				
Your knowledge of the techniques involved in filmmaking on smartphones				
Your skill level of the techniques used in producing digital media on smartphones				
Your knowledge of how digital media can encourage young adult NEET's to upskill				

Your understanding of the software and techniques associated with editing and producing digital media content					
Your ability to teach filmmaking to young adult NEET's					
Your comfortability to teach filmmaking on smartphones in your youth group					