

TASK 1

Image Exercise: 'Me'

Brief:	Take a photo of each other (landscape only)
Groups:	Teams of two
Technology:	Digital stills camera, video projector (or monitor)

Plan and take the photo

- What impression would you like to create of yourself?
 - How would you like to appear?
 - What facial expression would you like to use?
- How would you design the picture?
 - What picture framing would you choose?
 - At what height would you place the camera?
 - What background would you find most suitable?
 - What prop would you use if any?

Look at the picture together (evaluation)

- How is it for you when you see yourself on the screen?
 - What is communicated about you?
- What could you do differently or better ...
 - ... regarding the image?
 - ... regarding how you looked?
- What impression might other people get of you?
 - How could you have changed that impression?



TASK 2

Video Exercise: 'Shops in Baumschulenstrasse'

- Brief:** Record 30 seconds of video of one shop in the Baumschulenstrasse (no interviews, no zoom and no editing afterwards)
- Groups:** Teams of three or four (mixed abilities regarding camera experience)
- Technology:** Digital video camera, video projector (or monitor)

Plan and record the footage

- Examine the area first
 - Which shop would you like to show?
 - Which corner/area/detail of the shop would you like to show?
- Plan the recording
 - What different images would you like to record?
(see extra page for further ideas)
 - In what order would you like to record the images?
- Record the corner/area/detail
 - Every team member should use the camera

Look at the material together (evaluation)

- Are you pleased with your result?
 - How does the footage compare with what you had in mind?
- What would you do differently if you did it again?
 - In the selection of the corner/area/detail?
 - In the use of the video camera?
- What impression might other people get of what you recorded?
 - What would it communicate to somebody who doesn't know this street?



T A S K 2 Extra

Ideas for the video recording

Framing of the image

- Long shot: Showing the whole setting, object or person
- Mid shot: Showing part of the setting, of an object or a person
- Close up: Showing a very small detail of a setting, object or a person

Position of the camera

- Looking up (from below)
- Normal height (same level as an object or a person)
- Looking down (from up high)

Choice of lens

- Wide angle lens (partly distorted, a lot of depth in the image)
- Normal lens (similar to what our eyes perceive)
- Telephoto lens (object isolated, less depth in the image)
- Macro lens (showing a very small detail, camera needs to be in wide angle)

Camera movement

- along the object
- moving up or down
- moving from left to right or vice versa
- turning on its own axis (bending the camera)
- changing speed of movement

Composition of the image

- Playing with a foreground in the image
- Using certain lines in the image for the composition
- Play with symmetry / asymmetry



TASK 3

Edit Exercise: 'Park'

- Brief: Create a 30 second film using the given footage
- Groups: Teams of three or four, mixed abilities regarding editing experience
- Technology: Digital video editing computer

Edit your short film

- Look at all the material first

- Decide on your film
 - What message would you like to bring across?
 - Which images would you like to use for that message?
 - In which order would you put the images together?

- Look at the whole film from time to time during the editing
 - How does the message of the film develop?

Evaluate your own film with one other group (at the computers)

- What impression did the other group get of your film?

- How does your film compare with the film of the other group(s)?

- What first impression did you get of how editing works?
 - From using the technology?
 - From the possibilities to develop a message?

- Is this something you could do in your school?



TASK 4

Video Exercise: 'Euro 2004'

- Brief:** Produce a 3 minute video article related to the Euro 2004 on how this football event is communicated through the media and perceived by different people or groups in Berlin (see extra page).
- Groups:** Teams of three or four
- Technology:** Digital video camera and editing technology

Plan and produce your article

- What is your story?
 - What do you want to say?
 - Who will be your audience?

- What message would you like to bring across?
 - How could you bring that message across?
 - What images could you use?
 - What would be the best way of recording those images?
 - Where do you want to record them?
 - What text/voice over will you use?
 - What interviews would you like to do?
 - What ideas do you have already for the editing?

- Write, plan, record and edit your article

Evaluate your article in the large group

- Are you pleased with the result?

- Does your intended message come across to the other course participants?

- How does Task 4 compare with the first three Tasks?



T A S K 4 Extra

Background of the Task

An event like the Euro 2004 is surely exciting and offers footballers from different countries the chance to compete against each other and offers the public the chance to take part in this. As much as this coming together might be seen positively it is also an event where feelings of national pride are nurtured, where people from different countries are seen according to stereotypes, where existing national tensions are strengthened.

The media could be seen as one factor which wants to 'sell' those conflicts. If you think especially of the boulevard press and their big headlines - how clichés are used and how the audience is provoked with emotional slogans.

The Euro 2004 is taking place in Portugal and for those in other place who are not attending it will be entirely mediated. Are we or the people we interview are aware of this fact?

Possible direction of your article

There are different paths for you to follow and explore. The theme itself is wide and you will need to make sure that you concentrate only on one small aspect of the whole theme, something which is manageable in just a short time.

Possible ideas

- Interview people from Berlin about how they perceive the Euro 2004, which team they support and why and what they think about other teams, ...
- Interview people from different countries about how they relate to the games, who they support and why
- Observe the live coverage of one football game (for example the Germany v. Netherlands game on Tuesday evening) in one of the pubs / open places in Berlin
- Look into the media coverage of the Euro 2004: newspapers, television, internet, radio, .. – how do you as a non-German perceive the coverage here?
- Or come up with a totally different creative idea!



TASK 5

Studio Workshop 'Euro 2004'

Brief:	Produce two 15 minute programmes in the Studio of the Open Channel
Groups:	2 Teams (alternating in front of and behind the camera)
Technology:	Studio technology, 3 cameras

Preparation and recording of the programme

- Discuss and finalise the content of each programme (it will be based on Task 4 – the articles you have done about the Euro 2004)
- Mischka Franke will introduce us to the procedure and technology of the studio work. We will explore different possibilities of using the technology.
- We will practise both programmes first
- We will record both programmes

Evaluation of the programme

- Are you pleased with the workshop?
- What did you experience in the studio?
- What educational value does a studio workshop have?
 - What are the strengths and weaknesses?
- What do you think we have communicated to the television audience?
- How does this exercise compare with task 4?

