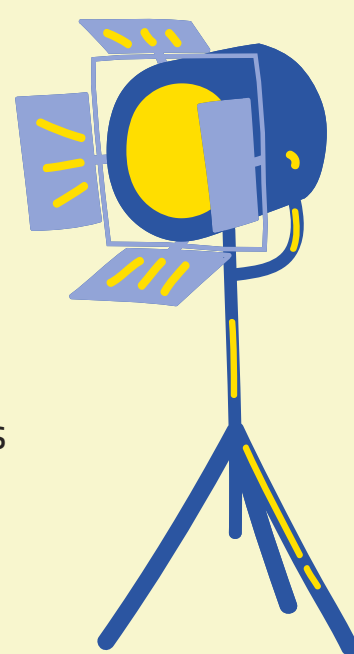


VIDEO AND EDUCATIONAL PURPOSE

Which aspect of learning is to be supported by video?

KNOWLEDGE (e.g. theory, legal, accounting principles)

- Short form
- Graphical highlighting of the most important elements
- Comparisons and examples
- Various shots



SKILLS (e.g. bike repair, computer operation)

- Accurate activities filmed in various angles
 - Off-screen voice, focus on activities
 - Short introduction and conclusion
(no unnecessary theory)
 - Well lit, sharp shots

ATTITUDES (e.g. openness towards minorities, caution when shopping online)

- Video presenting a case study (recorded or already available)
- It can be controversial and should evoke emotions
- Preceding a scheduled, moderated discussion

