



# VIDEO ROLL

Making a clear video about the design idea to easily share with a client.

 **Participants**  
**Group**

 **Design skill**  
**Share ideas**

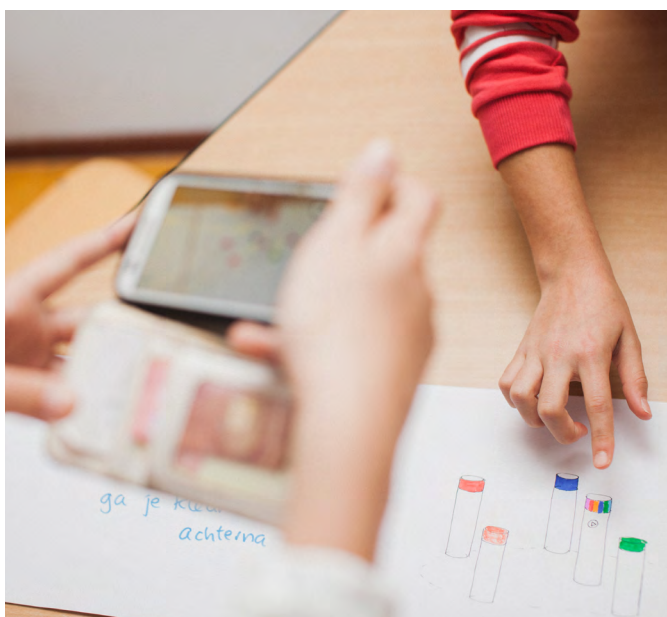
 **Prior experience**  
**None**

 **Time**  
**20 minutes**

 **Design phase**  
**Presenting**

## Description

Participants make a video roll of their design process to present their idea and how they arrived at it. To start with, the participants collect the materials they have made during their design process such as photos, idea cards, sketches or prototypes. Then they use the 'Crib sheet' to check if they have everything to make the video roll. They supplement missing elements with drawings and text on separate sheets. They lay all their design materials side by side in a logical order on a table, from left to right, like a comic strip.



They then prepare an explanation. The presenter stands behind the drawings so that they are upside down. This person practices the design story once. Then the team films their material in one go and records the full explanation. One team member holds the camera above the drawings and only records the materials.

Only the narrator's hands will be in view of the camera as they point at details, the focus is on what they talk about. Minor mistakes are not a problem, they give the video a spontaneous feeling.

### CRIB LETTER FOR VIDEO ROLL

- name of the design
- for who is it
- what problem does it solve
- how does it look
- how does it work
- pros

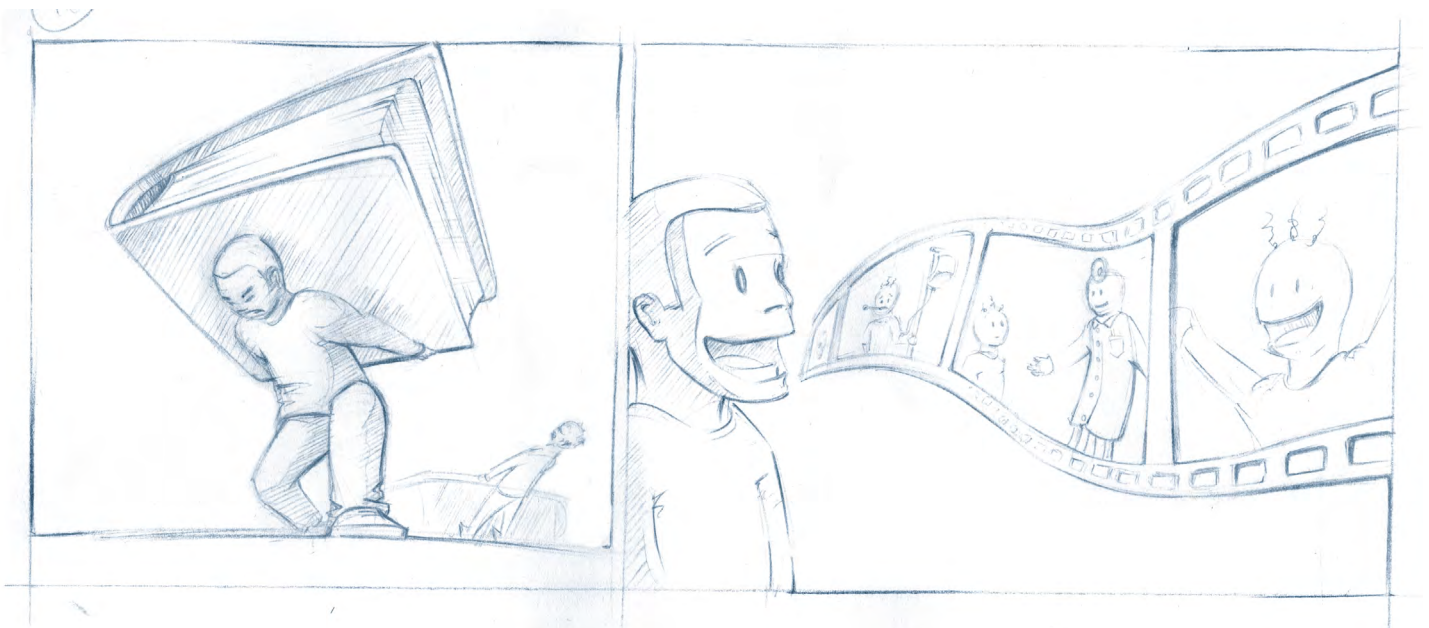
## Effect

Participants often dislike presenting existing materials from their design idea. They can often feel like they are repeating themselves. With the video roll they enjoy working on a presentation about their design process.

The video contains both the visual materials and the spontaneous explanation of the design team. The client is able to see that the process is still ongoing. The video gives them insight into the thinking process of the design team, providing empathy towards them.

*Without the Video roll*

*With the Video roll*



## Example

Charlotte and Emma have drawn ideas for an octagonal water trampoline. If you jump on it, a fountain sprays from every angle. They have come up with a fun game for their idea. They call their idea 'Splash bed'.

Before they present their idea, they look at the crib sheet. They already have a drawing of the water trampoline and a sketch of the technical system but they don't have visuals of the name and the rules yet. They write the name large on one sheet and the rules on another sheet. They put everything in the correct order and make the video in one go: Charlotte films the drawings whilst Emma explains them.



## Step by step

- 1 Assign the design team a quiet place to film, without background noise, and make sure the preconditions are met (see Materials).
- 2 Explain the process to the team:
  - 1 Collect the available materials of an idea.
  - 2 Make extra drawings and texts if there are not enough to explain the idea well.
  - 3 Look through the crib sheet and check if anything is missing. Make the missing visuals if necessary.
  - 4 Place all the design materials next to each other in a logical order and think about how it will be filmed.

- 5 Determine who will present and film.
  - 6 Practice the story once.
  - 7 Record the story in one go.
- 3 Collect the video or tell the participants how to send the video to the client.
  - 4 Have the participants send the film to the client without any editing and ask for a response.
  - 5 Discuss the responses with the design teams.

## Tips

- ▶ For the sake of privacy, participants should not be filmed. If they do appear in the video in a way that they can be recognised, permission from their parents is required before sharing the video with the client.
- ▶ Have the design team use the crib sheet in for preparation but put it away during filming. Let the material on the table be their guide. Keep crib letters small so that it can't be used as a form that has to be filled out.

## Materials

- ▶ Worksheet crib sheet
- ▶ Sketches and other results of the design team
- ▶ A long narrow table
- ▶ A telephone with camera, or a photo camera with film mode or video camera
- ▶ Address to send the video to (e-mail, WhatsApp or other)



## CRIB SHEET FOR VIDEO ROLL

- name of the design
- who is it for
- what problem does it solve
- what does it look like
- how does it work
- positive elements

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