



Innovative Video Presentations for Learning Creative Entrepreneurship

Compendium of Case Studies



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Foreword

The objective of the project is to share good practice among partners in establishment of sustainable and mutually beneficial relations between vocational schools and small and medium enterprises, in the participating countries and transnationally, focused on Work-Based learning opportunities for students.

The project is focused on supporting the cooperation between vocational schools and the labour market with the aim to enable the students to get practical labour experience and businesses to benefit from the innovative thinking and entrepreneurial zeal of students and both to increase their effective use of ICT in marketing.

The subject of the project IN PLACE is about using video in marketing of a SME. The project comes with an inspiration for partners how to support cooperation between VET students and SMEs. This method will be carried out in all involved countries. Students (working teams) will create video podcast to promote local businesses. The results of the individual partner countries will be presented on a dedicated project website (<http://www.inplace.cz>).

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1. SOCIEDADE PORTUGUESA DE INOVAÇÃO

1.1. Armando Silva

<p>Assignment</p>	<p>A company of manufacture of footwear in leather of high quality, with national and international success.</p> <p>The creation of a promotional video intends to promote the company through the presentation of various brands, from classic shoes to sports shoes.</p> <p>This video is intended to attract new customers to continue the success of this company.</p>
<p>Project Team</p>	<p>Teachers: Susana Vieira & Silvia Conde</p> <p>Students: Alejandro Gallardo Morales</p> <p>School: Escola Secundária da Senhora da Hora</p> <p>https://www.agrupamento-sra-hora.net/</p>
<p>Method of Work</p>	<p>Filming, using audiovisual recording technology and image capture;</p> <p>Use of video, sound and image editing software;</p> <p>Final video production, using video editing software.</p> <p>Armando Silva now possesses a video that it can use for the company promotion in its website and several social media channels (facebook, linkedin, twitter). Therefore, the IN PLACE project helped in Armando Silva visibility, through the creation of a new marketing tool.</p>
<p>Teacher comment</p>	<p>The video was created by only 1 student. The student is committed, creative and responsible, having been praised by the company for both work and attitude.</p>
<p>OnlineURL</p>	<p>https://www.youtube.com/watch?v=5M_EnWqxIUo&feature=youtu.be</p>



1.2. Sociedade Portuguesa de Inovação

<p>Assignment</p>	<p>The creation of a promotional video intends to promote SPI through the presentation of the company, publicizing the areas of activity and its subsidiaries.</p> <p>This video is intended to attract new customers to continue the success of this company.</p>
<p>Project Team</p>	<p>Teachers: Susana Vieira & Silvia Conde Students: Samuel Filipe Rodrigues Silva School: Escola Secundária da Senhora da Hora https://www.agrupamento-sra-hora.net/</p>
<p>Method of Work</p>	<p>Filming, using audiovisual recording and image capture technology; Use of video, sound and image editing software; Final video production, using video editing software.</p> <p>SPI now possesses a video that it can use for the company promotion in its website and several social media channels (facebook, linkedin, twitter). Therefore, the IN PLACE project helped in SPI visibility, through the creation of a new marketing tool.</p>
<p>Teacher comment</p>	<p>The video was created by only 1 student. The student is committed, creative and responsible.</p>
<p>OnlineURL</p>	<p>https://www.youtube.com/watch?v=hoNqwjFMMm4&feature=youtu.be</p>



1.3. ByNet

Assignment	To produce a small film about this company (ByNet) to promote its business and share the ideas of its CEO.
Project Team	Teachers: Marco Oliveira Students: Gonçalo Pinheiro & Tomás Bandeira School: Escola Artística e Profissional Árvore https://www.arvore.pt/#
Method of Work	Each of the students was responsible for filming the key points on the shooting location. Then, an interview with the person in charge was filmed. The editing was made by the two students, Tomás did color grading and Gonçalo edited the audio; Software used: Adobe Premiere & Adobe After Effects;
Teacher comment	These students were very responsible regarding all aspects of preparing the script, formatting the content and the visual look of all the films, shooting, editing and post production.
OnlineURL	https://www.youtube.com/watch?v=TRxP2hYenEw



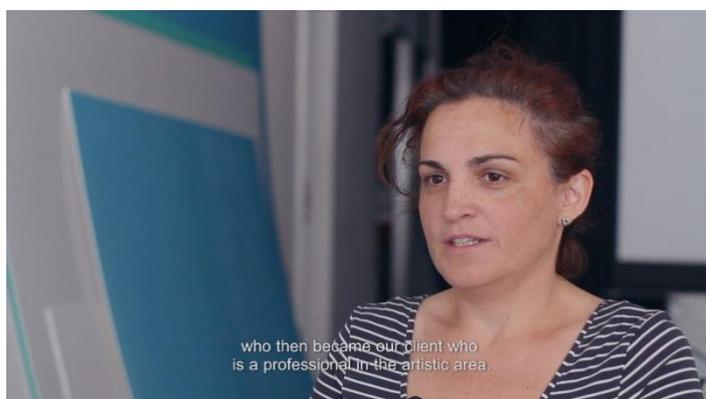
1.4. Maus Hábitos

Assignment	To produce a small film about this company (Maus Hábitos) to promote its business and share the ideas of its CEO.
Project Team	Teachers: Marco Oliveira Students: Gonçalo Pinheiro & Tomás Bandeira School: Escola Artística e Profissional Árvore https://www.arvore.pt/#
Method of Work	Each of the students was responsible for filming the key points on the shooting location. Then, an interview with the person in charge was filmed. The editing was made by the two students, Tomás did color grading and Gonçalo edited the audio; Software used: Adobe Premiere & Adobe After Effects;
Teacher comment	These students were very responsible regarding all aspects of preparing the script, formatting the content and the visual look of all the films, shooting, editing and post production.
OnlineURL	https://www.youtube.com/watch?v=NyyjomAfUbY



1.5. Lumen

Assignment	To produce a small film about this company (Lumen) to promote its business and share the ideas of its CEO.
Project Team	Teachers: Marco Oliveira Students: Gonçalo Pinheiro & Tomás Bandeira School: Escola Artística e Profissional Árvore https://www.arvore.pt/#
Method of Work	Each of the students was responsible for filming the key points on the shooting location. Then, an interview with the person in charge was filmed. The editing was made by the two students, Tomás did color grading and Gonçalo edited the audio; Software used: Adobe Premiere & Adobe After Effects;
Teacher comment	These students were very responsible regarding all aspects of preparing the script, formatting the content and the visual look of all the films, shooting, editing and post production.
OnlineURL	https://www.youtube.com/watch?v=XiRlelbt3A



2. EUROFACE, PRIMMAT

2.1. The cottage Kamenitý

<p>Assignment</p>	<p>The cottage Kamenitý</p> <p>Year-round accommodation in the protected landscape area Beskydy, in the quiet village of Dolní Lomná.</p> <p>We should have prepared a video that could be of benefit to the visibility of the chosen company. We chose Kamenitý mountain chalet to which we have a personal relationship (we have been helping with its operation for 2 years) and so the video was well processed. The owners of the cottage liked the result of the video as well.</p>
<p>Project Team</p>	<p>The video for the holiday cottage "Kamenitý" was created by pupils of a private secondary school from Frýdek-Místek, their fields of study are focused on teaching Economics and Business.</p> <p>School: Primat, http://www.primmat.cz/</p>
<p>Method of Work</p>	<p>Work with audiovisual recording technology, computer technology including appropriate software for video editing - according to the possibility of individual students, work with planning, conceptual and creative activities in video preparation and communication with company representatives.</p>
<p>Teacher comment</p>	<p>A very responsible trio of students who had previous experiences with similar shooting. They divided the work according to their personal dispositions and cooperated with each other, which they finalized together in the final stage into the presented video.</p>
<p>OnlineURL</p>	<p>http://www.inplace.cz/video_cz.php</p>



Euroface s.r.o
PrimMat s.r.o.
Czech Republic



2.2. Garden Vrobel

<p>Assignment</p>	<p>Garden Vrobel</p> <p>Garden designs, consultancy, creation and maintenance of lawns, planting ornamental and fruit trees.</p> <p>The task was to create a promotional video for the Vrobel garden company. The video was supposed to help potential customers with company services and promotion. The video was shot by two students and all related tasks were completed within 4 months.</p>
<p>Project Team</p>	<p>The video for the for the Vrobel Garden was created by pupils of a private secondary school from Frýdek-Místek, their fields of study are focused on teaching Economics and Business.</p> <p>School: Primat, http://www.primmat.cz/</p>
<p>Method of Work</p>	<p>Work with audiovisual recording technology, computer technology including appropriate software for video editing - according to the possibility of individual students, work with planning, conceptual and creative activities in video preparation and communication with company representatives.</p>
<p>Teacher comment</p>	<p>The work of the students was demanding on the mutual cooperation of all partial activities and on the actual compilation of the final work. The video was made up of a pair of students who divided the work proportionally into a technical page and a communication-social page. They distributed the tasks in a balanced way and worked together on the final work.</p>
<p>OnlineURL</p>	<p>http://www.inplace.cz/video_cz.php</p>



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2.3. Penzion Obora

<p>Assignment</p>	<p>Penzion Obora</p> <p>Besides, the accommodation also offers a stylish restaurant and a outdoor playground for ball games in the scenic Beskydy Mountains. In the nearby village Čeladná you can find the antisauna, a relaxation center, a local riding hall with beautiful horses, a tennis court or a golf course.</p> <p>As a task we chose to present the above mentioned company. As a means of presentation, we chose a promotional video that the company could use to communicate with both existing and future customers. The work on video creation was interesting both technically and in terms of communication and logistics.</p>
<p>Project Team</p>	<p>The video for the Penzion Obora was created by pupils of a private secondary school from Frýdek-Místek, their fields of study are focused on teaching Economics and Business.</p> <p>School: Primat, http://www.primmat.cz/</p>
<p>Method of Work</p>	<p>Work with audiovisual recording technology, computer technology including appropriate software for video editing - according to the possibility of individual students, work with planning, conceptual and creative activities in video preparation and communication with company representatives.</p>
<p>Teacher comment</p>	<p>The assigned task was processed by two students who had no previous experience with video recording. As part of their video processing, they have learned a lot of new knowledge and skills related to creating multimedia promotional materials that they can use in future activities.</p>
<p>OnlineURL</p>	<p>http://www.inplace.cz/video_cz.php</p>



Euroface s.r.o
PrimMat s.r.o.
Czech Republic



2.4. Kontakt café

<p>Assignment</p>	<p>Kontakt café</p> <p>Design coffe shop with a wide range of hot and cold drinks and desserts of its own production.</p> <p>The theme of our work was to prepare a video for a selected company. We chose the popular and prosperous Café Kontakt Café, which we like to visit regularly and enjoy its services. The video was conceived as a possible video invitation to visit the café and as an invitation to other guests. Working with business owners was very inspiring.</p>
<p>Project Team</p>	<p>The video for the Kontakt café was created by pupils of a private secondary school from Frýdek-Místek, their fields of study are focused on teaching Economics and Business.</p> <p>School: Primat, http://www.primmat.cz/</p>
<p>Method of Work</p>	<p>Work with audiovisual recording technology, computer technology including appropriate software for video editing - according to the possibility of individual students, work with planning, conceptual and creative activities in video preparation and communication with company representatives.</p>
<p>Teacher comment</p>	<p>The video was prepared very actively by the students and subtasks were always arranged on time, which shows the exemplary attitude of both students and their organizational skills in a similar project. Students enjoyed the work and consider it to be beneficial in acquiring new skills.</p>
<p>OnlineURL</p>	<p>http://www.inplace.cz/video_cz.php</p>



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Czech Republic



2.5. Funky Beat

<p>Assignment</p>	<p>Funky Beat</p> <p>A successful dance school that teaches modern dance styles to a wide age group of children.</p> <p>Since we are an active dancer of the Funky Beat group, the creation of a video promoting a small entrepreneur was clear - we were actually shooting ourselves. We wanted to make the video so that the wider public would know our activities and attract other members to continue our successful business.</p>
<p>Project Team</p>	<p>The video for the Funky Beat was created by pupils of a private secondary school from Frýdek-Místek, their fields of study are focused on teaching Economics and Business.</p> <p>School: Primat, http://www.primmat.cz/</p>
<p>Method of Work</p>	<p>Work with audiovisual recording technology, computer technology including appropriate software for video editing - according to the possibility of individual students, work with planning, conceptual and creative activities in video preparation and communication with company representatives. video creation</p>
<p>Teacher comment</p>	<p>A group of two students with a very active approach to the preparation, implementation and finalization of the created video. They approached the individual stages of video production creatively and were able to solve problems created during the filming. They would like to participate in similar projects in the future.</p>
<p>OnlineURL</p>	<p>http://www.inplace.cz/video_cz.php</p>



Euroface s.r.o.
PrimMat s.r.o.
Czech Republic



3. NTC

3.1. Tasty and healthy

Assignment	<p>Tasty and healthy</p> <p>A young family with small business that seeks to put into practice the innovative idea of raw-dried crackers with minimal heat treatment guaranteeing complete and healthy food. The man from the video works in close collaboration with the parents of the students who made this video. This is the reason we promote this business. With this collaboration, we have also achieved one of our goals in the educational process, namely to involve parents in the school initiatives of their children.</p>
Project Team	<p>Students: Kristian Katsarov, Marta Pandeveva, Alexander Dimitrov Teacher: Pepa Ignatova 30th School Bratya Miladinovi, Sofia, Bulgaria http://30su-bg.com/</p>
Method of Work	<p><u>The team:</u> Each video's production began with a detailed plan and distribution of responsibilities. Students have very well developed teamwork skills. Tasks were distributed as follows: <i>Kristian Katsarov</i> – shooting and editing the video, communication with the companies. <i>Marta Pandeveva</i> - interview, communication with the companies. <i>Mihail Borisov</i> - translation and subtitles. <u>Technique and Software:</u> Shooting: Nikon d7500 Video processing: premiere pro cc 2018 Subtitles: Sony Vegas <u>Difficulties:</u> In general, we had more serious difficulties with sounding the clips. for this reason we had to shoot some scenes. <u>Spread:</u> The videos will be disseminated via the website of 30th secondary school Bratya Miladinovi http://30su-bg.com/, the websites of the Foundation for Organic Farming BIOSELENA https://bioselena.com/ and http://bioferma.org/, Social Networks like Facebook, Instagram and YouTube</p>
Teacher comment	<p>InPlace has shown me a creative mix of business, education and a lifestyle. Me and my students have realized that business should be geared towards nature and using environmentally friendly techniques to protect the planet for future generations.</p>
OnlineURL	<p>http://www.inplace.cz/video_bg.php</p>



3.2. The colors of nature

<p>Assignment</p>	<p>The colors of nature Start-up business that offers fabrics, scarves and clothes with prints and colors created from natural materials such as grasses, flowers and trees. The lady of the video works closely with the parents of the students who made this video. This is the reason we promote this business. With this collaboration, we have also achieved one of our goals in the educational process, namely to involve parents in the school initiatives of their children.</p>
<p>Project Team</p>	<p>Students: Kristian Katsarov, Marta Pandeve, Alexander Dimitrov Teacher: Pepa Ignatova 30th School Bratya Miladinovi, Sofia, Bulgaria http://30su-bg.com/</p>
<p>Method of Work</p>	<p><u>The team:</u> Each video's production began with a detailed plan and distribution of responsibilities. Students have very well developed teamwork skills. Tasks were distributed as follows: <i>Kristian Katsarov</i> – shooting and editing the video, communication with the companies. <i>Marta Pandeve</i> - interview, communication with the companies. <i>Mihail Borisov</i> - translation and subtitles. <u>Technique and Software:</u> Shooting: Nikon d7500 Video processing: premiere pro cc 2018 Subtitles: Sony Vegas <u>Difficulties:</u> In general, we had more serious difficulties with sounding the clips. for this reason we had to shoot some scenes. <u>Spread:</u> The videos will be disseminated via the website of 30th secondary school Bratya Miladinovi http://30su-bg.com/, Social Networks like Facebook, Instagram and YouTube</p>
<p>Teacher comment</p>	<p>InPlace has shown me a creative mix of business, education and a lifestyle. Me and my students have realized that business should be geared towards nature and using environmentally friendly techniques to protect the planet for future generations.</p>
<p>OnlineURL</p>	<p>http://www.inplace.cz/video_bg.php</p>



3.3. My tiny shop

Assignment	<p>My tiny shop Coffee shop is small family enterprise found in 2007. It is a family business run by Boryana and Christo Velchevi. The shop sells different types of coffee which are prepared on the spot as well as soft drinks and wines. The specialty is preparing 6 types of coffee drinks with different ingredients and original combinations of cocoa, ginger, vanilla and other.</p>
Project Team	<p>30th School Bratya Miladinovi, Sofia</p> <p>Students: Daniel Mitov, Karina Velcheva, Marin Nikolov</p> <p>Teacher: Tsvetanka Nikolova</p> <p>http://30su-bg.com/</p>
Method of Work	<p>Mobile phone was used for shooting the video. Free software, such as OpenShot, Videopad, Freemake video converter, Wax, was used for embedding the subtitles, sound processing, cutting and other post production activities.</p>
Teacher comment	<p>It was the first time that students worked with such a software and its usage was a challenge at a higher level for all of them.</p>
OnlineURL	<p>http://www.inplace.cz/video_bg.php</p>



3.4. Geektech

Assignment	GEEKTECH A software development company on the Internet in Bulgaria and the world has agreed to tell us about its development and way of working.
Project Team	Teacher: Ivailo Ivanov Students: Borislav Ganchev, Kalina Goranova, Ivan Kralev 134 ORT School "Dimcho Debelyanov" - Sofia
Method of Work	Work on the clip included several stages: preliminary conversations with the owners to clarify the concept of the end product and its content; recording with a video camera and an interview with the owner presenting the company and its activities; taking footage from different places in the business to partially illustrate the narrator's words, using a video camera as well as a drone; mount the captured material with the Sony Vegas Pro; developing a graphic vision for the beginning and the inscription; selecting music with free copyright; creating subtitles and synchronizing them with the video.
Teacher comment	Creating promo videos for different businesses was a first-time experience for students who had a lot of experience with digital video. They are part of the school television, which regularly reflects various events throughout the year. The product's specificity required a different approach to photography, where the focus was on the creative frame, not on the documentary filming. Shooting with drone was an additional feature in the shooting, from which they learned a lot of new things.
OnlineURL	https://youtu.be/sBPQpOqAV_Y



3.5. Vibo Commerce Ltd. Car Service

Assignment	Vibo Commerce Ltd. Car Service A car service owner, the father of one of the students, told about the development of his business and plans in the future.
Project Team	Teacher: Ivailo Ivanov Students: Borislav Ganchev, Kalina Goranova 134 ORT School "Dimcho Debelyanov" - Sofia
Method of Work	Work on the clip included several stages: preliminary conversations with the owners to clarify the concept of the end product and its content; recording with a video camera and an interview with the owner presenting the company and its activities; filming footage from different business locations to partially illustrate the narrator's words; mount the captured material with the Sony Vegas Pro; developing a graphic vision for the beginning and the inscription; selecting music with free copyright; creating subtitles and synchronizing them with the video.
Teacher comment	Creating promo videos for different businesses was a first-time experience for students who had a lot of experience with digital video. They are part of the school television, which regularly reflects various events throughout the year. The product's specificity required a different approach to photography, where the focus was on the creative frame, not on the documentary filming.
OnlineURL	https://youtu.be/-wC7lall9Wk

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4. DLEARN

4.1. FAI Brianza

Assignment	<p>FAI Brianza</p> <p>The FAI International project promotes love for Italy abroad through a vast and enthusiastic network of activities. This is its department located in Monza.</p>
Project Team	<p>IIS Mosè Bianchi (Monza)</p> <p>All the students cooperated. Among them, Stefano Brambilla, Federico De Siato, Marco Sonvico, Federico Gatti</p>
Method of Work	<p>Students divided their tasks according to the work to be done on the video. As for FAI Brianza, since it is a no-profit organisation with a great echo not only in Italy, it is crucial to raise awareness and keep that echo to preserve and enhance its noble purpose.</p> <p>As for the other video including interviews, the voices were recorded in Italian and dubbed in English by the students afterwards (during video-editing).</p> <p>The software used for the video-editing phase is Adobe premiere pro.</p>
Teacher comment	<p>It is one of the last videos the students recorded, and they were rather independent as for decision-making and to-do lists. The teaching activity has achieved its goal.</p>
OnlineURL	<p>http://www.inplace.cz/video_it.php</p>



4.2. De Carlini

Assignment	<p>De Carlini</p> <p>A factory in the region of Lombardia that works with blown glass. It was chosen by both the students and the teachers due to the very peculiar art they provide through the artisans' work.</p>
Project Team	<p>IIS Mosè Bianchi (Monza)</p> <p>All the students cooperated. Among them, Alessia Ferrera, Alessia Grattieri, Cecilia Villa</p>
Method of Work	<p>Students divided their tasks according to the work to be done on the video. As for Soffieria De Carlini, both the students and the teachers decided to improve the marketing of this factory through this innovative method, rather than the usual website (even it is translated in English and has an online shop)</p> <p>As for the other video including interviews, the voices were recorded in Italian and dubbed in English by the students afterwards (during video-editing).</p> <p>The software used for the video-editing phase is Adobe premiere pro.</p>
Teacher comment	<p>It is one of the last videos the students recorded, and they were rather independent as for decision-making and to-do lists. The teaching activity has achieved its goal.</p>
OnlineURL	<p>http://www.inplace.cz/video_it.php</p>



4.3. Birrificio Alma

Assignment	<p>Birrificio Alma</p> <p>Birrificio Alma is a recently-born (2013) brewery in Monza. The owners decided to start the business at a time when many micro-breweries were opened in Italy, so it was essential to bring ideas that could distinguish ALMA from other producers, knowing that making a beer of excellent quality was only the very first step.</p>
Project Team	<p>IIS Mosè Bianchi (Monza)</p> <p>All the students cooperated. Among them, Valentina Percaccioli, Samuele Nicolini</p>
Method of Work	<p>Students divided their tasks according to the work to be done on the video. As for Birrificio Alma, both the students and the teachers decided to improve the marketing of this brewery through their podcast, rather than the usual website (that is still in beta-testing).</p> <p>As for the other video including interviews, the voices were recorded in Italian and dubbed in English by the students afterwards (during video-editing).</p> <p>The software used for the video-editing phase is Adobe premiere pro.</p>
Teacher comment	<p>Thanks to this video and the previous ones, the students have acquired practice in editing video-podcasts, in particular with the dubbing method (they decided to use it rather than the subtitles).</p>
OnlineURL	<p>http://www.inplace.cz/video_it.php</p>



4.4. Digitalflex

Assignment	<p>Digitalflex</p> <p>Digitalflex is a company in Monza that designs and manufactures digital photopolymer printing matrices. It designs and carries out high quality photopolymer digital printing matrixes as well as photopolymer and elastomer sleeves for flexible printing.</p>
Project Team	<p>IIS Mosè Bianchi (Monza)</p> <p>All the students cooperated. Among them, Eleonora Torri, Silvia Castelli</p>
Method of Work	<p>Students divided their tasks according to the work to be done on the video. As for Digitalflex, the students made an alternation of pictures and video-frames, deciding not to include any interviews, but adding some of the products the factory works with (at the end of the video).</p> <p>The software used for the video-editing phase is Adobe premiere pro.</p>
Teacher comment	–
OnlineURL	http://www.inplace.cz/video_it.php



4.5. Maggioni

Assignment	<p>Maggioni</p> <p>Latteria Maggioni is a company in the region of Lombardia (Montevecchia) which produces typical products from Brianza (butter and cheese)</p>
Project Team	<p>IIS Mosè Bianchi (Monza)</p> <p>All the students cooperated. Among them, Thouriya Imadi, Antonio Scognamillo</p>
Method of Work	<p>Students divided their tasks according to the work to be done on the video. As for Latteria Maggioni, the students used a background music, a narrative voice, interviews with one of the owners.</p> <p>As for the other video including interviews, the voices were recorded in Italian and dubbed in English by the students afterwards (during video-editing).</p> <p>The software used for the video-editing phase is Adobe premiere pro.</p>
Teacher comment	<p>This company was chosen because, even though it represents a great source of tradition and a living representation of a familiar company since generations, it lacks marketing methods and over-local advertisement.</p>
OnlineURL	<p>http://www.inplace.cz/video_it.php</p>



5. PROWORK

5.1. SOB Allemaal Staal

Assignment	<p>SOB Allemaal Staal</p> <p>We got the assignment from school (Wellant College) within the class “Social Studies” to interview entrepreneurs and companies who we were interested in and want to know more about. After deliberating we choose to go to a steel company.</p>
Project Team	<ul style="list-style-type: none"> - Sanne Stoker - Loïs Reedijk - Daphne Ypma - Jorik Kojck
Method of Work	<ol style="list-style-type: none"> 1. First of all, we got in touch with the company 2. After that made script 3. One of us filmed 4. Two interviewed 5. One of us directed the recording and images to be made 6. Process captured images into final video 7. Present video in class 8. Put video's on YOUTUBE to share for the project
Teacher comment	<p>Extensive video, which gives a good impression of the company (and the entrepreneurial spirit behind the company) and the people working in the company. Technically, the interview could have been better without the question and answer list on the table. But very nice that there were two interviewers and that the actual working floor was well in view with new faces.</p>
Online URL	<p>https://youtu.be/BIKcStEc3LU</p>



5.2. Chocolaterie Reedijk

Assignment	<p>Chocolaterie Reedijk</p> <p>We got the assignment from school (Wellant College) within the class “Social Studies” to interview entrepreneurs and companies who we were interested in and want to know more about. After deliberating we choose to go to a chocolate store.</p>
Project Team	<ul style="list-style-type: none"> - Marit Korst - Priscilla Geensen - Quincy Holterhues - Shira Rubinstein
Method of Work	<ol style="list-style-type: none"> 1. Assignment school 2. Contact different companies 3. Choose chocolate store 4. Telephone call with owner chocolate store 5. Making script 6. Filming at the chocolate store; 1 filmed and 1 interviewer. 2 of us directed the video 7. Final video made with technical program 8. Presenting video to company 9. Present video in class 10. Put video's on YOUTUBE to share for the project
Teacher comment	<p>A pity about the bad images, the quality could have been better. Nevertheless, a nice interview, very loose and energetic as well as the good setting of what was recorded.</p>
Online URL	<p>https://youtu.be/bAUQ9MxyE-U</p>



5.3. ABS Hoogvliet

Assignment	<p>ABS Hoogvliet We got the assignment from school (Wellant College) within the class “Social Studies” to interview entrepreneurs and companies who we were interested in and want to know more about. After deliberating we choose to go to a car repair company.</p>
Project Team	<ul style="list-style-type: none"> - Fabienne Kreling - Iris de Jong - Amber Laures - Melody de Ruiter
Method of Work	<ol style="list-style-type: none"> 1. First of all, we got in touch with the company 2. After that made script 3. One of us filmed 4. Two interviewed 5. One of us directed the recording and images to be made 6. Process captured images into final video 7. Present video in class 8. Put video’s on YOUTUBE to share for the project
Teacher comment	<p>Long interview, but substantive and well-focused on entrepreneurship. Nice interaction in the workplace at the end with nice music, but images might have been alternated (to make it a little more exciting).</p>
Online URL	<p>https://youtu.be/_3byC0Qe_rY</p>



5.4. Hoekse Huisje

Assignment	<p>Hoekse Huisje We got the assignment from school (Wellant College) within the class "Social Studies" to interview entrepreneurs and companies who we were interested in and want to know more about. After deliberating we choose to go to a chocolate shop.</p>
Project Team	<ul style="list-style-type: none"> - Marieke Schipper - Indy Veasen
Method of Work	<ol style="list-style-type: none"> 1. Assignment school 2. Contact different companies 3. Choose chocolate store 4. Telephone call with owner chocolate store 5. Making script 6. Filming at the chocolate store; 1 filmed 7. 1 interviewer 8. 2 of us directed the video 9. Final video made with technical program 10. Presenting video to company 11. Present video in class 12. Put video's on YOUTUBE to share for the project
Teacher comment	<p>Different way of presenting, not the interviewer and interviewee in the picture, but questions and answers in a kind of presentation form. Nice, but little emphasis on entrepreneurship, this could have been better. Still nice to see a different perspective (also the chocolate music!).</p>
Online URL	<p>https://youtu.be/ptwgV4G0Apk</p>



5.5. Spar Rotterdam

Assignment	<p>SPAR ROTTERDAM</p> <p>We got the assignment from school (Lifeschool Lentiz) within the class "ICT" to interview entrepreneurs and companies who we were interested in and want to know more about. After deliberating we choose to go to the SPAR Rotterdam supermarket</p>
Project Team	<ul style="list-style-type: none"> - Dynand Loomans - Shanaya Mahradjsing - Dewi oostrom - Chevelle Slagveer
Method of Work	<ol style="list-style-type: none"> 1. Assignment school 2. Contact different companies 3. Choose SPAR 4. Telephone call with owner chocolate store 5. Making script 6. Filming at the SPAR; 1 filmed 7. 1 interviewer 8. 2 of us directed the video 9. Final video made with technical program 10. Presenting video to company 11. Present video in class 12. Put video's on YOUTUBE to share for the project
Teacher comment	<p>Nice filming, with the shop as central position of the video. Only the noise at the background is some what difficult to understand what exactly is the topic of the video. But it looks very nice and in depth.</p>
Online URL	<p>https://youtu.be/8DwJz33LqA4</p>



6. AGIFODENT

6.1. +q frutas Grocery

Assignment	<p>“+q frutas Grocery”</p> <p>Fruit shop in Cenes de la Vega (Granada) with local and seasonal products, a benchmark for health and wellness in the region.</p>
Project Team	<p>Miguel de Cervantes High School</p> <p>Students: Yanira Jiménez and Judit Jiménez</p> <p>Teacher: Justina Castillo</p>
Method of Work	<p>Yanira and Judit, two sisters who live in Cenes de la Vega, made this video together. Yanira interviewed the owner of the greengrocer and Judit took charge of the recording. The editing of the video was done together, with the help of their teacher.</p> <p>The program used for the edition was Magisto.</p>
Teacher comment	<p>The professor in charge, the head of studies of the institute, was surprised by the initiative of the students, who had a very clear idea of their participation in the project.</p>
OnlineURL	<p>http://inplace.cz/video_es.php</p>



6.2. Language in group Academy

Assignment	<p>Language in group Academy</p> <p>English Academy and school support for children, primary, secondary and adults, in Cenes de la Vega (Granada). Preparation for Cambridge official exams, native teachers. Classroom of educational reinforcement and courses for the unemployed.</p>
Project Team	<p>El Zargal School</p> <p>Students: Tomás Rienda and Irene Rienda</p> <p>Teachers: Andrea Turcato and Mauricio Fuentes</p>
Method of Work	<p>These students of the El Zargal school are also students of English Language in Group Academy, 200 meters from their school, since the opening of the academy in 2014. They both made the recording, editing and wrote the subtitles, with the help of their teacher of English from the academy.</p> <p>The software used for the video-editing phase is Adobe premiere pro.</p>
Teacher comment	<p>"They enjoyed it a lot during the entire process of creating the video, and that can be seen in the final result", said Andrea Turcato.</p>
OnlineURL	<p>http://inplace.cz/video_es.php</p>



6.3. Cleo Butcher

Assignment	<p>Cleo Butcher</p> <p>30 years ago two brothers from Granada opened a butcher shop in the neighborhood of Bola de Oro-Avenida de Cervantes. Currently, their two families work with them. Great variety of meat products, eggs, wines and preserves.</p>
Project Team	<p>Zaidín-Vergeles High School</p> <p>All the students cooperated. Among them, Daniel Senso and Nahuel Fernández.</p>
Method of Work	<p>Several students of this high school wanted to participate in the project by recording a video about a business in their neighborhood, the Cleo Butcher. Daniel and Nahuel made the recording and all the classmates in English wrote the subtitles.</p> <p>The software used for the video-editing phase is InShot.</p>
Teacher comment	<p>The English teacher who helped them appreciated the original ideas of the students.</p>
OnlineURL	<p>http://inplace.cz/video_es.php</p>



6.4. Bola de Oro physiotherapy clinic

Assignment	Bola de Oro physiotherapy clinic Physiotherapists with 12 years of experience, specialists in personalized treatments, pilates, rehabilitation, traffic accidents, hernias, lumbago, sports injuries...
Project Team	Miguel de Cervantes High School Students: Carlos Jiménez and Carmen Jiménez Teachers: Carolina Fernández and Sandra Peregrina
Method of Work	The students went several times during several days to the clinic to record several shots and be able to teach the different treatments that professionals can do to improve health. Therefore, the editing work was a bit longer than in other videos. The software used for the video-editing phase is FilmoraGo
Teacher comment	Great teamwork, despite not having experience in similar recordings.
OnlineURL	http://inplace.cz/video_es.php



6.5. Flamenco Cultural Association “Peña la Platería”

	<p>Flamenco Cultural Association “Peña la Platería”</p>
Assignment	<p>La Platería is the oldest Flamenco association in the world. It was born 70 years ago in El Albaicín, Granada (Spain). Every week there are flamenco shows for members (Saturdays) and for tourists (Thursdays).</p>
Project Team	<p>Miguel de Cervantes High School</p> <p>Student: Cristina Lobón</p> <p>Teacher: Cynthia Jiménez</p>
Method of Work	<p>This video was recorded by the oldest student of all the students who have participated in the project in Spain. She is a semi-professional flamenco dancer and wanted to record this video on the 70th anniversary of the association.</p> <p>The software used for the video-editing phase is FilmoraGo.</p>
Teacher comment	<p>The student tried to translate the lyrics of the song into English but it was very difficult, so we finally made a summary with the main ideas.</p>
OnlineURL	<p>http://inplace.cz/video_es.php</p>

