



WELCOME
TO THE
WIKIPEDIA EXPLAINER VIDEO WORKSHOP
JULY 16 2015





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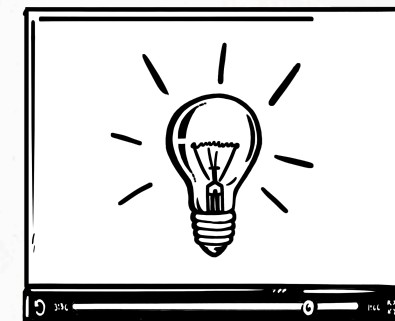
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Why a video workshop
@ Wikimania 2015?



→ Need for faster information transfer

→ Video works via two senses, audio & visuals

Video format on the rise (YouTube, explainer videos)

Wikipedia community wants more video on Wikipedia



„How do we create an
explainer video?“

AGENDA

13:00 – 13:30

13:30 – 14:00

14:00 – 14:30

14:30 – 14:45

14:45 – 16:15

16:15 – 16:30

16:30 – 18:00

after 18:00

Introduction

Basics: Simple Explanation

Basics: Cut-Out Animation

Break

Focus on Script

Break

Focus on Visuals & Storyboard

Open Discussion



2008: IDEA



simple



2 hands

short



3 minutes

emotional



storytelling

WHO IS USING SIMPLESHOW EXPLAINER VIDEOS?



AUTOMOTIVE



DAIMLER

Mercedes-Benz



Continental

MEDIA & COMMUNICATION



Telefonica



ebay



SAP

KASPERSKY

[buw]

G+J

CARLSEN

CHEMICAL INDUSTRY, ENERGY & PHARMACEUTICALS

NOVARTIS



CLARIANT

Roche

BASF
The Chemical Company

EVONIK
INDUSTRIES

Shire

e-on

INDUSTRY & SERVICES

Fraunhofer
IAO

HORNBACH
Es gibt immer was zu tun.

Lekkerland
the convenience company

DB

PAYBACK

DIE POST

FERRERO

Henkel

minimax

Red Bull
GOM

Dr.Oetker

ESPRIT

ABB

MANN+JUMMEL

BOSCH
Technik fürs Leben

SIEMENS

FINANCIAL SECTOR



Maßstäbe neu definiert

ERGO
Versicherungsgruppe

COMMERZBANK

CREDIT SUISSE

Postbank

AWD
Ihr persönlicher Finanzoptimierer

ABN-AMRO

wüstenrot
württembergische
Der Vorsorge-Spezialist

DEGUSSA
BANK

Berenberg BANK
Joh. Berenberg, Gossler & Co. 1825

Swiss Re

ORGANISATIONS

Brot
für die Welt

FRIEDRICH
EBERT
STIFTUNG



HEINRICH BÖLL STIFTUNG



INTRODUCTION



simpleshow®



= company:

- service
- high quality standards
- efficient optimization

format:

- not proprietary
- big need for simple explanation
- offer to a broad audience/
community...



INTRODUCTION



simpleshow
foundation



We are
a charitable
organization



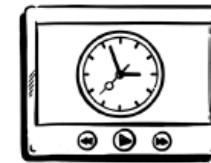
We explain
all kinds of topics
in a simple way



We support
a community of
authors worldwide



We publish
content under Creative
Commons license



We provide
short explainer
videos



INTRODUCTION



community-based
open knowledge

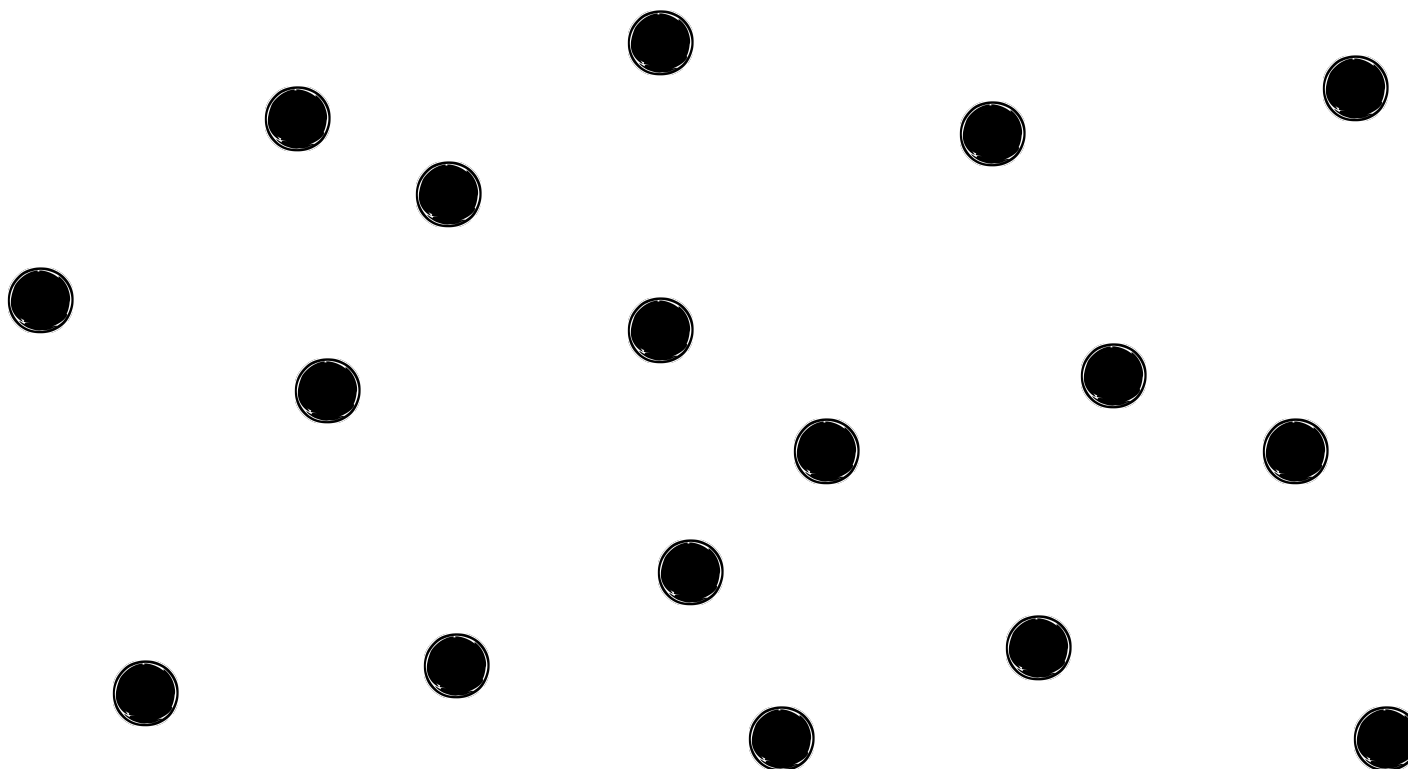


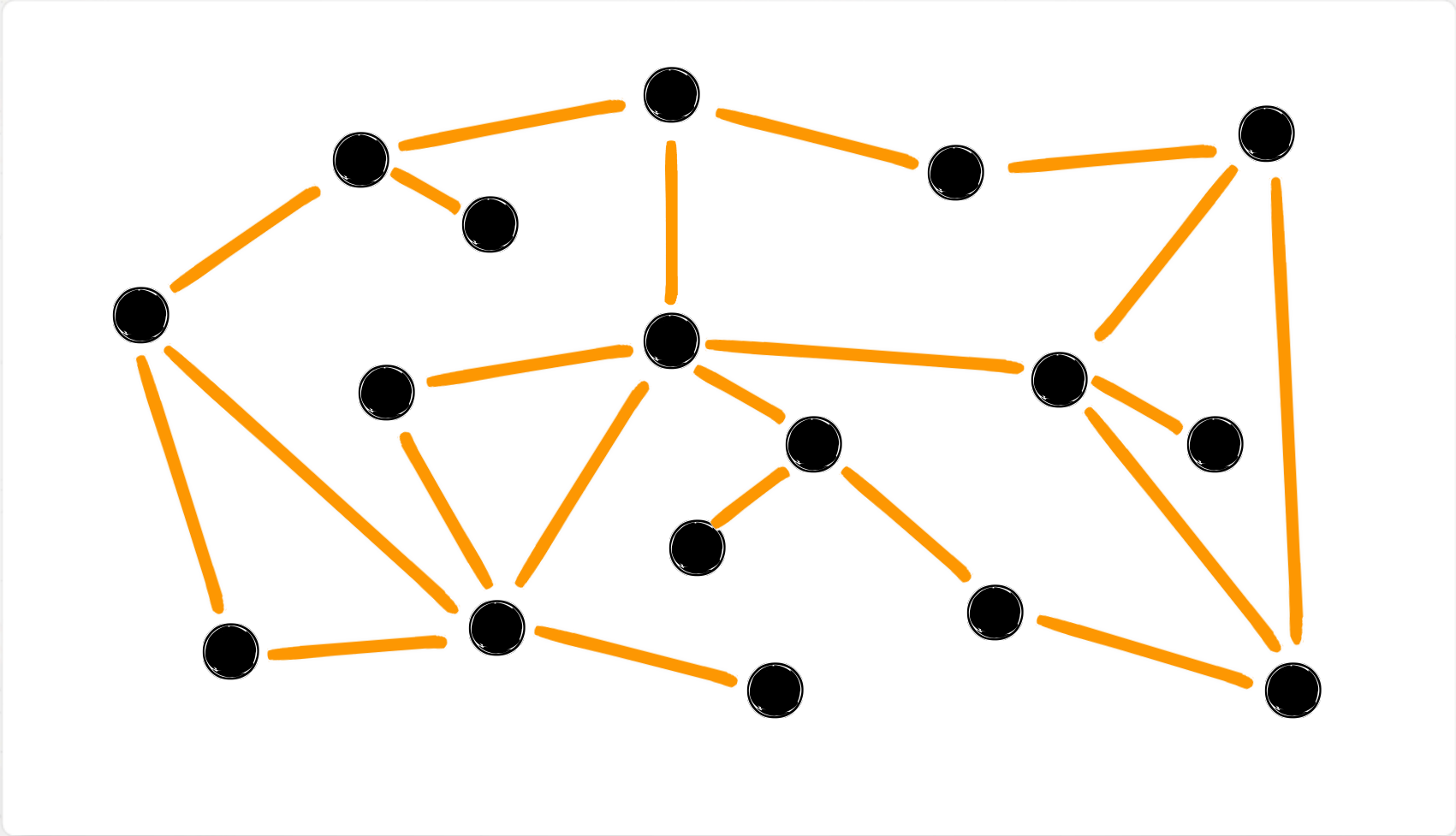
SIMPLE EXPLANATION



simpleshow
foundation

How does simple explanation work?



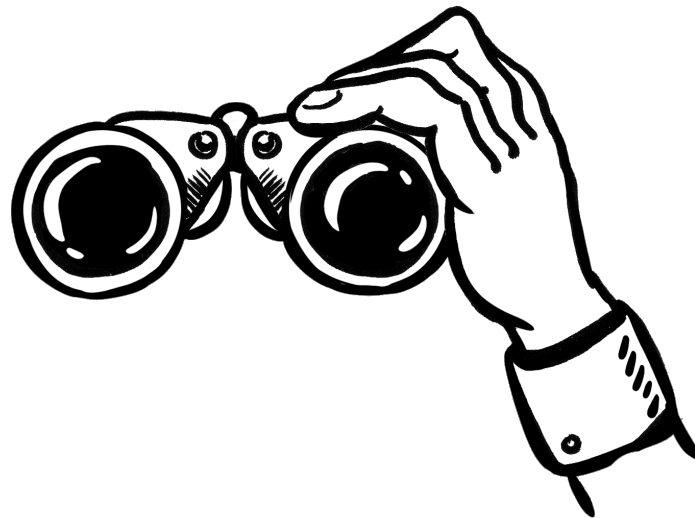




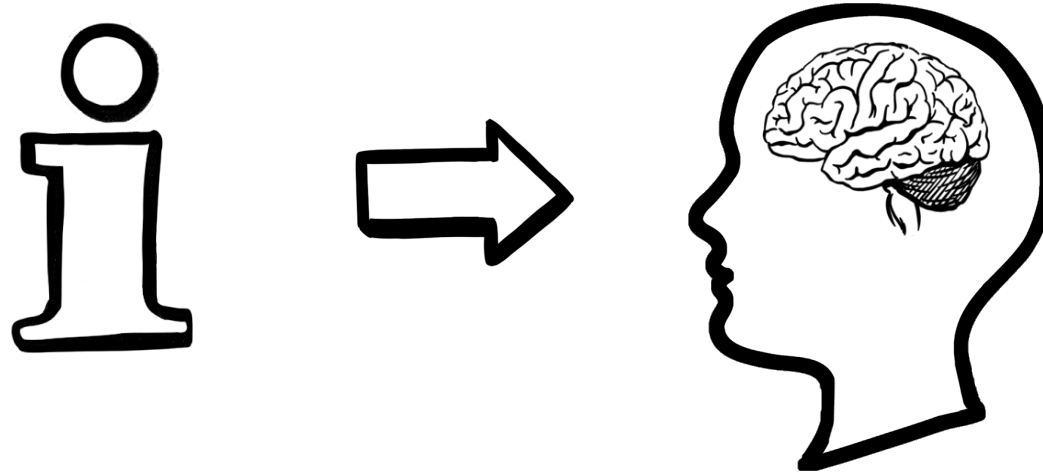
EXPLANATION vs. DESCRIPTION

WHY vs. HOW

CHANGE THE PERSPEKTIVE



INFORMATION PROCESSING



INFORMATION PROCESSING

circle over
an
upright
column

arrow to
the right

silhouette
of a head
watching
to the left,
a brain inside

USE PICTURES & KNOWN PATTERNS



+49 711 - 707 108 702

SIMPLIFY YOUR MESSAGE



TELL A STORY



➤ SIMPLE EXPLANATION: SUMMARY

- Causal correlations
- Change the perspective
- Use pictures & known patterns
- Simplify your message
- Tell a story

CUT-OUT ANIMATION



CUT-OUT ANIMATION

- Why?



➤ CUT-OUT ANIMATION



- no animation, just stills
- ➔ easy to understand
- ➔ simple, more efficient production

➤ CUT-OUT ANIMATION

- What kind of components?

➤ CUT-OUT ANIMATION

- What kind of components?

- Voice over
- Music
- Sound effects



-
- Scribbles
 - Hand actions
-



-
- Time



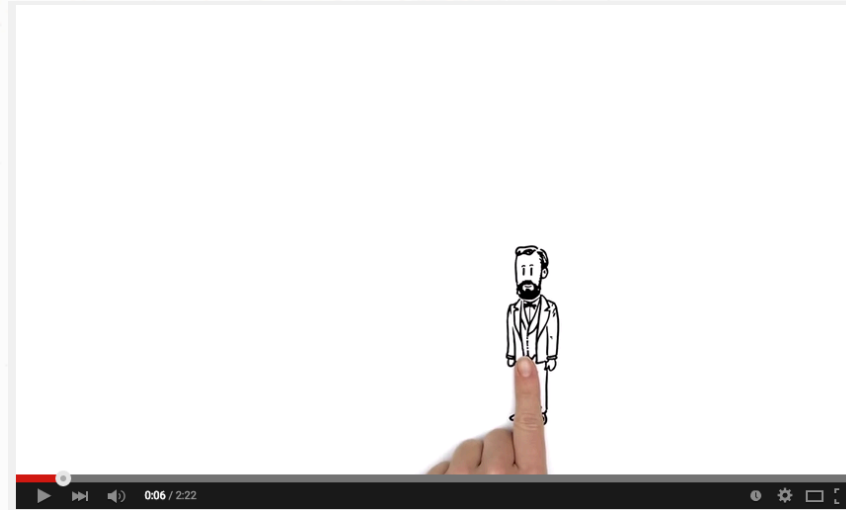


CUT-OUT ANIMATION

- What kind of structure?

➤ CUT-OUT ANIMATION

- What's the structure?
 - Scene/picture
 - 1st scribble



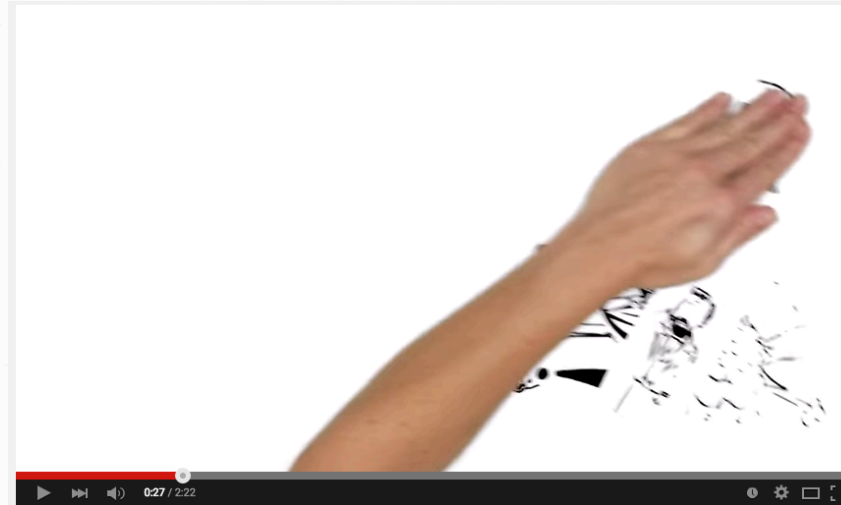
➤ CUT-OUT ANIMATION

- What's the structure?
 - Scene/picture
 - 1st scribble
 - 2nd scribble
 - ...



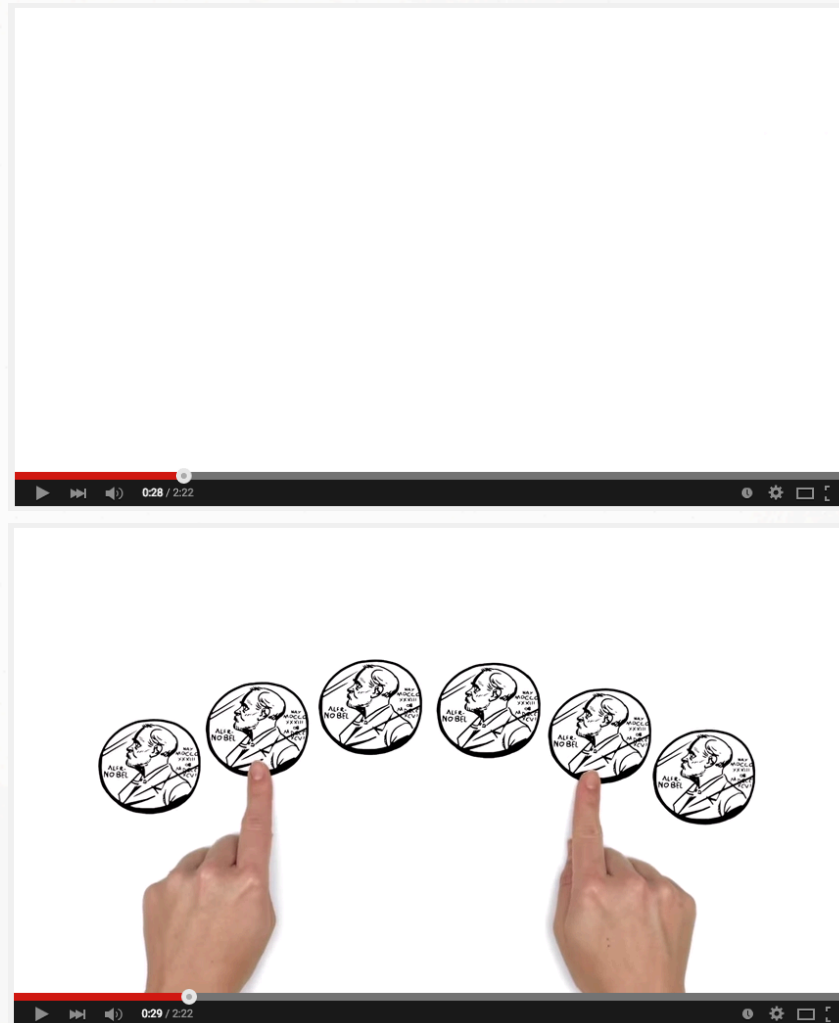
➤ CUT-OUT ANIMATION

- What's the structure?
 - Scene/picture
 - 1st scribble
 - 2nd scribble
 - ...
 - Scene end: Wipe



➤ CUT-OUT ANIMATION

- What's the structure?
 - Scene/picture
 - 1st scribble
 - 2nd scribble
 - ...
 - Scene end: Wipe
 - Next scene
 - 1st scribble(s)
 - ...





CUT-OUT ANIMATION

„So when he died, ...“



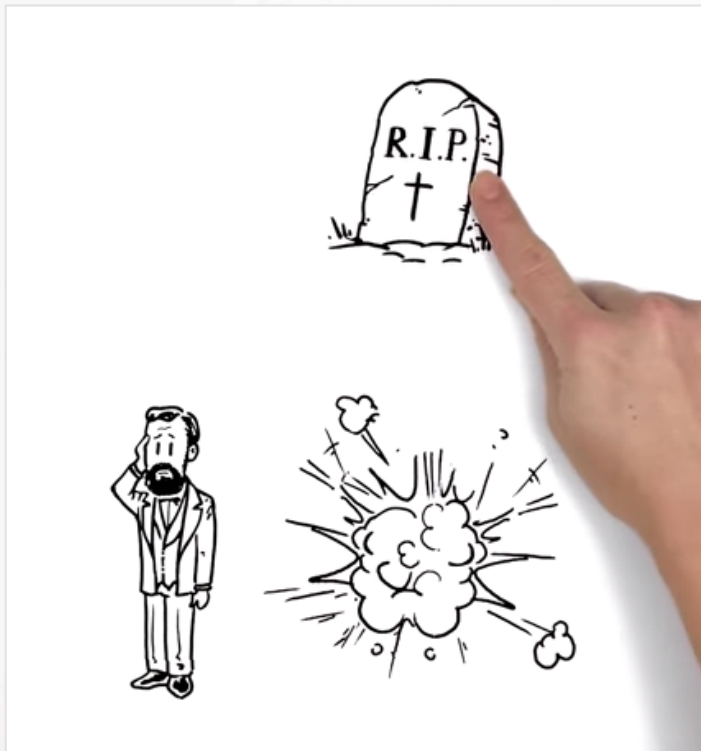
No sceneries.

→ Modular visuals.



CUT-OUT ANIMATION

*„So when he **died**, ...“*



Strong connection
between
KEYWORD & VISUAL!

- meaning
- time

➤ CUT-OUT ANIMATION



How to get from the idea to the script?




SCRIPT



simpleshow
foundation

Comparison: simpleshow video & Wikipedia article



WIKIPEDIA
The Free Encyclopedia

- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Wikipedia store

Interaction

- Help
- About Wikipedia
- Community portal
- Recent changes
- Contact page

Tools

- What links here
- Related changes
- Upload file
- Special pages
- Permanent link
- Page information
- Wikidata item
- Cite this page

Print/export

- Create a book
- Download as PDF
- Printable version

Languages

- Адыгэбзэ
- Afrikaans
- Alemannisch
- አማርኛ
- English
- Аԥсӕа
- العربية
- Aragonés
- Armãneashti
- অসমীয়া

Article [Talk](#)

William Shakespeare

From Wikipedia, the free encyclopedia

This article is about the poet and playwright. For other persons of the same name, see [William Shakespeare \(disambiguation\)](#). For other uses of "Shakespeare", see [Shakespeare \(disambiguation\)](#).


William Shakespeare (/ˈʃeɪkspɪər/^[1] 26 April 1564 (baptised) – 23 April 1616)^[no 1] was an English poet, playwright, and actor, widely regarded as the greatest writer in the English language and the world's pre-eminent dramatist.^[2] He is often called England's *national poet* and the "Bard of Avon".^[3]^[no 2] His extant works, including some *collaborations*, consist of around 38 plays,^[no 3] 154 sonnets, two long *narrative poems*, and a few other verses, of which the authorship of some is uncertain. His plays have been translated into every major *living language* and are performed more often than those of any other playwright.^[4]

Shakespeare was born and brought up in Stratford-upon-Avon, Warwickshire. At the age of 18, he married Anne Hathaway, with whom he had three children: Susanna, and twins Hamnet and Judith. Between 1585 and 1592, he began a successful career in London as an actor, writer, and part-owner of a *playing company* called the Lord Chamberlain's Men, later known as the *King's Men*. He appears to have retired to Stratford around 1613 at age 49, where he died three years later. Few records of Shakespeare's private life survive, and there has been considerable speculation about such matters as *his physical appearance*, *sexuality*, *religious beliefs*, and whether the works attributed to him were *written by others*.^[5]

Shakespeare produced most of his known work between 1589 and 1613.^[6]^[no 4] His early plays were mainly *comedies* and *histories* and these works remain regarded as some of the best work produced in these genres. He then wrote mainly *tragedies* until about 1608, including *Hamlet*, *Othello*, *King Lear*, and *Macbeth*, considered some of the finest works in the English language. In his last phase, he wrote tragicomedies, also known as *romances*, and collaborated with other playwrights.

Many of his plays were published in editions of varying quality and accuracy during his lifetime. In 1623, John Heminges and Henry Condell, two friends and fellow actors of Shakespeare, published the *First Folio*, a collected edition of his dramatic works that included all but two of the plays now recognised as Shakespeare's. It was prefaced with a poem by Ben Jonson, in which Shakespeare is hailed, presciently, as "not of an age, but for all time".^[7] In the 20th and 21st centuries, his work has been repeatedly adopted and rediscovered by new movements in scholarship and performance. His plays remain highly popular today and are constantly studied, performed, and reinterpreted in diverse cultural and political contexts throughout the world.

William Shakespeare



The Chandos portrait, artist and authenticity unconfirmed. National Portrait Gallery, London.

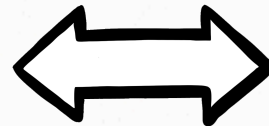
Born	Baptised 26 April 1564 (birth date unknown) <div>Stratford-upon-Avon, Warwickshire, England</div>
Died	23 April 1616 (aged 52) <div>Stratford-upon-Avon, Warwickshire, England</div>
Occupation	Playwright, poet, actor
Period	English Renaissance, Elizabethan Era
Spouse	Anne Hathaway (m. 1582 – 1616)
Children	Susanna Hall Hamnet Shakespeare Judith Quiney
Relatives	John Shakespeare (father) Mary Shakespeare (mother)



SCRIPT

Wikipedia article

- structure
- reading
- hyperlinks for special terms



simpleshow script

- structure
- listening
- simple language

➤ SCRIPT

Voice-over: When do we listen carefully?

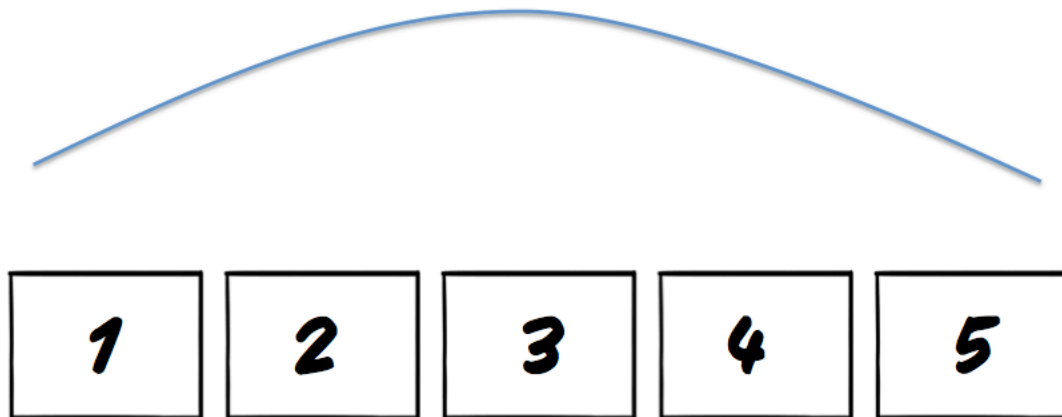
- information builds up step by step
- when we care about the topic
- simple phrases



SCRIPT: 5 STEPS

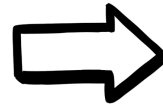
Step 1: Dramaturgy

- Rough structure
- Scene breakdown
- Video duration

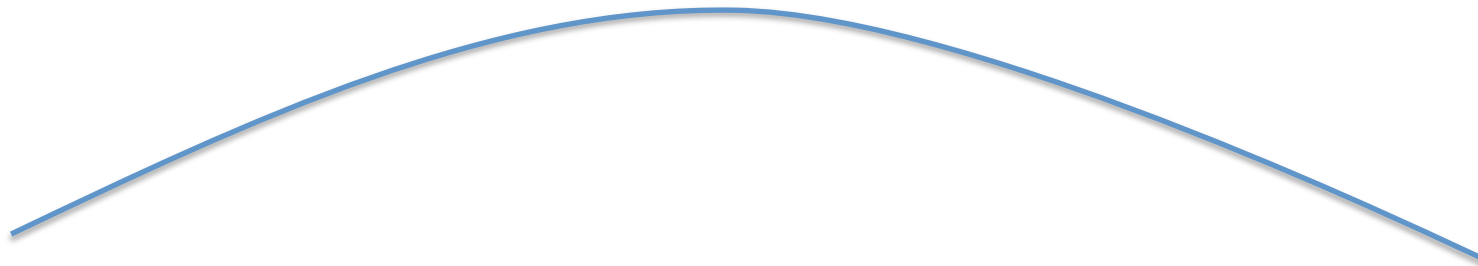


SCRIPT: DRAMATURGY

WHY?
(explanation)



HOW?
(description)



EXPOSITION

PROBLEM

PLOT POINT

SOLUTION

CONCLUSION

1

2

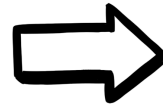
3

4

5

SCRIPT: DRAMATURGY

WHO & WHY?



WHAT?

EXPOSITION

IMPORTANCE

TIME/ERA

LIFE EVENTS

SUMMARY

1

2

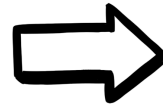
3

4

5

SCRIPT: DRAMATURGY

...?



...?

...

...

...

...

...

1

2

3

4

5

SCRIPT: 5 STEPS

Step 2: **Storyline/Exposé**

- Inserting all important cues & arguments
- Dramaturgy as orientation
- „Kill your darlings“:
Relevant points only !

SCRIPT: 5 STEPS

Step 3: Voice over elaboration

- Wording: simple language
- Logical continuity
- Linguistic continuity
- Variety (sentence structure, synonyms)
- High information density („text efficiency“)

SCRIPT: 5 STEPS

Step 4: Visual elaboration

- Visual planning already in script phase
- Rhythm of actions (distance: ø 2-3 sec
= approx. 4-6 words)
- each action/scribble = bold marked
keyword!
- symbolism
- possible with paper?

SCRIPT: 5 STEPS

Step 5: Revision (back to Step 3)

- Language fine-tuning
- Condensing:
 - Redundancy?
 - Remove exceptions & side notes
- Reduction
 - Modal verbs
 - Passive form
 - Repetition, etc.

SCRIPT: 5 STEPS

*„In his work, **Shakespeare** mostly used his own **special language**.*

*It was rich in **metaphors** and vivid **images**.*

*He even managed to create **special new words**. “*

SCRIPT: 5 STEPS

*„In his work, Shakespeare used his own special language,
rich in metaphors and vivid images.
He even created new words.“*





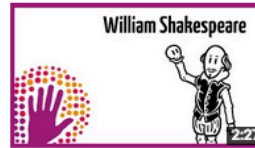




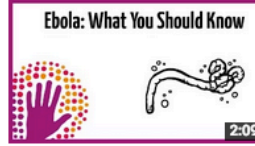



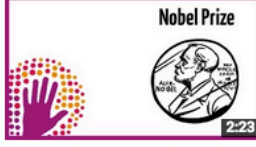












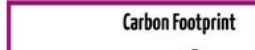
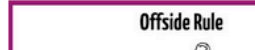


VISUALS & STORYBOARD



VISUALS & STORYBOARD



simpleshow
foundation

 <p>Independence Day</p> <p>Why Independence Day is so Important to Americans</p> <p>184 Aufrufe • vor 1 Woche</p> <p>CC</p>	 <p>Yoga</p> <p>What Yoga Really Is About</p> <p>55 Aufrufe • vor 2 Wochen</p> <p>CC</p>	 <p>Happy Mother's Day!</p> <p>Happy Mother's Day!</p> <p>126 Aufrufe • vor 2 Monaten</p> <p>CC</p>	 <p>Vietnam War</p> <p>The Main Facts About The Vietnam War</p> <p>151 Aufrufe • vor 2 Monaten</p> <p>CC</p>	 <p>William Shakespeare</p> <p>William Shakespeare – in a nutshell</p> <p>174 Aufrufe • vor 2 Monaten</p> <p>CC</p>	 <p>Living Vegan</p> <p>Living Vegan – What Does It Mean?</p> <p>136 Aufrufe • vor 2 Monaten</p> <p>CC</p>
 <p>How to Save Lives with CPR</p> <p>How to Save Lives with CPR</p> <p>46 Aufrufe • vor 2 Monaten</p> <p>CC</p>	 <p>Bitcoin</p> <p>Bitcoin – explained in 3 minutes!</p> <p>228 Aufrufe • vor 2 Monaten</p> <p>CC</p>	 <p>Used Cooking Oil</p> <p>Saving the Environment with (Re-)Used Cooking Oil</p> <p>434 Aufrufe • vor 5 Monaten</p> <p>CC</p>	 <p>Ebola: What You Should Know</p> <p>Fight Against Ebola: What You Should Know</p> <p>189 Aufrufe • vor 6 Monaten</p> <p>CC</p>	 <p>Preparing for a Job Interview</p> <p>How to Prepare for a Job Interview</p> <p>937 Aufrufe • vor 6 Monaten</p> <p>CC</p>	 <p>Gold</p> <p>What You Should Know About Gold</p> <p>66 Aufrufe • vor 6 Monaten</p> <p>CC</p>
 <p>Pick Up Lines</p> <p>A Short History of Pick Up Lines</p> <p>145 Aufrufe • vor 6 Monaten</p> <p>CC</p>	 <p>Nobel Prize</p> <p>The Nobel Prize – explained in a nutshell</p> <p>264 Aufrufe • vor 7 Monaten</p> <p>CC</p>	 <p>Halloween</p> <p>The History of Halloween</p> <p>114 Aufrufe • vor 7 Monaten</p> <p>CC</p>	 <p>Ebola: Trust the Helpers!</p> <p>Fight against Ebola: Trust the Helpers – How to Motivate...</p> <p>192 Aufrufe • vor 7 Monaten</p> <p>CC</p>	 <p>Global Warming</p> <p>Global Warming explained in 3 minutes</p> <p>296 Aufrufe • vor 8 Monaten</p> <p>CC</p>	 <p>The Beatles</p> <p>The Beatles and the "Beatlemania"</p> <p>1.511 Aufrufe • vor 8 Monaten</p> <p>CC</p>
 <p>OPERA</p> <p>Jetzt für den OPERA-Award bewerben!</p> <p>203 Aufrufe • vor 9 Monaten</p> <p>CC</p>	 <p>Alcohol</p> <p>What Alcohol Does to Your Body</p> <p>15.807 Aufrufe • vor 11 Monaten</p> <p>CC</p>	 <p>Leonardo da Vinci</p> <p>Why was Leonardo da Vinci that famous?</p> <p>893 Aufrufe • vor 11 Monaten</p> <p>CC</p>	 <p>HIV & AIDS</p> <p>HIV and AIDS – explained in a simple way</p> <p>8.125 Aufrufe • vor 11 Monaten</p> <p>CC</p>	 <p>Contraception</p> <p>How to Prevent Unwanted Pregnancy</p> <p>1.688 Aufrufe • vor 11 Monaten</p> <p>CC</p>	 <p>Brazilian Football Culture</p> <p>Brazilian Football Culture – explained in a nutshell</p> <p>535 Aufrufe • vor 1 Jahr</p> <p>CC</p>
 <p>Tango</p>	 <p>Cover Letter</p>	 <p>Carbon Footprint</p>	 <p>Offside Rule</p>	 <p>Near Field Communication</p>	



VISUALS & STORYBOARD

➤ How to design the video picture?

- single scribbles
- layout
- actions (time dimension)



VISUALS & STORYBOARD

Single scribble

- Motive
- Size
- Perspektive
- Grade of detail



VISUALS & STORYBOARD

➤ Layout

- Position: above, below, same level?
- Distance: far, near, ajar?
- Action: Pull out, flip, draw together?

➤ VISUALS & STORYBOARD

- Which software?



Or your suggestion?



VISUALS & STORYBOARD

EXERCISE

- Meet Diego and Maria. When talking to each other, Diego mostly speaks about soccer and Maria about fashion. Of course, this leads to tensions. But why does that happen?

OPEN DISCUSSION

**THANK YOU
FOR YOUR ATTENTION!**