D8.9 SPICE video promo

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Project information

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Project website: https://spice-h2020.eu

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SPICE consortium

No.	Short name	Institution name	Country
1	UNIBO	ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA	Italy
2	AALTO	AALTO KORKEAKOULUSAATIO SR	Finland
3	DMH	DESIGNMUSEON SAATIO - STIFTELSEN FOR DESIGNMUSEET SR	Finland
4	AAU	AALBORG UNIVERSITET	Denmark
5	OU	THE OPEN UNIVERSITY	United Kingdom
6	IMMA	IRISH MUSEUM OF MODERN ART COMPANY	Ireland
7	GVAM	GVAM GUIAS INTERACTIVAS SL	Spain
8	PG	PADAONE GAMES SL	Spain
9	UCM	UNIVERSIDAD COMPLUTENSE DE MADRID	Spain
10	UNITO	UNIVERSITA DEGLI STUDI DI TORINO	Italy
11	FTM	FONDAZIONE TORINO MUSEI	Italy
12	CELI	CELI SRL	Italy
13	UH	UNIVERSITY OF HAIFA	Israel
14	CNR	CONSIGLIO NAZIONALE DELLE RICERCHE	Italy

Document History

Version	Release date	Summary of changes	Author(s) -Institution
V0.1	15/10/2020	First script draft released in WP8 technical meeting	GVAM
V0.2	19/10/2020	Revisions on script based on the comments made	GVAM
V0.3	22/10/2020	Comments on script by internal reviewer	CELI
V0.4	24/10/2020	First video version delivered to Internal reviewers	GVAM
V0.5	26/10/2020	Revision by internal reviewers with comments and recommended modifications	AAU CELI
V0.6	27/10/2020	Final video version with recommended modifications	GVAM
V0.7	27/10/2020	Version released to PMB and TMB for final integrations.	GVAM
V0.8	3/11/2020	Version sent to REA Project officer for feedback and advise	UNIBO
V0.9	20/11/2020	New version of the script with the amendments and comments of several partners and REA Project officer	GVAM, CNR, UNIBO, OU, AALTO, IMMA, GVAM
V0.10	26/11/2020	New version of the video according to the new script	GVAM
V0.11	2/12/2020	Final adjustments	GVAM
V1.0	4/12/2020	Final version submitted to REA	UNIBO
V1.1	13/08/2021	New version of the script	UNIBO, IMMA, GVAM, CELI, CNR
V1.2	27/08/2021	New version of the video	GVAM
V2.0	07/09/2021	Final version submitted to REA	UNIBO

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Executive summary

D8.9 SPICE video promo consists in the making of a promo video presenting, in layman language, the project objectives. The clip focuses on the main aim of the SPICE project which is to develop tools and methods to support Citizen Curation, in which citizens actively engage in curatorial activities in order to learn more about themselves and develop a better understanding of, and empathy for, other communities. This has been shown in simple and comprehensible words that any person could understand, regardless of their technical or academic background.

Process of production of the deliverable

The first ideas, script and concept of the video were presented by GVAM to the partners in the WP8 technical meeting carried out on October 15, 2020. The script was composed by seven scenes composed of video and text for each. After introducing some of the modifications suggested during the meeting, a first draft of the script was released to all partners for comments through the share-tool used in the project.

Following the first inputs, GVAM released a first version of the video which was then presented to the assigned internal reviewers. They indicated their comments about the video which were implemented in it afterwards. After that the video was shared with the SPICE PMB (Project Management Board) and TMB (Technical Management Board). The first version of the video was also sent to the REA project officer in order to have a first feedback and advise for improvements. Several comments over the video were shared by different partners and the REA PO therefore a new improved version of the video was produced. A new script was presented to the SPICE partners based on the different contributions. This script was approved on November 20, 2020 and a new video was produced on November 26, 2020. Some last adjustments were included, such as a new music clip (provided by CNR) which led to the final video version to be submitted to REA.

After the review of the deliverable a new version of the video was created in order to address all of the review comments. For the production of the second version of the video a meeting involving several partners of the project was put in place where cooperatively a new version of the script was created, as well as the new available footage to be included was agreed. In particular the following guidelines have been taken into account:

- In relation to the duration of the video it has been rescripted and edited in order to replace the old video with a shorter version of the video of just 1 minute. The main way to do so has been to rearrange the script to avoid any technical description of what the project will cover and attend to the very main purposes of the project.
- A new script of the video has been made in order to avoid any abstract or heavy text that could not help the understanding of the project main purpose. In order to do so, we have focused on telling through a comprehensible storyline what we are trying to do in SPICE in words that any person can understand instead of using technical language. The new script writing process has been mainly approached from a storyline perspective in which to firstly present a question to the viewers and guide them on how from SPICE we answer to that question with a specific proposal and how citizen curation fits in this proposal while we explain what it is in layman language that does not represent a barrier for the viewers for understanding the project.
- In addition to this, we have given much more importance to the project pilots, both in regards to the duration of this section during the video (more than 30 seconds), as well as adding further explanations on the objective of each case study and the community target that each one addresses, even including current footage of the project pilots or institutions involved when available.
- One of the main changes that has been made in this new version of the video is the avoidance of technical language that would make it difficult to understand the project. Instead of this, simple language has been used, explaining in a few and simple words the purpose and tasks of the project.

- No direct mention of the commercialization ambition of the project has been made according to what has been already expressed for D8.2. Due to this early stage of the project and trying to keep it as short and focused as possible, it was preferred to leave this part for the final video.
- A new animated map clip by CELI has also been incorporated to the video to add more dynamic clips to the footage contained in the video and presenting the location of the different partners involved in SPICE.

We would also want to clarify that this new version of the promo video has been made by GVAM team and mainly with SPICE partners own video resources in order to respond to the review comments (see above) and, at the same time, so the consortium could make use of the video in due time and in other resources like the SPICE web. At the same time, the project consortium has already agreed that for the final video of the project (planned for month 36) a specialist video producer will be contracted that will be able to produce a professional quality video focusing in each of the pilot projects, with the aim of showing the final research results and potential commercial value of SPICE.

Conclusions

The main challenge for this deliverable was the inclusion of all of the main ideas of SPICE while making it a concise, dynamic and agile video production. It was decided by GVAM to create a simple video using mainly video footage and the inclusion of brief and simple texts, prepared together with the project partners, that could express the main ideas of the project while visually implementing the idea of cohesion and citizen participation through cultural engagement.

In order to incorporate all elements and keep a good tempo for the appropriate understanding of the video and the project, the duration of the final video is 1:00 minutes, in frame with the objective of the deliverable and the comments and demands expressed by the PO.

The output complies with the objective of the video: a way to visually present and promote, in layman language, the project objectives and work being done. It has been produced mainly with GVAM resources and expertise and some external resources and the final version of the video presents the following features: **Format: MP4**, **Duration: 1:00 min.**

The video is available in the following link: https://youtu.be/K1b6IwiXGzo

Annexes

Final Script

Scene	Graphic material used	Text
1	Graphic image of SPICE (logo, colors) and reference to H2020 just at the bottom of the screen.	SPICE Social cohesion, Participation and Inclusion through Cultural Engagement
2	Prado – Bosco painting	How can we involve everyone to actively participate in culture and share their own stories and perspectives?
3	Footage from Royal Palace of Madrid	We are working with different communities in five museums around Europe
4	Clips made so far of the different case studies as well as other available footage that can represent the case studies being carried out. In addition, personalized designs per case study have been included in order to present the specific heritage venue in which the case studies will be hold.	"We are... ("followed by the texts of each of the case studies explanations") Finland working with senior citizens, asylum seekers and people living far from the museum to share their perspectives. Ireland supporting those who cannot easily access museums, such as asylum seekers, to share their interpretations of modern and contemporary art Italy helping the deaf community to participate in cultural interpretation and storytelling through social media. Spain encouraging children, no matter their social background, in understanding the consequences of climate change. Israel encouraging school students to promote the voices of different religious, ethnic and minority communities.
5	Barcelona Cathedral	We are developing technologies that allow people to select paintings, sculptures and other museum objects and share their interpretations with others. We call this Citizen Curation
6	Logos of all of the participating partners in the project in an animated own produced map clip	SPICE has a total of 14 partners participating from seven different countries

7	SPICE logo + White back	Follow us! spice-h2020.eu Instagram Twitter Linkedin