



# MINUTE OF THE 23<sup>rd</sup> ICT LEARNING FORUM ON “Cost Effective Contents Development and Video Shooting”

*24 May 2018, 8:am – 5:00pm, at Diakonia Center/ICF Building  
#19-21, Street 330, Boeung Keng Kang III, Chamkamorn, Phnom Penh*



Prepared By: Ms. Keo Mara, Learning Specialist  
Supported By: Ms. Sreng Sophorn Lakhena, Assistant

## I. Introduction

As the longest established membership organization in Cambodia, the Cooperation Committee for Cambodia (CCC) has played a unique role since 1990 in strengthening the cooperation, professionalism, accountability, governance, and development effectiveness of the Civil Society Organizations (CSOs) that are working across diverse sectors in Cambodia.

To keep responding to the needs of the NGO community; CCC and ICT Working Group decided to organize the 23<sup>rd</sup> ICT Learning Forum on using ICT for accessing the information with security to CCC members and other interest NGOs. This forum has conducted full-day on **24 May 2018 from 8:00am – 5:00pm** at Diakonia Center/ICF Building

## II. Objectives of the ICT Learning Forum

- To strengthen participants to understand how to *do video shooting and taking the good picture*
- To strengthen participants to understand how to *do the story telling with different purpose*
- To create a learning and sharing environment and build a stronger network of ICT practitioners among CSOs community.

## Open Remarks

The welcome remark was expressed by **Ms. EL Sotheary**, CCC Head of the program. She mentioned that currently, ICT in Cambodia field of civil society has grown significantly. And it's a lot of varieties both smartphones and computers. The users are using smartphone with the branding, it many functions and roles but the user are not well understanding those functions as well as benefits. She hoped that ICT learning forum today is very useful by using these topics with morality, legal and capable manner in sending and receiving information. Especially, the participants will understand more about how to *do video shooting and taking the good picture* as well as how to *do the story telling with different purpose*.

At that time, she gave thankful to all participants who attended within this learning forum and also thankful to ICT WG members who contributed their value time in supporting and strengthen capacity CSOs in Cambodia.



## Summary output of the ICT 23<sup>rd</sup> Learning Forum

There were 63 participants (9 women) included CCC staff attended within this learning forum. They were from: 37 NGOs, 31 members, six non-members.

## Session1: Review the learning points from the last ICT learning forum

The objectives of this learning forum and last learning forum in 2017 were shared and reviewed by **Ms. Keo Mara**, Learning Specialist of CCC. She presented the key sessions and speakers for today ICT learning forum as below:

Ms. Mara asked participants who has attended the previous learning forum in 2017 by asking the question what are the topics that they have learnt and applied? And a few participants shared what they have learnt are: Social Media, Technology Highlight on Augmented Reality(AR), ICT Platform ...etc. A few of them also shared what they have applied.

Key Agendas	Speakers
Overall Introduction and Objectives	Ms. Keo Mara, Learning Specialist, CCC
Welcome & Open Remarks	Dr. El Sotheary, HOP, CCC
Refreshing Sessions the last learning forum	Open Development Cambodia (ODC)
<b>Sharing on: "Smartphone Video Tips &amp; Tricks"</b>	<b>Miss. At Sotheavy</b> , Innovation Lab Manager/Lead Trainer , DI
<ul style="list-style-type: none"> <li>• How to plan video content?</li> <li>• Understanding your phone</li> <li>• Shooting technique Understanding editing applications</li> <li>• Editing video from your phone</li> </ul>	
<b>Practice on "Using Smartphone for Video Development"</b>	<b>Mr. Koy Borey, ED , MEDIA ONE</b> <b>Mr. Son Siveth, Advisor, MEDIA ONE</b>
<ul style="list-style-type: none"> <li>• Way Forward, Selection Topic &amp; Evaluation</li> </ul>	<b>Ms. Keo Mara</b> , Learning Specialist, CCC
Closing Remarks	<b>Ms. Sin Putheary</b> , Head of Communications and Members Development, CCC

I have applied related to the Social Media and AR such as **How to promote Facebook content and page**, I used **hostage** as well as **I did the money has movement and run on smartphone**.



## Session 2: Sharing on "Smartphone Video Tips & Tricks".



The "Smartphone Video Tips and Tricks" shared and demonstrated by **Ms. Sotheavy AT**, Innovation Lab Manager/Lead Trainer, Development Innovations(DI). She focused on the key contents:

1. **How to plan video content?**
2. **Understanding your phone**
3. **Shooting technique**
4. **Understanding editing applications**
5. **Editing video from your phone**

She had explained and demonstrated the key points as below:

### ➤ **Is video production and video recording different?**

Before she shares about video editing, she introduced to participants to understand about useful smartphone video and App for phone.

- Most people have one
- Easy to shoot video
- Easy to carry
- Easy to edit
- Easy to publish final

### ➤ **What do you need for video?**

- **Tool**
  - A smartphone
  - A tripod
  - A microphone
- **Planning**
  - Objective
  - Audience
  - Message
  - Broadcast channel.

She mentions that effective video editing can use 2 minutes only are well. We should prepare video process and spend time for planning and video content.

## **Understanding Video Vox-pop**

**There is some point for product of Vox-pop video (Check list to product) such as below:**

- Editor
- Video form
- Time
- Summary for video
- Interview
- Topic
- Objective
- Audiences
- Message
- Location for take phone
- Question for interview
- B-roll

**Note:** We should ask permission from whom that we need to interviewer before starting:

### ➤ **To understand function (camera) in your phone**

- Grid
- Adjust exposure level
- Look on facial point or exposure
- Time lapse
- Slo-mo

## ❖ Practical “How to use video in smartphone”



### ➤ Question and Answer from participants

**Q:** What's use app to editing video (child & apartment)? How did we know to take photo?

**A:** We can fine location and target who we want to take the photo

**Q:** Do applications have the same or not?

**A:** No, because it has difference functions

**Q:** What should we do for the noisy voice for taking video in the community, if we have noisier?

**A:** We can find quiet place (explore directions to distract from motor noise)

**Q:** Can we edit video with computer after we took from phone or camera?

**A:** We can use this app to editing video (iMovie App and we can use other app to editing it.)

Please kindly find the detail sessions in this Manual by link:[bit.ly/DIsmartphonevideo](https://bit.ly/DIsmartphonevideo)

## Session 3 : Sharing the Flesh Out practical exercise on “Using Smartphone for Video Development”

The “ Using Smartphone for Video Development” was shared by **Mr. Koy Borey**, ED of MEDIA ONE and Mr. Son Siveth, Advisor of MEDIA ONE. This session, Mr. Borey mentioned by focusing important point which we need know to effective video as below:

### 1. Tips for content writing for social Media

- ✚ Understanding about Facebook insight
- ✚ Basic Knowledge on how to create strong and use camera for video shooting

### 2. Writing good content for social Media

As part of the event, expert share 9 steps to writing effective to social media content:

1. Don't be all “Me me me”
2. Don't be afraid to be brief
3. Use extra punctuation



4. Ask a question and say “you”
5. Avoid abstract time
6. Tell people what to expect
7. Check your spelling and grammar
8. Don’t forget your content
9. Don’t auto-post between content

**Please kindly find the detail in slide Presentation**

➤ **Question and Answer from participants**

**Q:** How should we write the short content on FB?

**A:** Short word with meaningful, we don’t need to have more description (should double check before posting)

**Q:** What should we do to have the audience like watch our posting or writing on page or FB?

**A:** We must set up target our audiences . For Video, we don’t tell title, it will make more attractive for our audiences.

**Step line for Video Development**



This topic was demonstrated **by Mr. Son Siveth** , Advisor of MEDIA ONE. He advised that we can make a good video, if we need to know before about “How to do video shooting?”. Interestingly, participants played active role in asking questions to speaker. To ensure the participants well understood how to develop storytelling or Short Video, Mr. Siveth devised participants into three small groups by focusing on how to develop **Short video** which talking such as:

**1. Development of storytelling and its impact**

	<b>Short video</b>	<b>Picture</b>	<b>Audio</b>
<b>Starting point</b>			
<b>Problem</b>			
<b>Challenge</b>			
<b>Solution</b>			

**2. Development of Story Plan**

- Introduction
- Problem
- Solution
- Result

**3. Development of Storyboard (video and audio)**

The storyboard is focus on pictures and audio and know about how to prepare interview before we start product video.

#### 4. Interview techniques and vox-pop for audio development

We also need to understand question to interview by use word such as Who? When? Where? What? Why? And how? The reporter need to have smartphone, camera and voice recorder.

**The vox-pop** is time to collect voice from citizen. And we should be use only question to interview to citizen in location .And we should use short question ,easy understand , easy reply.

#### 5. Video shooting

This is Camera layout that we should understand. we also know about distance between the camera and the object to be taken as below:

##### 1. Large layout

- Extreme long shot(ELS)
- Long shot(LS)
- Medium/Mid longshot (MLS)

##### 2. Medium layout

- Medium /Mid shot(MS)
- Medium/Mid close up(MUC)

##### 3. Close up layout

- Close up(CU)
- Extreme close up(ECU)

### Practical on “How to Develop Storytelling”

The participants were divided into small three groups to do exercise related to “*How to Develop Storytelling*”:



## The result from three groups discussion:

Based on the results of each group discussion related to the topic below:

### Group 1. Hygiene

	Short video.	Picture	Audio
<b>Starting point</b>	Wash hand with Soap	River, Road in village, house of citizen and view	The voice of a motorbike,boat
<b>Problem</b>	The parents look after child who get sick in house	Parent of face was worry about son  The body of patients	The parents speak about cause that make their child get sick
<b>Challenge</b>	Good living and good hygiene in community	The child were wash hand after back from toile	
<b>Solution</b>	Wash hand before or next from eat and toile	Good living	

### Group 2. Registration school letter

	Short Video	Picture	Audio
<b>Starting point</b>	How to registration school for their children	Landscape in community	Pu Mean was speak
<b>Problem</b>	Family of Mean uncle need to register three children in the school. They don't have enough document (family book, birth of letter for children)  -Director of school doesn't register for them	Interview with Pu Mean	Family of Mean
<b>Challenge</b>	The citizen in community don't understand about how to registration school for their children		
<b>Solution</b>	Mean's uncle of family go to do family book and birth of letter with community of Authorities		

### Group 3. Traffic Jam

	Short video.	Picture	Audio
<b>Starting point</b>	Chrouy chornng va bridge	Traffic jam on road	The voice of a motorbike,car,
<b>Problem</b>	Accident, delay, people are angry.(Pu sam is Motor taxi)	Interview with pu Sam Take photo about people of travel on road and bridge	Pu Sam is speaking
<b>Challenge</b>	-The people should respect travel by law - Help to organize of traffic	The child were wash hand after back from toile	
<b>Solution</b>	Share information about travel on road	Good living	

### Reflection Sessions

*The reflection this learning forum was Facilitated by Ms. Mara Keo, Learning Specialist of CCC. She invited a few participants shared what they have learnt from this forum. A few of them revealed as below:*

- Don't clear more with video editing, and need to register name to attend with Video Training with CCC.
- Can produce video by own self
- Understand how to editing video
- Understand how to prepare materials before we take photo
- Understand video development and Short video
- Understand extra about Tool and App for take photo and editing video



### III. Evaluation of the Learning Forum

Based on the evaluation sheet showed the result overall of the learning forum as detail below:

Topics	Very Unsatisfied (%)	Unsatisfied (%)	Normal (%)	satisfied (%)	Very satisfied (%)
Process			3%	59%	38%
Venue		3%	41%	53%	3%
Logistics providing			31%	66%	3%
Contents			34%	56%	10%
Understanding the key contents		2%	38%	47%	13%
Explanation		19%	40%	25%	13%
Sharing Experience			3%	59%	38%
Duration		3%	41%	53%	3%

### IV. Closing Remarks

The ended of the 23<sup>rd</sup> ICT Learning Forum, Ms. Putheary thanksgiving to the participants who spent their value time to attend the forum until the end, she also thanksgiving to all speakers and ICT working group who shared their knowledge and experiences in the learning forum, and the last one is CCC staff who organized the learning forum. Moreover, she added that the learning forum this day is really important session; we can learn more from ICT to apply and improve their daily performance. By the way, she also thanks to some participants who shared their experiences. She mentioned that ICT staff are programmer to help do activity as well and there are a lot of change when last 15 years not many students interested, but now there are many students who studied this technology. It is a good opportunity for them.

Finally, she wished participants and all have good luck, good health and safe trip all the time and everywhere.

### Documentations



Final ICT Learning  
Forum Agenda 24



Key Note for  
Mposting ICT Learnin



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