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Methodology for Preparing, Recording, and Publishing Living Libraries

CODING GIRL

GIRLS JUST WANT TO HAVE FUN CODING

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Objectives

To establish a comprehensive and standardized methodology for the preparation, recording, and publication of living library stories and video series representing successful women in IT/STEAM as an educational tool using storytelling.

Preparation Phase

1. **Research and Planning**
   - Identify and compile a list of potential women in IT/STEAM to be featured in the living libraries. Each country should identify 10 women and select 5 women for the video.
   - Develop criteria for selection to ensure diversity in experience, background, and expertise.
   - All videos should be elaborated and uploaded in MS Teams until the September 30th, 2024.
2. **Communication**
   - Send example questions presented below to the chosen women before an interview. Each woman decides which questions are relevant for her storytelling (2-3 minutes after editing).
   - Each interviewee should sign the interview consent before the start of the recording.
3. **Interview Methodology**
   - Follow a standardized interview guide presented below.
   - Prepare consent forms and information sheets for participants explaining the purpose of the project, use of the footage, and their rights.

Example Interview Questions

Background and Journey

1.Introduction

- Can you tell us a bit about yourself and your current role in the IT/STEAM field?
- What inspired you to pursue a career in IT/STEAM?

2.Early Interest and Education

- When did you first become interested in technology/coding?
- What educational path did you take to get into this field?
- Were there any particular courses or experiences during your education that significantly influenced your career choice?

Professional Experience

3.Career Path

- Can you describe your career journey from your first job to your current position?
- What have been some of the most rewarding projects or roles you have worked on?

4.Challenges and Overcoming Them

- What challenges have you faced as a woman in the IT/STEAM field?
- How did you overcome these challenges?
- Can you share a specific instance where you had to overcome a significant obstacle?

5.Support and Mentorship

- Did you have any mentors or role models who guided you along the way?
- How important do you think mentorship is for women in IT/STEAM?

6.Advice for young girls

- What advice would you give to young girls who are interested in pursuing a career in IT/STEAM?
- What are some of the essential skills and qualities that you believe are important for success in this field?
- How can we encourage more girls to consider IT/STEAM as a viable career option?
- What are some of the misconceptions about IT/STEAM careers that you would like to dispel?

Example Interview Questions

Achievements and Impact

7.Achievements

- What do you consider your biggest professional achievement to date?
- How do you think your work has impacted your field or community?

8.Contributions to Diversity

- What steps do you think are necessary to increase the participation of women and girls in IT/STEAM?
- Have you been involved in any initiatives or programs aimed at encouraging diversity in your field?

Personal Insights and Advice

9.Work-Life Balance

- How do you balance your professional responsibilities with your personal life?
- Do you have any strategies or tips for managing stress and maintaining work-life balance?

10.Vision for the Future

- What are your future goals or projects you are excited about?
- How do you envision the future of women in IT/STEAM?

Reflection and Storytelling

11. Personal Stories

- Can you share a memorable story from your career that had a significant impact on you?
- How have your personal experiences shaped your professional journey?

12. Role of Storytelling

- How important do you think storytelling is in sharing the experiences of women in IT/STEAM?
- What do you hope people will learn or take away from your story?

Recording Phase

Overview

- **Platform:** YouTube (horizontal format)
- **Device:** DSLR camera, iPhone 12, iPhone 13, iPhone 14, iPhone 15, Samsung Galaxy S20, Samsung Galaxy S21, Samsung Galaxy S22, Samsung Galaxy S23, Samsung Galaxy S24 or similar device with high-quality camera
- **Resolution:** 1920x1080
- **Format:** .MP4 or .MOV
- **Maximum Video Length:** 2-3 minutes
- **Background:** White
- **Framing:** Upper body (medium shot)
- **Interview Focus:** One woman sharing her story
- **Interviewer:** Not on video
- **Language:** ideally in English with English subtitles or in national language with English subtitles

Equipment Needed

- High-definition video camera or smartphone
- Tripod
- Lighting setup
- Lavaliere microphone
- White background (paper or wall)
- External audio recorder or another phone (optional)
- Backup storage (SD cards, external hard drive)

Pre-Interview Setup

1. **Location and Background**
   - Choose a quiet location with minimal background noise.
   - Set up a white background, ensuring it is smooth and wrinkle-free or environment where the woman is working (ensure not chaotic and blurred background). In case of using mobile phone, use cinematic or portrait video settings. In case of using DSLR camera set your aperture to low number (from 1.2 to 3.2).
   - Position the background to fill the entire frame when filming.
2. **Camera Setup**
   - Mount the camera on a tripod at eye level with the interviewee.
   - Set the camera to record in high definition (1080p).
   - Frame the shot to capture the upper body (medium shot), ensuring the interviewee's head and shoulders are cantered.
   - Check focus and exposure, adjusting settings as necessary.
3. **Lighting Setup**
   - Use a three-point lighting setup:
     - **Key Light:** Position this primary light source at a 45-degree angle to the interviewee's face, slightly above eye level.
     - **Fill Light:** Place this light on the opposite side of the key light, at a lower intensity, to soften shadows.
     - **Back Light:** Position this light behind the interviewee to separate them from the background and add depth.
   - Adjust the lighting to ensure the interviewee is evenly lit and the white background remains clean and bright.
   - If you do not have three lights, use at least KEY LIGHT.
4. **Sound Setup**
   - Attach a lavalier microphone to the interviewee's clothing, close to the mouth but not visible in the frame.
   - Connect microphone to an external audio recorder or directly to the camera.
   - Test audio levels, ensuring clear and crisp sound without distortion.

During the Interview

1. Introduction and Warm-Up
   - Brief the interviewee on the interview process and ensure they are comfortable.
   - Conduct a sound and video check, asking the interviewee to speak naturally to test levels and framing.
   - Use the clapperboard to sync audio and video if using separate audio recording equipment.
2. Recording the Interview
   - Start recording on both the camera and audio recorder.
   - The interviewer asks questions off-camera. Ensure the interviewee maintains eye contact with the camera lens.
   - Maintain a steady shot throughout the interview, avoiding unnecessary zooms or pans.

Post-Interview

1. Wrap-Up
2. Thank the interviewee and ensure they are satisfied with the process.
3. Save and backup all recorded footage and audio immediately.
4. Editing Notes
5. Start interview with catchy introductory topic.
6. Review footage to identify key segments and ensure all important points are covered.
7. Edit to maintain a coherent narrative within the 3-minute maximum length.

Final Review

1. Conduct a final review of the edited video to ensure high-quality production.
2. Obtain any final approvals from the interviewee if needed.
3. Prepare the video for uploading, ensuring it meets YouTube's technical requirements.

Editing and Publishing Phase

Note: Intro and outro segments for all videos will be provided and added by our partner organization, CCOV, to ensure a unified approach. The intro will include the Coding Girl logo, the interviewee's name, and their profession. The outro will feature the logos of all partners.

Editing Process

1. **Footage Management:** Import the interview footage into the video editing software and organize it according to interview segments.
2. **Question Display:** Prior to each answer, display the corresponding question on a black screen using white Times New Roman font, size 16. The duration of the display should allow adequate time for reading.
3. **Subtitles:** Transcribe the interview and add English subtitles in white Times New Roman font, size 12, positioned at the bottom centre of the screen.

Review and Feedback

1. **Draft Sharing:** Share the edited video drafts with the interviewees for their feedback.
2. **Incorporation of Feedback:** Integrate the received feedback to refine the videos, ensuring accuracy and sensitivity to the participants' narratives.

Publication and Distribution

P**ublishing:** Upload the finalized videos to the Coding Girl platform and other relevant distribution channels