

Empowering Refugee & Migrant Women through Creative Methods and Digital Literacy

PHOTO/VIDEO WITH A SMARTPHPONE

WORKSHOP

[MODULE 4 • Digital Literacy In-Training Service]







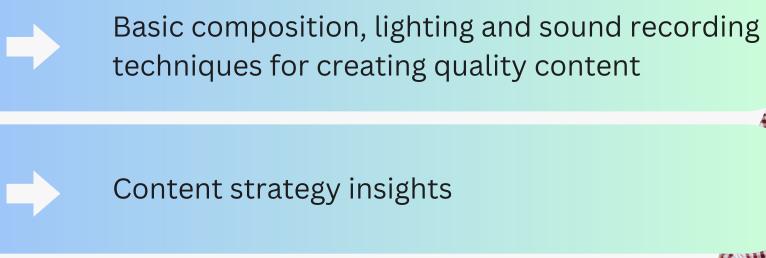
IN THIS WORKSHOP YOU WILL LEARN

The importance of visual storytelling when creating content on social media

Basic photography and videography techniques using the smartphones

techniques for creating quality content







CONTENT



IMPORTANCE OF VISUAL STORYTELLING



SMARTPHONE CAMERA BASICS



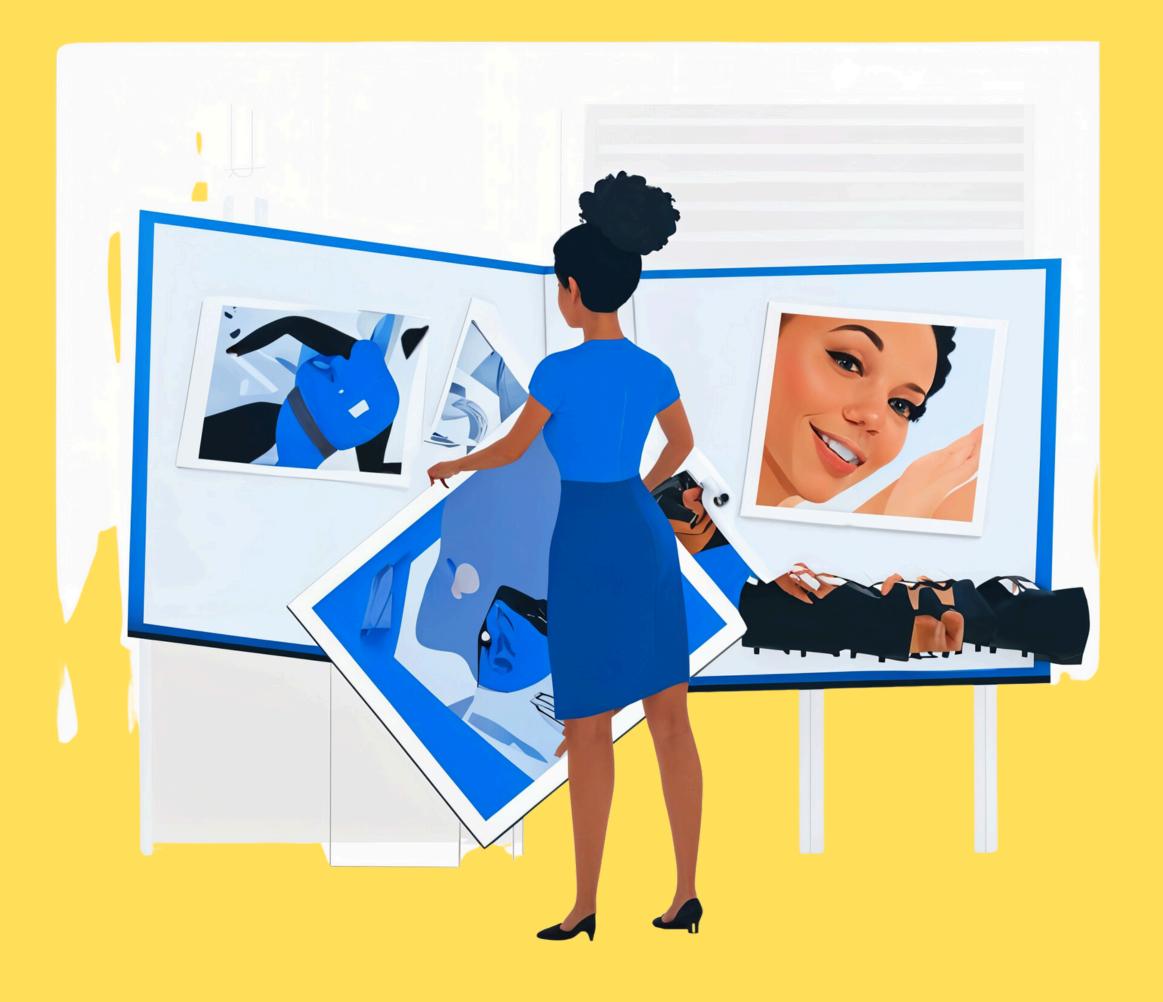
COMPOSITION, LIGHTING AND SOUND RECORDING





ACTIVITY 4.1

the Importance of Visual Storytelling





KEY POINTS TO COVER



Visuals can convey complex emotions and experiences in a way that words cannot.

Visual content can engage audiences quickly and effectively, especially on social media.

When done ethically and thoughtfully, visual storytelling can raise awareness, inspire action, and contribute to social change.

Caution against exploitation:
the importance of gaining
consent, representing
subjects respectfully, and
avoiding harmful stereotypes.



STORYTELLING

Check the following visual stories

PHOTOS BY THE BLIND











QUESTIONS FOR REFLECTION

- What emotions did this visual story evoke?
- What message or narrative did you take away from the story?
- How does this story connect with the experiences of migrant or refugee women you work with?





ACTIVITY 4.3.1.

Camera basics: Basic Settings and Composition





QUESTIONS

- What are you photographing most frequently?
- What do you like photographing?
- What do you do with your photos afterwards?



1:1 3:4 9:16 Full 38 58 108 0 # Movie frame Voice shutter Gridlines ... 0 0 Ö Tilt-shift Timed burst 1X 0.6 Documents Video Photo Portrait 0

Basic settings to check

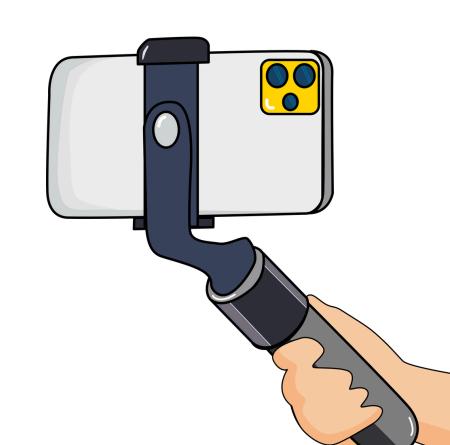
BASIC MODE

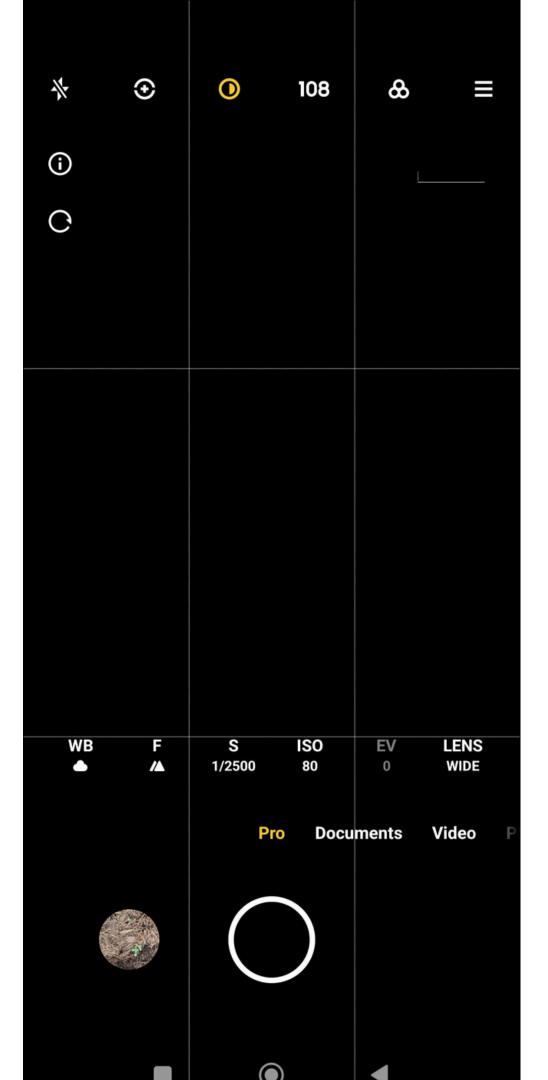
FLASH SETTINGS

ASPECT RATIO

HDR

GRIDLINES





Basic settings to check

PRO/MANUAL MODE

WHAT CAN BE CHANGED?

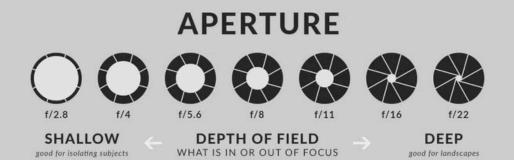
F - APERTURE

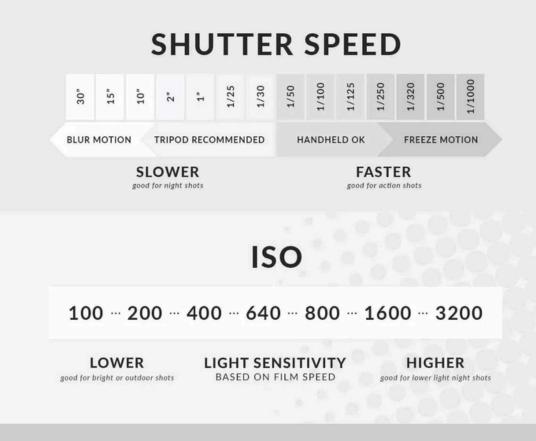
S - SHUTTER SPEED ISO

WB - WHITE BALANCE









EXPOSURE TRY TO KEEP YOUR LIGHT METER AT "0" -3 -2 -1 -1 -0 -+1 -+2 -+3 UNDEREXPOSED OVEREXPOSED

APERTURE

It is all about light and how much it gets into the camera lens. Think of it as your eye, when it is too bright your eyes shrink to let just the right amount of light in order not to overwhelm your vision

ISO

It is the sensibility to the light, the lower the number, the less sensitivity. However, the recommended number would be between 100-1600, depending on the camera. Using high numbers can cause noise on your photos. You know those fleas that you see sometimes on photos? That's NOISE.

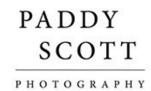
SHUTTER SPEED

It is all about time - how long your eye/lens is exposed to the light. The slower (longer time 1/16, 1' etc) more changes for your photo to be blured. Always adjust it above 1/100 for sharp photos.

EXPOSURE

The exposure is the light meter that tells you if your photo is overexposed or underexposed





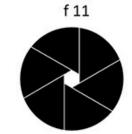


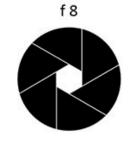
More available Light

Less available Light



f 16



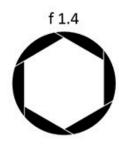












APERTURE



- Small or Minimum Aperture
- All elements in Focus
- Wide Depth of Field
- Minimum light falling on Sensor





- Wide or Maximum Aperture
- Only Tent in Focus in Focus
- Narrow Depth of Field
- Maximum light falling on Sensor

SPEED























Astro c.28sec

SHUTTE











Tripod 📥



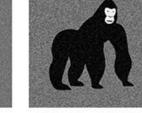
ISO 50



ISO 100 ISO 200



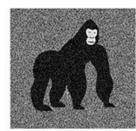
ISO 400



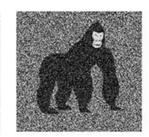
ISO 800



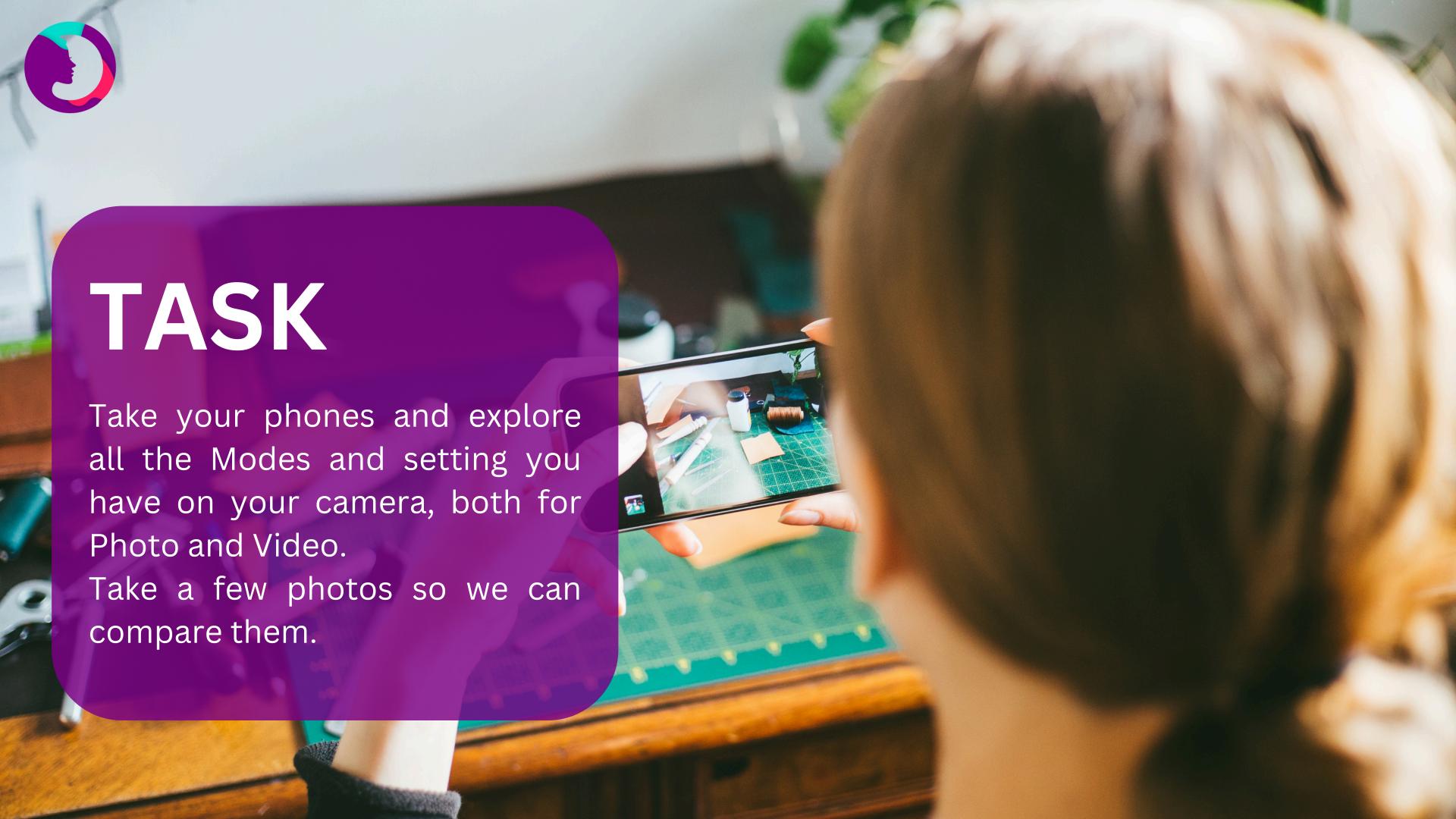
ISO 1600



ISO 3200



ISO 6400





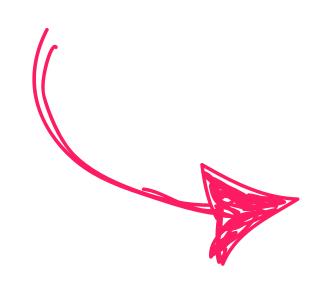
COMPOSITION RULES

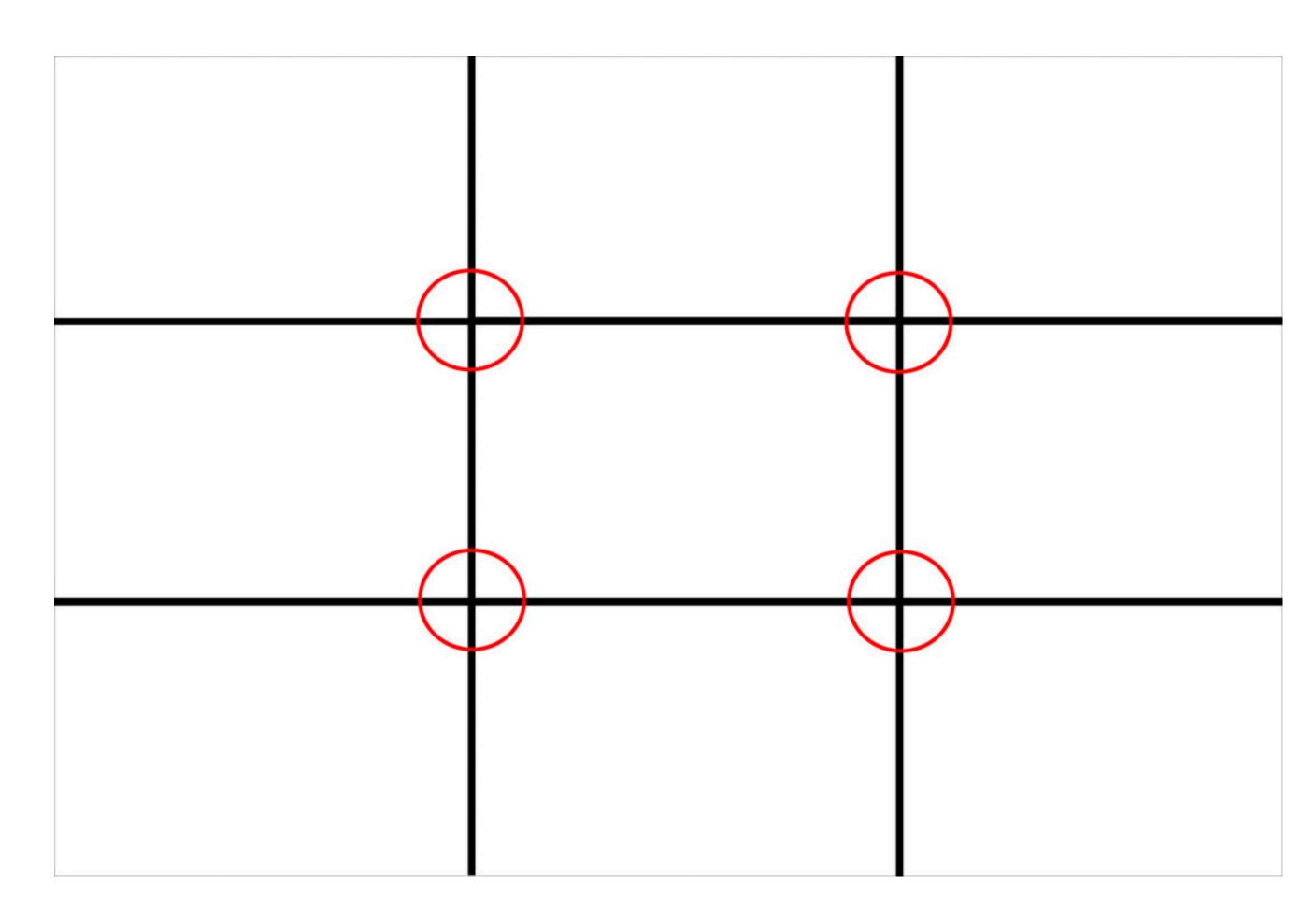
- THE RULE OF THIRDS / THE GOLDEN RULE
- SYMMETRY
- EYE POSITION
- LEADING LINES
- FILLING THE FRAME
- NEGATIVE SPACE
- PATTERN
- FOREGROUND INTEREST





THE RULE OF THIRDS







THE RULE OF THIRDS





THE RULE OF THIRDS



Photo by <u>micheile</u> <u>henderson</u> on <u>Unsplash</u>

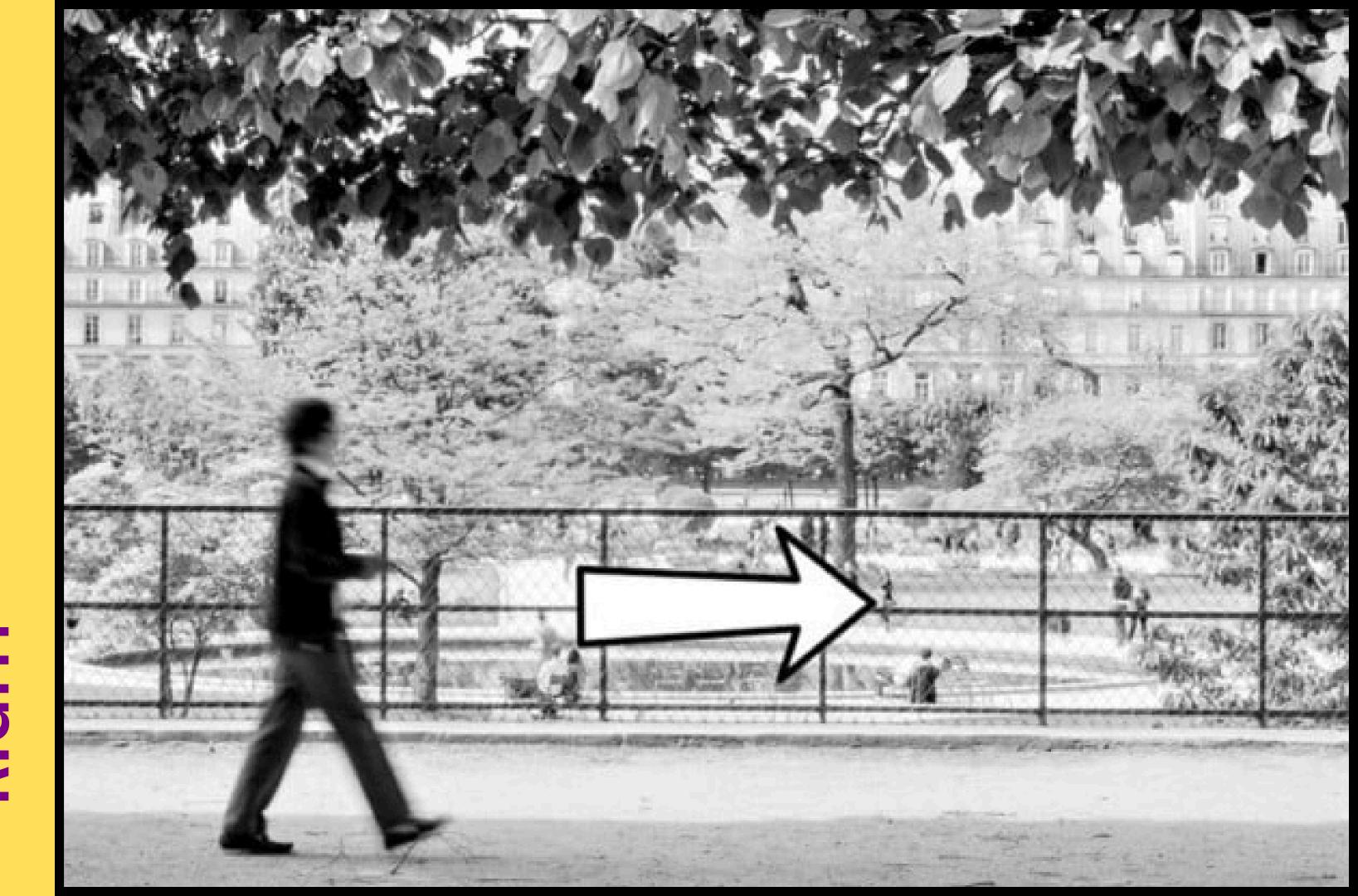




Photo by <u>Pedro</u> <u>Domingos</u> on <u>Unsplash</u>

EYE POSITION LEFT TO REFT RGH



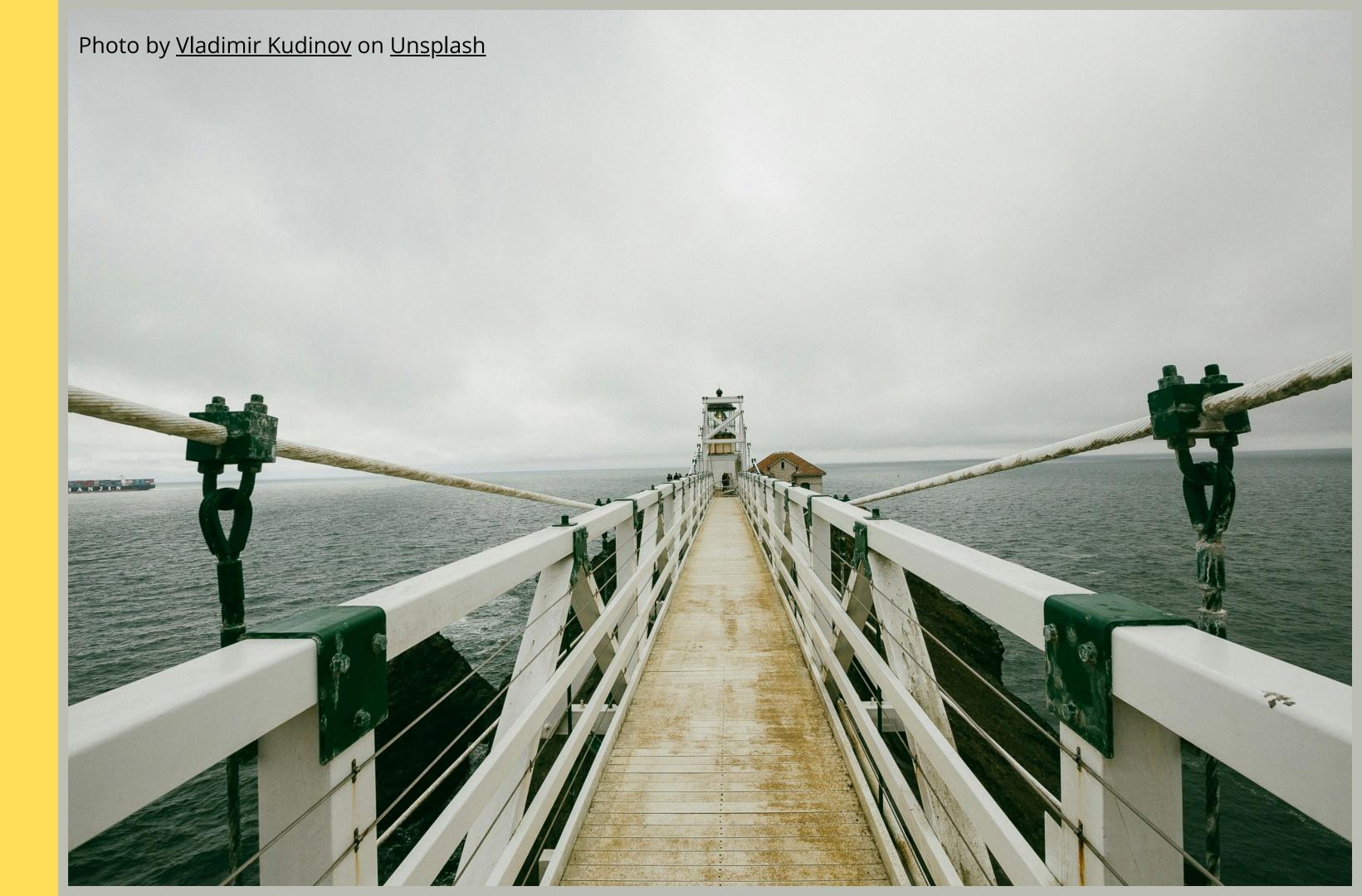








LEADING LINES



FILLING THE FRAME



















FOREGROUND



Photo by <u>Christine</u> <u>Siracusa</u> on <u>Unsplash</u>

USING PATTERNS

Photo by <u>Claudio</u> <u>Schwarz</u> on <u>Unsplash</u>





ACTIVITY 4.3.2.

Camera basics: Lighting







Key Practical Tips:

- Position the subject near a window to maximize soft, natural light.
- Avoid shooting in direct midday sunlight, which can create harsh shadows and overexposed areas.
- Use inexpensive materials, such as white boards or curtains, to diffuse or reflect light for a softer effect.



Key Practical Tips:

for product photography

- Choose the right background
- Use a clean, solid color for background
- White or neutral colors are best
- If possible, use natural light.
- Place your work surface next to a window or open door

Experiment with angles:

- Eye level
- High angle
- Low level
- Bird's eye







NATURAL LIGHTING:

Golden Hour:

The period shortly after sunrise and before sunset is known as the "golden hour." During this time, sunlight is soft, warm, and diffuse, which reduces harsh shadows and produces a more aesthetically pleasing look for both photos and videos.

Overcast Days:

Clouds act as natural diffusers, scattering sunlight and reducing harsh shadows. This creates an even, soft light that is great for photographing or filming in difficult lighting conditions.



INDOOR LIGHTING: **Tungsten Light:** Traditional bulbs produce warm, yellow light that can give a cozy feel. However, they may need correction with white balance adjustments incamera or post-processing. LED Light: LED panels are energy-efficient, adjustable, and come in various color temperatures, making them a versatile choice for indoor setups. Flash light: Using a flash indoors can be tricky, but bouncing it off a ceiling or wall to create softer, diffused light is often very effective.



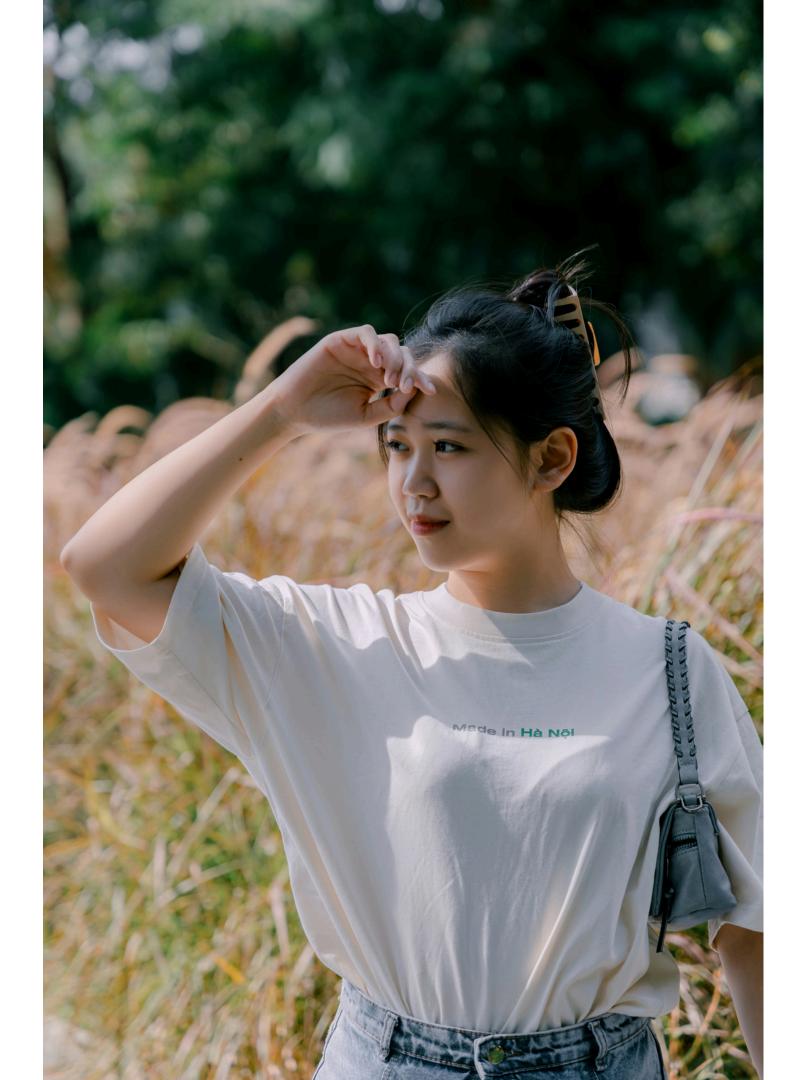


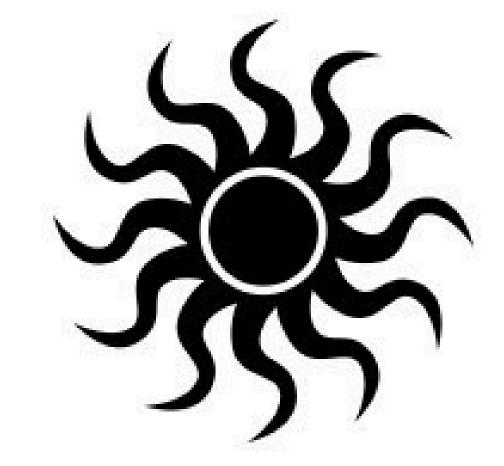
Photo by <u>Elist Nguyen</u> on <u>Unsplash</u>

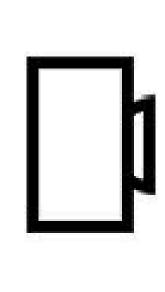


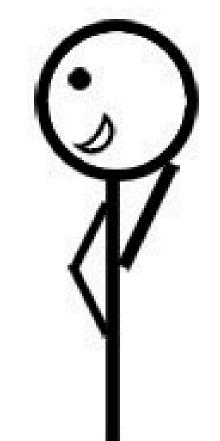


Photo by <u>ly han</u> on <u>Unsplash</u>











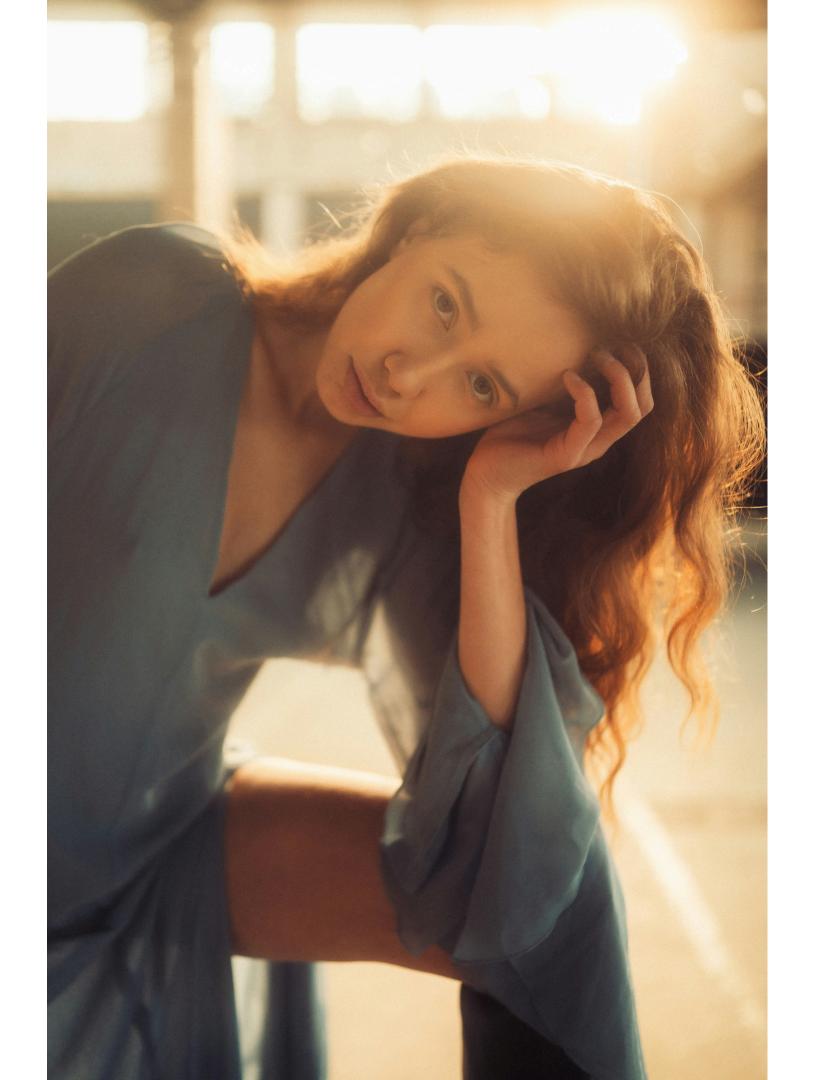


Photo by <u>Tony Frost</u> on <u>Unsplash</u>





ACTIVITY 4.3.3.

Camera basics: Sound Recording





Key Practical Tips:

- Sound is the most important element in a video
- Test the sound environment before recording by listening for background noise (e.g., traffic, people talking, wind).
- Use external microphones when possible to improve clarity, especially for interviews or dialogue.
- Keep the microphone as close to the subject as possible to reduce ambient noise.
- Be aware of surfaces and objects that may cause echoes and reflections indoors.







ACTIVITY 4.4.

Content Strategy





SOCIAL MEDIA SIZE REQUIRMENTS

	(O)			in
PROFILE PICTURE	320x320	196x196	20x20	400x400
LANDSCAPE	1080x566	1080x566	1920x1080	1200x627
VERTICAL	1080x1350 1012x1350 in Grid view	1080x1359	1080x1920	720x900
SQUARE	1080x1080	1080x1080	640x640	1200x1200
STORIES/REELS	1080x1920 (9:16) 1082x1440 (3:4) in Grid view	1080x1920	1080x1920	N/A
COVER PHOTO	N/A	851x315	N/A	1128x791



TIK-TOK SIZE REQUIRMENTS





Key Practical Tips:

- If you want your images to have the best resolution on Instagram, upload images that are not bigger than 1080px
- For stories, the safe area is between 1080x1610px, make sure to keep the important text, logos or content in this frame on IG and FB
- To avoid any compression or distortion, upload a JPG or PNG file.
- Stick to vertical format for stories and Reels on IG, FB and TikTok
- Check regularly the size requirements, as they change often. A trustworthy source is <u>Hootsuite.com</u>





CONTENT STRATEGY

WHY CONTENT STRATEGY MATTERS

- Keeps your brand message clear and consistent
- Helps you reach the right audience at the right time
- Builds trust and engagement over time
- Saves time with planned, purposeful posting

KEY ELEMENTS OF GOOD STRATEGY

- **Consistency** regular posting builds recognition
- **Variety** mix of educational, inspirational, and entertaining posts
- **Scheduling** post when your audience is most active

CONTENT CALENDARS

- Plan what to post, when, and where
- Include campaigns, events, and seasonal topics
- Keep track of visuals, captions, and hashtags
- Make adjustments based on results





Key Practical Tips:

- 1. Start with audience research
- 2. Create a persona for your audience (check module 2)
- 3. Define what type of content would be the best for your audience and your brand (photo, video, text, audio etc)
- 4. Set goals
- 5. Create your visual identity: what colours represent you, what kind of visuals, style etc
- 6. Build your content calendar and start sharing!





CONTENT CALENDAR TEMPLATE

POST STORY	IG
REEL GIVEAWAY	FACEBOOK
SPONSOR QUOTE	TIK-TOK

MONTHLY CONTENT CALENDAR

SUNDA	AY MONDA	AY TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01	02	03	04	05	06
	STOR	Y	GIVEAWAY			
07	08	09	10	11	12	13
	POS	ST		REEL		
14	15	16	17	18	19	20
		QUOTE		SPONSOR		QUOTE
21	22	23	24	25	26	27
			SPONSOR		QUOTE	
28	29	30	31	01	02	03





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Project no. 2023-1-PL01-KA220-ADU-000156610

More info about the project: https://www.remcreadwomen.eu/





through Creative Methods and Digital Literacy

"STOP DREAMING AND START

DOING"

