



REMCREAD

Empowering Refugee & Migrant Women
through Creative Methods and Digital Literacy

MODULE 4: Photo/video with the smartphone

Lesson plan



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

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

Project website <https://www.remcreadwomen.eu/>



Module 4. Photo/video with the smartphone

The module “Photo/video with the smartphone” focuses on building participants’ skills, confidence, and creativity in using smartphones to produce high-quality visual content for personal expression, community engagement, or entrepreneurial purposes. It was developed in an interactive format, which can be used in different environments such as a single workshop, a multi-day training, or in blended, online, or face-to-face formats.

The aim of this module is to enable learners to understand the value of visual storytelling, develop basic photography and videography techniques, and apply effective content planning strategies tailored for different digital platforms. By mastering these skills, participants can enhance their communication, representation, and participation in the digital world.

The **structure** of the module combines theory, demonstrations, and hands-on practice. Activities include:

- **Icebreakers** that encourage participants to share and reflect on their own environments through photographs.
- **Practical exercises** in camera settings, composition, lighting, and sound recording.
- **Creative challenges** such as photographing or filming objects using specific techniques.
- **Collaborative projects** including content calendar planning and optional group video or photo series production.
- **Critical discussions and reflections** on ethical storytelling, platform requirements, and effective strategies for social media.

Educators can use the module as a complete package or select specific activities to suit learners’ needs, language levels, and digital competencies. Each section includes learning outcomes, activity descriptions, materials needed, and timing suggestions, as well as tips for the facilitators, making it practical and easy to integrate into diverse teaching contexts.

Ultimately, this module supports educators in empowering migrant and refugee women to use visual media as a tool for self-expression, storytelling, and socio-economic participation.

Below is the Learning Outcome Matrix, analysing the Knowledge, Skills and Attitudes on which the module is based.



	KNOWLEDGE	SKILLS	ATTITUDES
4.1 Visual content	Understanding the Importance of Visual Content. Understanding the impact of high-quality visual content on social media engagement and brand visibility. Getting familiar with good practices of successful businesses utilizing effective visual storytelling on social media platforms.	Gaining analytical skills to assess the significance of visual content for social media marketing. Capability to create high-quality visual content. Gaining research skills to identify successful visual storytelling strategies.	Motivation to elevate the quality of own visual content. Inspiration to innovate and adapt strategies to own businesses.



4.2 Tips and tricks to using a smartphone for visual content	Getting familiar with tips and tricks for optimizing smartphone camera settings for quality photos. Get an insight into composition techniques: rule of thirds, framing, angles, etc. Get an insight into lighting techniques: natural light vs. artificial light, usage of reflectors or diffusers. Get an insight into sound recording techniques.	Gaining practical experience in photo-taking. Capability to create visually compelling photos and videos for social media marketing. Creative skills for storytelling and framing in video content. Gaining proficiency in shooting and editing videos using smartphone apps. Gaining problem-solving skills for overcoming technical challenges during video creation.	Acknowledging that paying attention to details is crucial. Fostering a willingness to experiment, learn, and refine one's visual storytelling abilities. Confidence in utilizing smartphone technology for content creation. Openness to feedback and constructive criticism.
4.3 Types and requirements of visual content	Getting familiar with photo content requirements on different platforms (different sizes, keeping the quality etc) Getting familiar with reels and videos on different social media platforms (Instagram, Youtube, Facebook, TikTok, etc.)	Ability to plan visual content considering different platforms and needs.	Acknowledging that familiarity with navigating a platform typically improves over time.
4.4 Content Planning and Strategy	Understanding the importance of planning content in advance.	Ability to develop a content calendar and maintain consistency knowing planning strategies and tools. Organizational skills for creating and maintaining content calendars. Time management	Commitment to consistency and long-term success. Preparedness and foresight in addressing content needs.



Co-funded by
the European Union



REMCREAD

Empowering Refugee & Migrant Women
through Creative Methods and Digital Literacy

		skills for effectively allocating resources to content creation.	
--	--	--	--



Learning Outcomes:

On completion of this lesson, learners will be able to:

- Understand the importance of visual storytelling when creating content on social media
- Learn basic photography and videography techniques using the smartphones
- Learn basic composition, lighting and sound recording techniques for creating quality content
- Explore content strategy insights

Duration: approximately 4h

Activities	Objective	Advice for the trainer	Materials	Timing	Further Reading/ Link to Resources
ICEBREAKER: Ask the participants to use their phones to take a photo of something that represents their daily work environment. Then they share the photo with the group and explain a bit what it represents.	Introduce the participants to the topic Identify their digital skills Establish a relaxed learning atmosphere	The topic of the photography can be adjusted depending on the group and goals of the workshop	A big training room where participants have space to move around	20 min	
Activity 4.1 Importance of Visual Storytelling	Understand the importance of visual storytelling to communicate, educate and empower migrant/refugee women		Projector, laptop, presentation and a series of images/videos connected to the topic.	20-30	https://www.bluleadz.com/blog/11-visual-storytelling-techniques-you



Begin the activity by explaining the power of visual storytelling and how it can move people, foster understanding, and create emotional connections. Emphasize that storytelling through photos and videos can transcend language barriers, making it particularly valuable for working with diverse communities like migrant and refugee women. Few key points to discuss: • 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.			One is already suggested in the presentation.		<u>u-should-be-utilizing-in-your-content</u> <u>https://en.wikipedia.org/wiki/Visual_hierarchy</u> <u>https://shorthand.com/the-craft/8-tips-for-great-visual-storytelling/</u> Nice website for building storytelling content online in the form of presentations or articles with photos/videos <u>https://shorthand.com/</u>
---	--	--	--	--	--



Choose a few photos/videos that are sharing a story. Show 2-3 selected visual stories (photos or short videos) to the group. Each story should take no more than 2-3 minutes. After viewing, ask participants to take a moment to reflect individually on what emotions or thoughts the visuals provoked. 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 4.2 Camera basics For the beginning ask the participants the following questions: • What are you photographing most frequently? • What do you like photographing?	- Understanding the functionality of a camera - Learn how to use the camera of their phones properly - Exploring and discovering new settings and features on their phones	Some participants might not have certain settings, PRO mode or very performant phones, try to point out that this is not that important in the end,	Projector, laptop, presentation Smartphones (participants bring their own)	50-60 min	https://www.picmonkey.com/blog/the-ultimate-photography-cheat-sheet



• What do you do with your photos afterwards? Then introduce the participants the main Camera settings – Apearture, Shutter speed, ISO and Exposure Practical activity: Ask the participants to check all their camera settings and take photos/videos using each one. • Adjust focus/exposure manually • Experiment with photo vs video modes • Practice taking a still photo and then a short video Discussion: Ask them what they discovered new and which settings they found useful or challenging. Composition in photography Show and talk about the different types of composition and how they can set the grid on their phones Activity: Give to each participant one object and ask them to take a photo and a short video of it using the composition rules we just talked about.	- Understand what composition is and why it is important	but how they take the photos, focusing more on composition and light. Depending on the topic of the workshop, you can focus on compositions that are more general or more useful for product photography. All of	Tripods or hand stabilizers		https://www.picmonkey.com/blog/how-exposure-works https://petapixel.com/photography-composition-techniques/ https://sunsetshutterbug.com/make-your-handmade-products-look-good-with-these-photography-composition-tips/
---	--	--	------------------------------------	--	--



		them are included in the presentation.			
Activity 4.3 Lighting Explain to the participants about the importance of light in photography and then about the differences between natural light and indoor light. Show them how to make a softbox from a carton box and provide them the materials to built one in teams of max 3. After they finish it, ask them to use the same objects they photographed before and photograph them using the soft box. At the end, project all the photos one by one and compare them with the ones takes without the softbox, ask them to give feedback to each participant..	• Learn about the importance of light in photography • Understand how to use natural light when taking photos, as well as indoor lights and softboxes • Explore product photography	Use a space that has access to different types of light, natural and artificial. Optionally, you can take the participants to the nearest park or open space to practice in the the natural light. Depending on which type of photography you would like to focus, you can practice the softbox or not You can invite the participants to bring their own products, they would like to photograph. Make sure the group feels safe and comfortable with	Carton boxes, transparent paper or white A4 or depending of the size of the box, scissors and tape. Big white and colorful sheets of paper or carton Lamps or different types of light sources that can be moved	30-40	https://www.pixelz.com/blog/use-smartphone-to-capture-high-quality-product-images/



		receiving feedback and ask the participants to not be too strict with each other			
Activity 4.4 Sound recording	- Learn why sound is the most important in video making - Learn how to have a clear sound when recording voice - Explore different platforms for Licensed music		Small microphones that can be connected to the smartphone (Dji, Rode or any other brand); Cable headphones and wireless headphones (These can be asked from the participants as well)	20-30 min	Platforms for license free music: freesound.org ccmixter.org YouTube Audio Library
Activity 4.5 Content Strategy Introduce to the participants the required sizes of posts and reels/stories for each platform. You can find it in the presentation. Talk about the importance of Content strategy when you want to promote your brand, product or your organization. Importance of consistency, scheduling, and content variety (educational, inspirational, entertainment). Introduction to content calendars.	- Learn the principles of content strategy - Test and simulate content strategy planning			30 min	https://blog.hootsuite.com/social-media-content-creation/ Platforms for free license photos and graphics: unsplash.com pixabay.com



Practical Activity: Participants work in groups to create a one-month content calendar for their chosen platform. They should consider the types of content, posting frequency, and special campaigns or events. Share calendars with the group for feedback and suggestions.					pexels.com freepik.com
Final Project – Optional Participants are split in small groups and they have to create a short 30 sec video or a series of 3-5 photos. The content could have different thematics: 1. Empowering messages for migrant/refugee women 2. Promoting a product or a set of products designed/created by migrant/refugee women. Let the participants choose between the 2. They have to use everything they learnt before and apply it to their project. Each group shares their project on the Workshop's platform (closed group), either Whatsapp group or Facebook. The	• Applying the learned skills by creating a short visual content project			30-60 min.	



facilitator and participants provide constructive feedback on the technical aspects and storytelling. *This can be used as an activity they could do in the free time, after the workshop.					
Activity 2.5. Summary and questions Wrapping up the workshop and answer any additional questions that appear. Hand over to the participants the handouts with information from the presentation and extra tasks to practice at home.	Highlighting key principles and addressing concerns.		Handouts	5-10 min	



Co-funded by
the European Union