

# Storytelling by Lena & Neele

At the end of April, we were given the task of coming up with something creative for our English class. First, we sat down together and thought about what topics might be suitable for us. The first idea was an English blog entry in which we report about our daily work. We quickly started to work on the first details of the project. The media designer Pauline Lake was supposed to help us with the blog design. She was to design two DIN A4 templates for us, which we would have filled with topics and images. The focus of the blog was to be on our everyday trainee life at the Nordwest-Mediengroup. In this context, we wanted to present eight departments that we trainees go through during our training.

After we talked about the creative task in English class again, we came up with a new idea:

Ms. Klimaschewski spoke in the video conference about a very successful video project of an older year of training. She was able to convince us with her enthusiasm and we decided to produce a video contribution. We quickly came up with the concept for the contribution. Our idea was to show our classmates the new publishing house of the Nordwest Mediengroup, because tours were not possible due to the Corona pandemic. We quickly agreed on the distribution of tasks. Lena has been producing video content for NWZonline for a year now. Therefore, she masters camera work and the editing program flawlessly. Neele has been part of the NWZ trainees' social media team since the beginning of her training. There she learned how to speak freely and pose in front of the camera.

On April 23, we met during working hours to write a script together for the video feature. We thought about which highlights and scenes we definitely wanted to show from the new publishing house. On April 30, we met for the shoot. The entire shoot took about 5 hours. The scenes where Neele is alone in front of the camera were filmed by Lena. For the scenes in which Lena is in front of the camera, we got support from Niclas Hafemann. He is a trainee media designer for image and sound and is also familiar with camera work.

We shot the cutaways with Neele's iPhone 11. In addition, we used a small tripod from Liza Steenemann from the multimedia editorial department. Lena used Adobe Premiere Pro for the editing. Lena downloaded the music from Universal. NWZ has a subscription there to legally download the music with the corresponding licenses. The rough cut was done by Lena on the weekend of May 01 and 02.

On May 07, we met to write and record our voiceovers. We adapted the texts to the situations in the videos. Anni-Marleen, another trainee, had proofread them for grammatical errors. Since Lena was more behind the camera, her speaking part is less than Neele's. Of course, not everything went smoothly during the first recordings. After a few rehearsals, we finally recorded the texts. For this purpose, we used an omnidirectional microphone. After the recording, Lena edited the original sounds directly into the video.

Because of the training, we are a good team because we know where each other's strengths and weaknesses lie. It was good to take the preparation time before the actual shooting day and to plan everything carefully. We always had the script with us during the shoot. However, we also deviated from the script from time to time when we spontaneously came up with a different idea. The support from the other trainees went smoothly.

Our conclusion on the creative English project:

It was a great experience to deal with the language in connection with a video shoot. The teamwork worked well and we are very happy with the video.