

ENTREACTION



AN INNOVATIVE CASE-TO-VIDEOSTORY APPROACH
IN ENTREPRENEURIAL EDUCATION



METHODOLOGICAL GUIDE

FOR THE IMPLEMENTATION
OF VIDEO STORYTELLING IN EDUCATION

PARTNERS OF THE ENTREACTION! PROJECT



Çanakkale Onsekiz Mart University, Türkiye (COMU)

Leipzig University, Germany (ULE)

Maritime University of Szczecin, Poland (MUS)

Science4People, Poland (S4P)

Tampere University of Applied Sciences, Finland (TAMK)

University of Aveiro, Portugal (UAVR)

St. Cyril and St. Methodius University of Veliko Tarnovo, Bulgaria (VTU)



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the European Union

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PARTNERS



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METHODOLOGICAL GUIDE FOR THE IMPLEMENTATION OF VIDEO STORYTELLING IN EDUCATION, EntreAction! Project Consortium, 2024

Authors :

Bogusz Wiśnicki, Roma Strulak-Wójcikiewicz, Oleksandra Osypchuk – Maritime University of Szczecin, Poland (MUS)
Tommi Moilanen, Tuomas Niemi – Tampere University of Applied Sciences, Finland (TAMK)
Mário Vairinhos, Rui Raposo – University of Aveiro, Portugal (UAVE)
Hülya Önal, Hüsnü Çağlar Doğru, Gökhan Akça – Çanakkale Onsekiz Mart University, Türkiye (COMU)

The authors are solely responsible for the content of the e-book

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ISBN 978-83-64434-61-7, The Maritime University of Szczecin Press, 2024

Project number: 2022-1-BG01-KA220-HED-000086899

The project period: 01/09/2022 - 30/06/2025

The source of funding: Erasmus+ Cooperation Partnership LS 2021-2027



Co-funded by
the European Union



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INTRODUCTION

This Methodological guide for the implementation of storytelling in entrepreneurial education was created thanks to the [EntreAction!](#) Project. It aims to help teachers and students to make short videos presenting valuable case studies that can be used during the teaching process. The idea is to simplify the entire process of preparing a video so that it is possible without incurring costs and using an ordinary smartphone.

The EntreAction! project is a multinational project with a consortium of [seven project partners](#), led by the St. Cyril and St. Methodius University of Veliko Tarnovo, with Leipzig University (SEPT Competence Center, Germany), Maritime University of Szczecin (Poland), Science4People (Poland), Tampere University of Applied Sciences (Finland), University of Aveiro (Portugal), and Çanakkale Onsekiz Mart University (Turkey) as project implementing partners.

The ever-changing teaching and learning environment in the 21st century necessitate a serious rethinking of educational models, the use of new educational tools, and the development and implementation of new educational formats in an era of the digital revolution.

The EntreAction! project proposes an innovative teaching strategy that fits into the consumption habits of Generation Z. Generation Z is passionate about audiovisual content and transmedia experiences. We are certain that by enriching and personalizing the educational experience in this way, we can inspire the next generation of entrepreneurs.

The project EntreAction! envisages the transformation of a classic tool such as learning through case studies with the one combining active participation of students, teachers and entrepreneurs in the development, recording and learning by discussing options for solving a problem situation filmed in digital format. Through its implementation, teachers will apply more engaging, inspiring and effective learning process, encouraging the acquisition of both digital skills and the development of creative thinking in students.

The construction of a [digital library](#) with recorded video cases will allow the participating universities in the project, as well as the EU academic community (and not only), to have free access to a collection of video cases prepared as part of the EntreAction! Project, which may be expanded in the future.

The availability of practical tips contained in this Methodological guide for the implementation of storytelling in education will significantly facilitate this process and allow teachers and students to create their own videos of interesting case studies that can be used in teaching.

This Methodological guide for the implementation of storytelling in education consists of 3 main chapters: [PRE-PRODUCTION](#), [PRODUCTION](#) and [POST-PRODUCTION](#), which are the main stages of making a video. Each part contains practical tips and examples for those who intend to make their own videos using a smartphone.

In each chapter/stage you will learn: **What is the goal of a given stage? What should be done on a given stage? What resources are needed on a given stage? What should you pay attention on a given stage?**

At the end of this Methodological guide for the implementation of storytelling in education there is a list of practical examples included in the guide with links.

Have a nice and fruitful reading 😊
[EntreAction! project partners.](#)



1. PRE-PRODUCTION

The pre-production is the planning phase of every video project and filmmaking. This is the foundation for your project where all the plans are made to achieve smoother process. The pre-production phase is for defining the desired objectives for the target group and audience, storytelling, genre, visual style and publishing. It needs systematic approach from every aspect to work as a solid base of your video project. Pre-production includes script writing, storyboarding, location scouting, technical preparation, timetable handling and economical thinking.

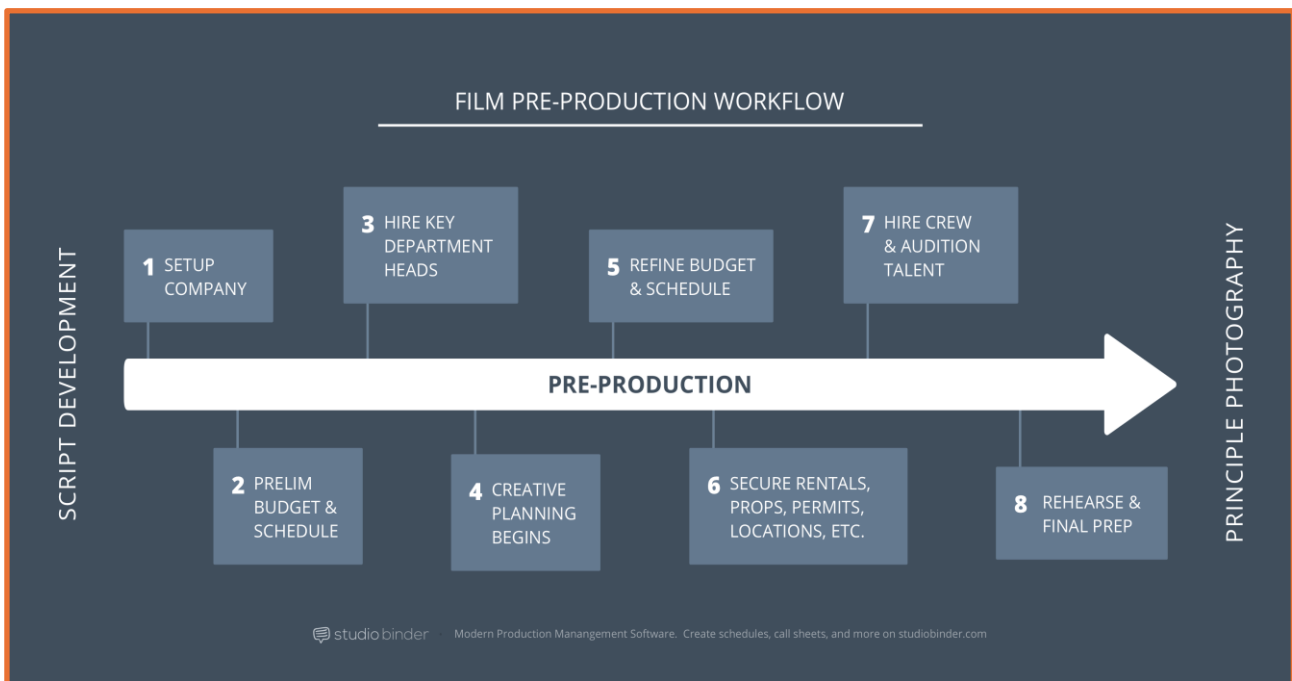
What is the purpose of this stage?

The pre-production stage is for creating concrete plans and bringing clear and solid vision of project to the team members. It helps You to manage the project on different sectors like focusing the content, realizing the resources and anticipating the working process. It helps You to make creative choices for visual style and see the final video product in advance.

Example:

You are going to make a video interview of a handcraft artist. Start planning the process by thinking do You need a crew or can You do it by Yourself. Talk with the main character, the artist him/herself. Try to create overall understanding of artist's daily work, what he/she does daily basis. That may give You the step by step guideline what You should shoot on video. Make a list for needed shots and actions You want include the final video.

Example image of workflow:





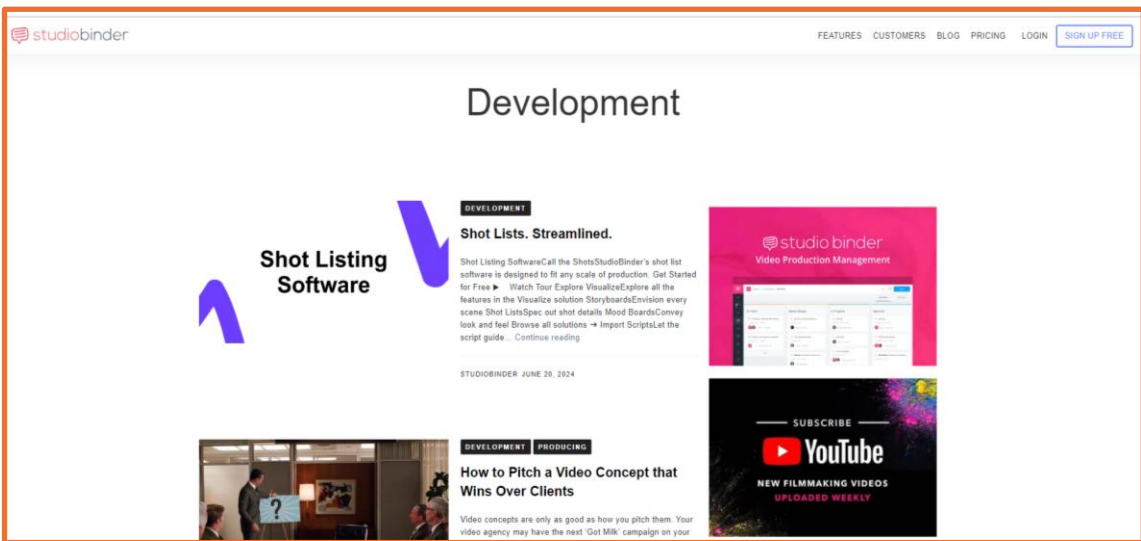
Example videos:

What is pre production about:



Example link:

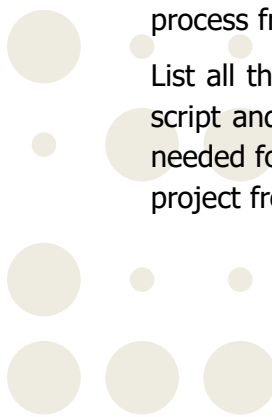
Tips for pre production phase:



What should be done at this stage?

In the pre-production stage, first of all, You must define the deadline of the video project. When the final video must be published or screened at first time? Then start scheduling the process from the end back to beginning.

List all the needs for actors, crew members, props, locations and equipments. Breakdown the script and view it at every aspect. Try to make Illustrate the visual style and define the shots needed for solid video editing. Create a free form working plan and timetable covering to whole project from video shooting to the end of post production.



Example:

Video interview of a handcraft artist needs a plan how to shoot different type of shots. Prepare interview questions. Then figure out how You would place to camera for interview. Make scetches on storyboard sheets. What else would be good for solid and smooth storytelling? Alternative video material a.k.a B-roll is always useful when editing video. Make a plan what actions and environments You should film in addition of interview shots.

Decide the shooting period and count how much time You will need for shooting and proper sound recording. What equipment You might need? Camera or phone, external microphone or lights.

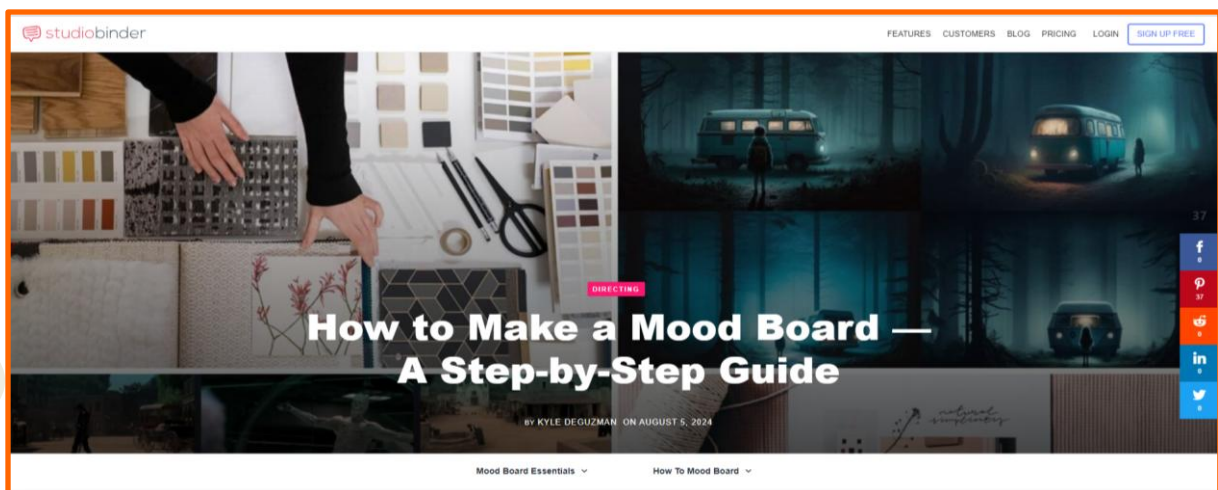
Example video:

What must do before filming:



Example link:

How to make moodboard:



Example images of storyboard:



©Tommi Moilanen

What resources are needed at this stage?

Pre-production is mostly researching, brainstorming and working at office. You will need a phone and computer with some common office softwares and internet connection. Printer, paper, pencils ja sticky notes also help a lot the planning process despite the crew size.

In some cases, it is better to visit on location before actual shooting. This helps You to be well prepared for circumstances and can even inspire You to develop expression and practices. In this case You wil need transportation.

Example:

Breakdown the script and shooting process to separate documents:

- Interview questions
- Shot and sound list for interview and b-roll material
- List of filming equipment and prop
- Timetable for shooting day and post production

Print or make pdf-documents which are easy to share for crew members and main character

Example link:

Tools and resources for pre production:



Example image:



©Studiobinder

What should you pay attention at this stage?

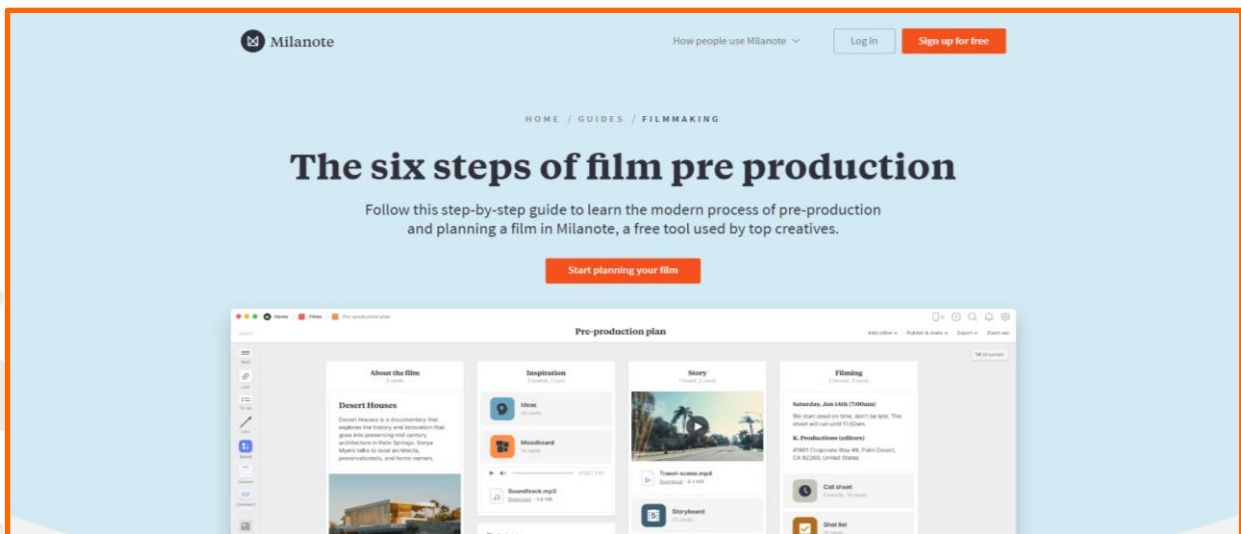
Pre-production stage is crucial for the success of the project. It sets the direction of the project and ensures that final video represent the objectives and expectations. Well done breakdown helps the crew work towards the same goal. That’s why it’s very important to have clear objectives, thorough research of object, understanding of project’s pros and cons and resources. There is always chance that something unexpected happens. That’s why You should have some contingency plans.

Example:

A sudden accident on main character’s work has caused illness to him/her. You are about to cancel shooting day. But, You have all the equipment and crew reserved for that day. Then You have to be ready to change plans and start filming the additional material of the character’s working environment. Or You can change the script and interview question to concern danger of main character’s work. Now You might get even interesting content instead of original plan.

Example link:

The six steps of film pre production:



2. PRODUCTION

In the audiovisual development cycle, production consists of the intermediate stage, between planning and post-production of the film, in which all audio and video scenes that will integrate the final product are filmed and produced.

What is the purpose of this stage?

While in the pre-production stage, the focus is on planning and preparation, the production stage's primary focus shifts to capturing the planned content according to the established creative vision. This involves setting up equipment, directing performances, and managing logistics on set. Work done in this stage will provide content for the post-production stage, which emphasises on refining and assembling the raw footage into a polished final product. Work in this stage will be conducted in a smoother flow if the pre-production takes its time and clearly outlines in its planning documents (script, storyboard, production checklist, etc) what will be done, when, how, be who, why and where.

Example links:

[Breaking Down the 3 Stages of Video Production:](#)



[The Complete Guide to Planning a Video Production: Steps for Success:](#)





What should be done at this stage and what resources are needed?

The audiovisual production phase is subdivided into several stages or activities to ensure that the filming process is productive and efficient. We present, in schematic form, an overview of these steps that students and teachers must carry out.

1. Preparation and Planning:

The first phase consists of students and teachers reviewing all documents produced in pre-production, such as the script, storyboards and others, and organizing the scenes chronologically in the order of shooting.

1.1 Shooting List

The script describes the action according to the time of the stories and narrative ideas, for this reason, it is of the utmost importance at the beginning of the production stage to order the scenes chronologically according to the filming locations. For example, if the underlying idea of the film begins and ends, let's say, outside the company main building, these two scenes, although separated in time from the action, must be filmed at the same time.

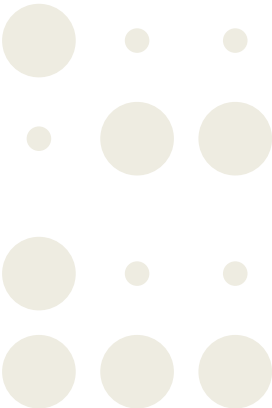
This document, called **Shooting List** or **Shooting Schedule**, includes a schedule of the shooting sessions, generally through a table with the scenes arranged in a line and for each of them several columns that inform the day, location, equipment, protagonists and other aspects relevant to the production of that footage.

To create this document, students and teachers visits (or revisits) the locations and analyzes the specific conditions of the place, noting the requirements for production, paying attention to the lighting and audio conditions and the strategy for positioning the smartphone or the need for special objects or props.

Example link:

Shooting Schedule:

Name(s): Jessica and Sophie						
Documentary Title: 42 sixth formers						
Shooting Schedule						
Upper sixth in Lower sixth						
Day/Date you will film	Scene #	Interior/Exterior Day/Night	Location	Shot Description/Summary	Characters/ Cast in the scene	Special Equipment
Monday 18/04	1	Exterior/Day	College gates	Establishing shot of the college. Sped up footage of Jess walking alone	Jess	None
Monday 18/04	2	Interior/day	College atrium	Shot of Jess sitting alone Begin interview- questions about being in upper sixth and friend groups and feelings about being in a lower sixth class	Jess	None
Monday 18/04	3	Interior /day	College newcourt	Begin second interview- questions about past, present and future courses being studied at college and future plans including next year and university.	Jess	None
Saturday 16/04	4	Exterior/day	Work Superdrug	Establishing shot of workplace. Shot of jess walking in Begin interview- questions about fitting work times around college times and the effects of working whilst studying for exams	Jess Colleagues?	None



1.2 Equipment list

After analyzing the shooting locations, it is necessary to collect the necessary equipment to carry out the filming, taking into account the requirements identified in the shooting list.

- The list of equipment may vary from case to case, but generally focuses on video equipment such as cameras, tripods, microphones.
- As complementary equipment you can look for steady cams (gimbals), lighting (lights and diffusers) and more specialized microphones.
- In addition to the equipment, students and teachers will also have to identify objects or materials needed for the filming sessions. For example, if the interviewee is going to talk about a product, it will be necessary to anticipate that this product will be present at the site location.
- When filming with cell phones, students and teachers must anticipate the need to have outlet chargers and power banks with cables long enough to allow for longer filming sessions.

Example image:



- Taking into account that cell phones have poor quality audio capture devices, it may be necessary to purchase clip microphones and/or minishot guns.

Example image:



- Movie files tend to take up a lot of space, which is why you have to anticipate the need to purchase external memory cards and check if the cellphone is able to use such disc cards.

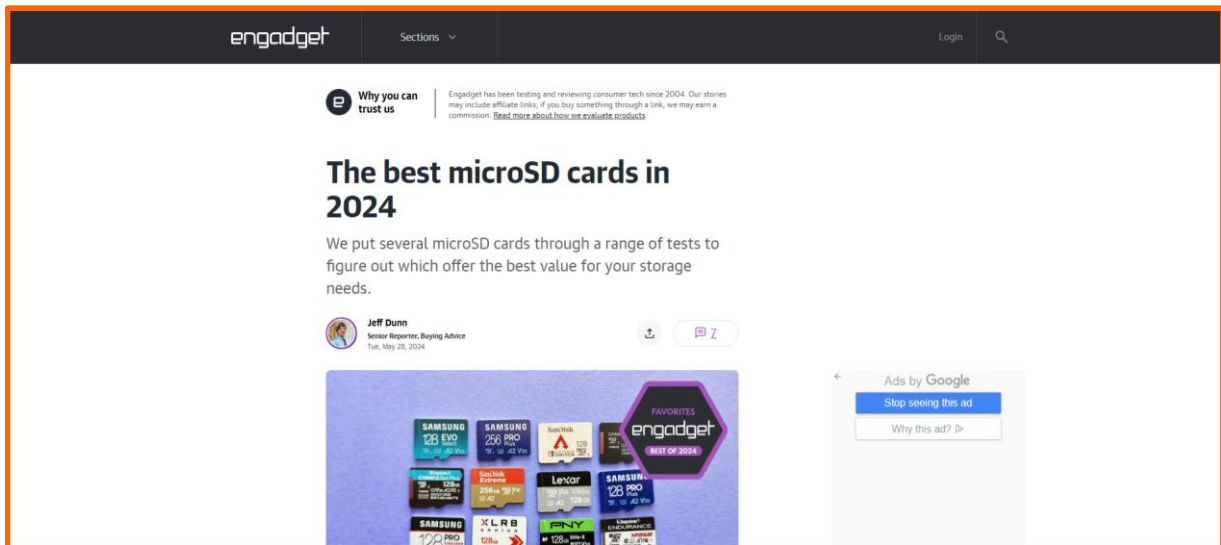
Example image:



- Please note that the capacity of the card is not the only factor to take into account. Video capture also requires writing data to the card at very high speeds.

Example link:




The best microSD cards in 2024:



The screenshot shows the Engadget website interface. At the top, there's a navigation bar with the Engadget logo, a 'Sections' dropdown, a 'Login' link, and a search icon. Below the navigation bar is a trust badge that says 'Why you can trust us' and a small disclaimer: 'Engadget has been testing and reviewing consumer tech since 2004. Our stories may include affiliate links. If you buy something through a link, we may earn a commission. Read more about how we evaluate products.' The main article title is 'The best microSD cards in 2024'. The sub-headline reads: 'We put several microSD cards through a range of tests to figure out which offer the best value for your storage needs.' The author is 'Jeff Dunn, Senior Reporter, Buying Advice', dated 'Tue, May 28, 2024'. Below the text is a grid of various microSD cards from brands like Samsung, SanDisk, Lexar, and Envy. A purple badge on the right side of the grid says 'FAVORITES engadget BEST OF 2024'. To the right of the article preview is an 'Ads by Google' section with a 'Stop seeing this ad' button and a 'Why this ad?' link.

For example, if students and teachers aims for fullHD resolution, it requires at least a card with a transfer speed of 10mb per second, or speed class 10.

Example image:

Minimum Sequential Write Speed	Speed Class			Corresponding Video Format
	Speed Class	UHS Speed Class	Video Speed Class	
Card Image				The necessary speed varies by each recording/playback device condition. in the same format.
90MB/sec			V90	8K Video
60MB/sec			V60	
30MB/sec		U3	V30	4K Video
10MB/sec	10	U1	V10	
6MB/sec	6		V6	HD/Full HD Video
4MB/sec	4			
2MB/sec	2			Standard Video

- From a lighting point of view, when filming outside, the use of simple diffusers, such as solar reflectors used in cars, allows you to obtain very good results.

Example image:





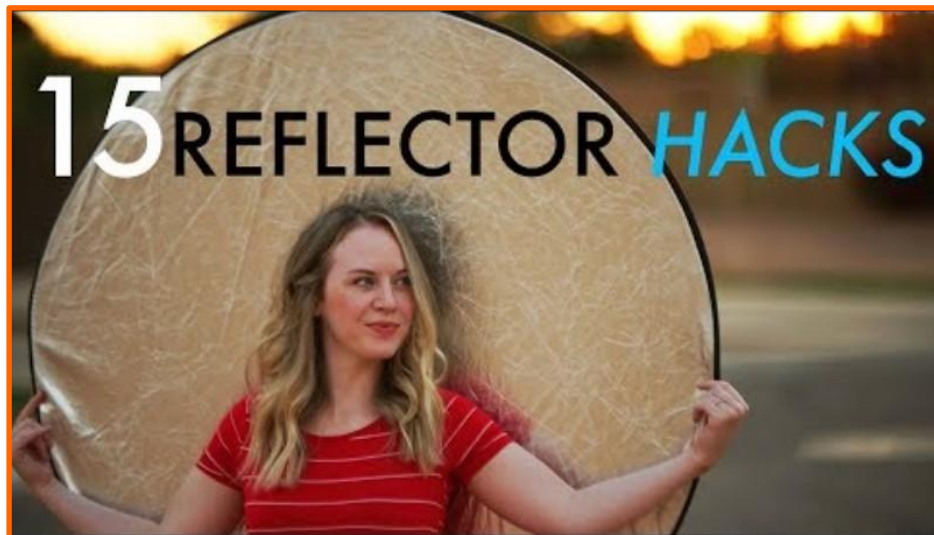
Example link:

Reflector Photography: How to Use a Reflector for Stunning Portraits:



Example video:

15 Hacks for using Reflectors in Video:



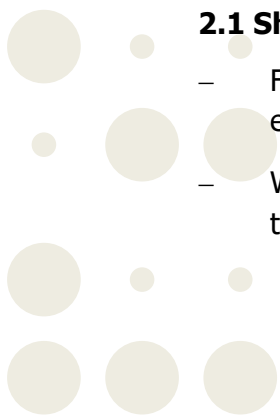
2. Shooting Sessions

During this stage, all the shots that will be used in the film are filmed. With the help of the Shooting log, and after gathering the necessary material, production begins on location.

Aspects to be considered during filming.

2.1 Shooting guide

- Film the space before and after an interview after (or before) it has taken place , ensuring a good diversity of shots in terms of scale and B-ROLLS.
- When noises or occurrences arise, repeat these shots with the interviewee to ensure that the only audio source captures the sound with quality.



2.2 Shooting with only one camera or smartphone

- **Film neutral shots** after the interview: hands, objects, etc., that do not include the face (person speaking), allowing more flexibility in post-production. These neutral shots, as well as B-rolls, will allow excerpts from the interview to be taken during editing, through smooth Jump Cuts.

[Example video:](#)

[How to hide Jump Cuts:](#)



- During an interview, when a topic ends and there is a short break, take the opportunity to **change the camera's perspective** (position) in order to create a greater diversity of shots. When the interviewee gives a more personal tone, the ideal is to use a closer shot (for example, a close-up or a chest shot) to better communicate their emotion and generate more empathy with the viewer.

[Example video:](#)

[How To Shoot A One Camera Interview In 12 Easy Steps:](#)





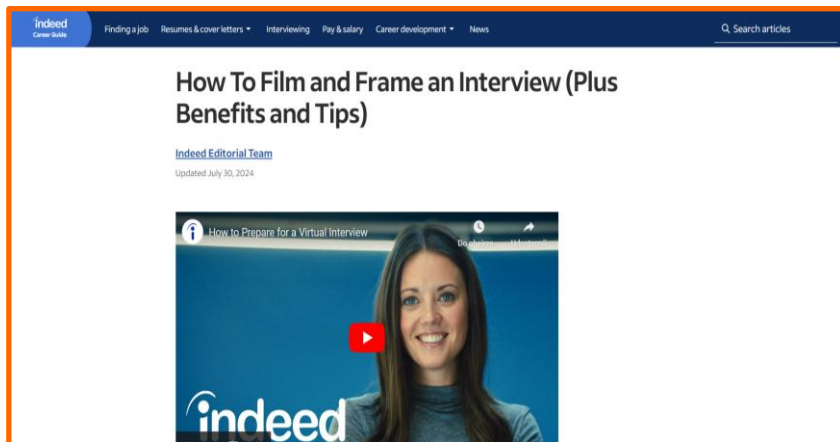
Example video:

Video Production Tutorial - Shooting an interview with one camera:

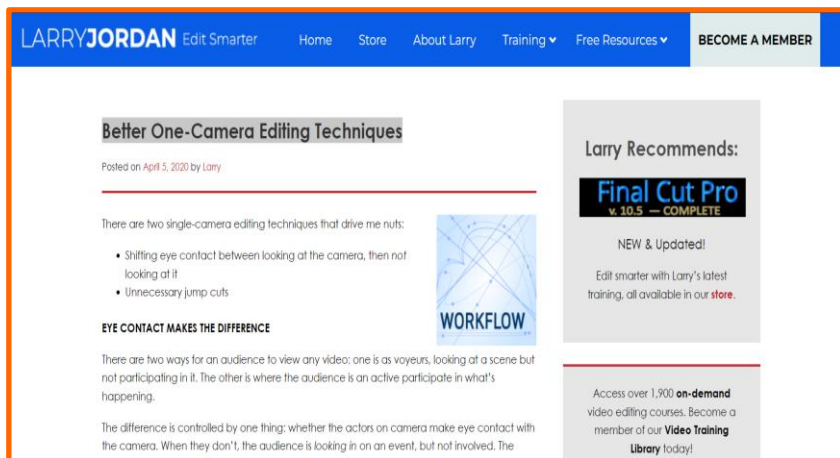


Example links:

How To Film and Frame an Interview (Plus Benefits and Tips):



Better One-Camera Editing Techniques:



2.3 Shooting with two cameras (or two smartphone)

- Ideally, filming with two identical mobile phones ensures greater **flexibility**, as it allows one of the cameras to be fixed with a main composition that includes the face and upper torso of the subject or interviewee.
- The second camera/smarphone can be used to **complement** with more expressive shots and with different scales and angles of the interviewee and their relationship with the surrounding environment. Small camera movements can introduce greater dynamics and engagement.
- Since there are always two smartphones when recording, it is possible to remove excerpts of the interviewee's voiceover/speech very easily in post-production without causing **jump cuts**.

2.4 Production logs

- During filming, students and teachers should keep a **notebook** in which they take notes and observations about the filmed material. In addition to a brief description of what each shot contains, they should note occurrences, incidents, and aspects related to sound or lighting, allowing them to judge at the end of production whether it is necessary to re-film a shot.
- These notes are also a great asset in the next stage during editing. At the end of each session, it is essential to **review the footage and check** that, in general, the audio and image are correct and that there is no need to correct or repeat anything.

Example videos:

What is Head Room? | Filmmaking Basics:



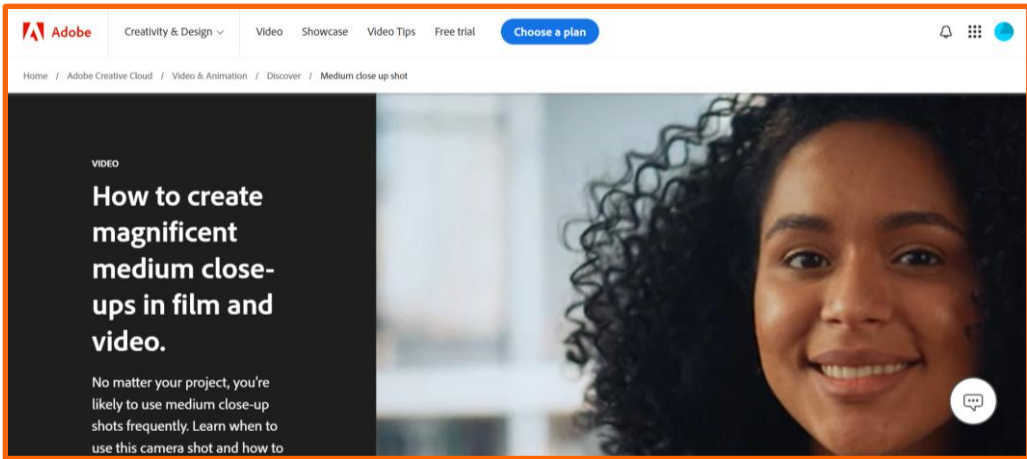
How to shoot a SIMPLE INTERVIEW in a Boring Room:





Example links:

How to create magnificent medium close-ups in film and video:



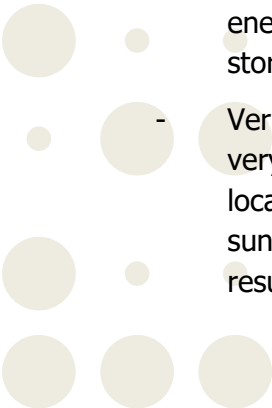
What should you pay attention to at this stage?

While in the pre-production stage, the focus is on planning and preparation, the production stage's primary focus shifts to shooting and create the planned content.

Work done in this stage will provide content for the post-production stage, which emphasises on refining and editing the raw footage into a polished final product.

In Production Stage you should be aware of the following issues:

- Establish a "mood" for filming. Review the script, the target audience, persona(s) and think about the appropriate tone for the film. i.e., If we want a more formal or more relaxed setting, more descriptive or synthetic, slower or faster/dynamic, etc.
- What are the locations you need to shoot and what are their requirements? i.e. do you need special equipment or authorization to shoot at the location? How do you access the location, in terms of transportation? Is it outdoor ou indoor?
- What people you need to interview or to be part of the footage? Are there any special requirements?
- The artifacts and props (animals, physical objects, company products, prototypes, etc) you will need for your film?
- Check your equipment. Try to invite a colleague to help you out with the shootings. This way, you can also use his/her cell phone - it's more flexible to work with two cameras than just one.
- Make sure you have cables or power banks to film, as video capture consumes a lot of energy from your cell phone battery. Check also if you need extra memory cards for storage, as filming can take up a lot of space.
- Verify sound and illumination requirements. Clip microphones are very affordable and very useful to record good sound quality when interviewing people. Check if the indoor locations have plenty of light sources. If you are shooting outside, you can use car sunshades as practical and economic solutions for light reflectors with very good quality results.



3. POST-PRODUCTION

Video post-production is an essential phase in the filmmaking process where raw footage is transformed into a polished final product. This phase includes various tasks such as editing, sound design, visual effects, color correction, and adding graphics and titles. For beginners, understanding these steps can be daunting. This guide will break down the post-production process step by step, making it accessible for those new to the field.

What is the purpose of this stage?

The post-production stage aims to refine and complete the video, transforming raw footage into a coherent and engaging final product.

Post-production involves assembling the video footage in a logical sequence, enhancing it with sound and visual effects, correcting any issues with color and lighting, and adding final touches like graphics and titles to create a polished piece.

Example:

Editing a documentary to ensure the narrative flows smoothly and logically.

Example video:

[How to Edit 2 Camera Interviews Like a Pro:](#)



What should be done at this stage?

Post-production includes several critical tasks that need to be carried out methodically:

Organizing Footage, Rough Cut, Fine Cut, Sound Design, Visual Effects (VFX), Color Correction and Grading, Graphics and Titles, Review and Feedback, Exporting and Distribution.

Organizing Footage: Import all video files, create a new project in your editing software, and organize your footage into bins (folders) by scenes or types.

Example:

Organizing footage in [OpenShot](#) to streamline the editing process.

Example video:

[How to Organize Your Video Assets | Folder Structure for Video Editors:](#)



Rough Cut: Select the best clips, arrange them in a rough sequence, and trim unnecessary parts.

Example:

Creating a rough cut in OpenShot to establish the basic structure of a film.

Example video:

[How to Cut, Split, Crop & Zoom a Video - Free OpenShot Video Editor 2021:](#)





Fine Cut: Refine the rough cut by polishing edits, adjusting pacing, and ensuring continuity.

Example video:

[Trim, Slice, and Split | OpenShot Video Editor Tutorial:](#)



Sound Design: Clean up dialogue, add Foley sounds, sound effects, and background music, and mix audio elements.

Example video:

[OpenShot: Add And Edit Audio Over Video Clips A Video Editing Tutorial:](#)



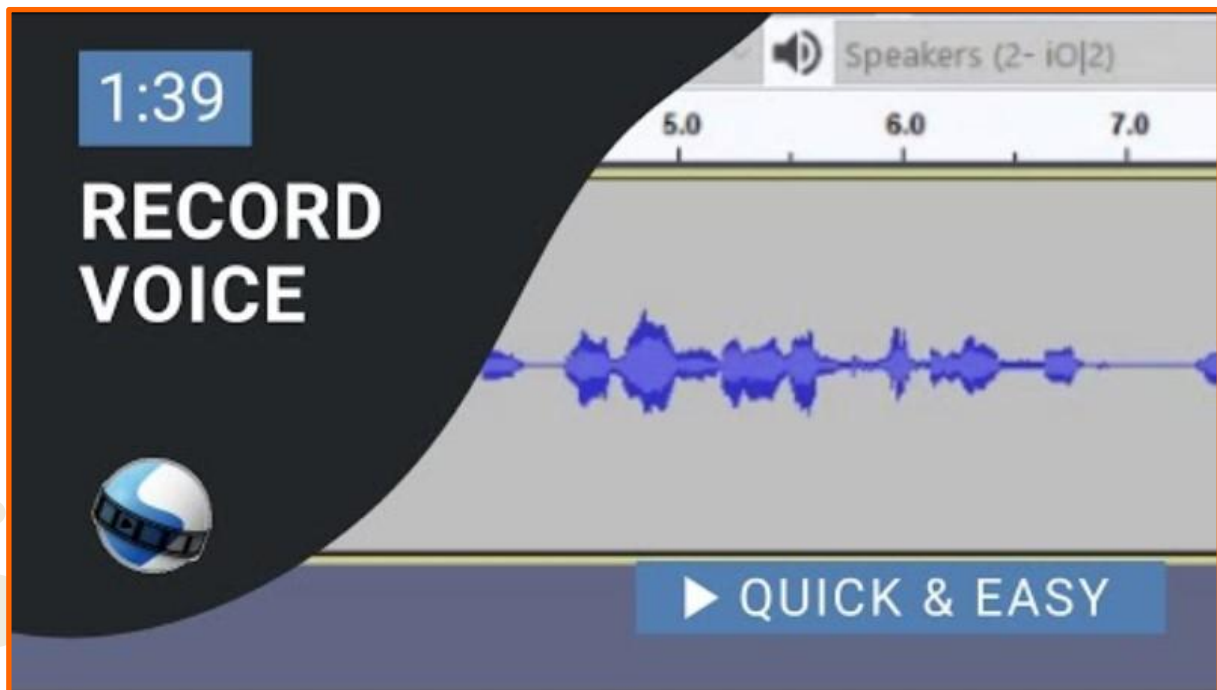
Example video:

OpenShot Tutorial #11 | How To Add Audio (Sound Effects And Background Music) To A Video In OpenShot:



Example video:

OpenShot Video Editor Tutorial: How to Do Voice Over In OpenShot:





Visual Effects (VFX): Add computer-generated imagery and other effects to enhance or alter visuals.

Example video:

[Chroma Key | OpenShot Video Editor Tutorial:](#)



Example video:

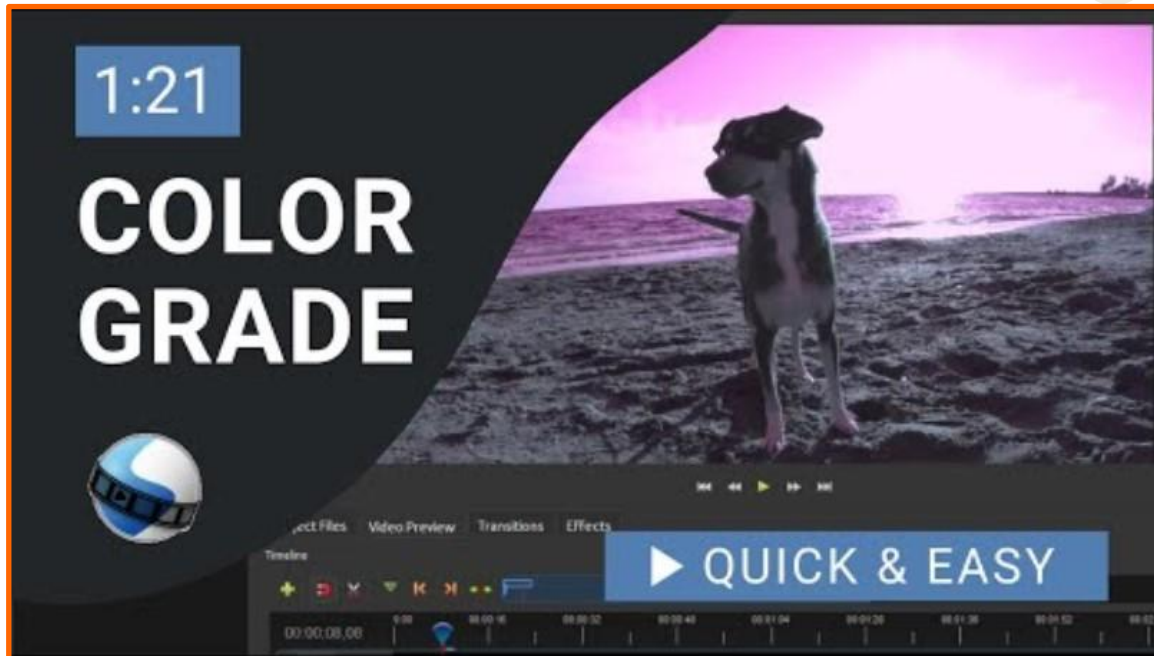
[Masks & Transitions | OpenShot Video Editor Tutorial:](#)



Color Correction and Grading: Adjust colors and lighting for consistency and apply creative color grading to set the mood.

Example video:

[OpenShot Video Editor Tutorial: How to Color Grade in OpenShot:](#)



Graphics and Titles: Add text elements like opening titles, lower thirds, and end credits.

Example video:

[OpenShot Tutorial #16 | How To Add Title To A Video In OpenShot:](#)





Review and Feedback: Watch the video multiple times, gather feedback from peers, and make necessary revisions.

Exporting and Distribution: Export the final video in the appropriate format and distribute it to the intended platforms.

Example video:

How to export a video with OpenShot:



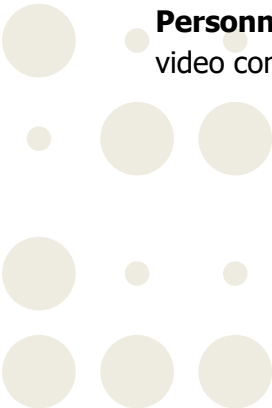
What resources are needed at this stage?

Effective post-production requires specific hardware, software, and individuals who have basic knowledge about the production process of video content.

Hardware: The power of the hardware needed in the production of video content is related to the cameras and video codecs used. Computers in daily use today also have the basic hardware needed for editing video content.

Software: Professional video editing tools like Openshot (Open Source-Free).

Personnel: Individuals with a basic knowledge and interest in the production process of video content.





What should you pay attention at this stage?

Attention to detail is critical during post-production to ensure a high-quality final product.

Consistency: Maintain visual and audio consistency throughout the video to ensure a seamless viewing experience.

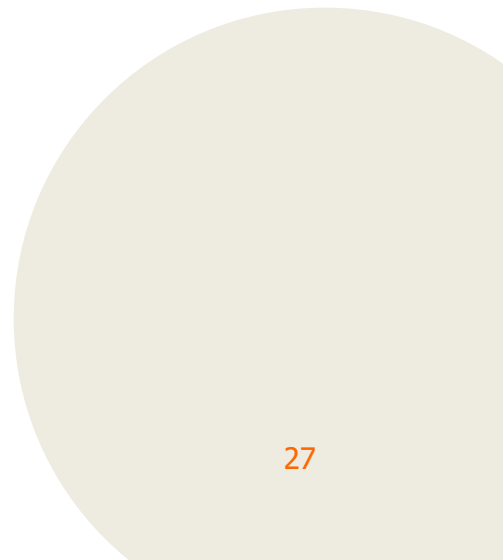
Quality Control: Regularly review the video to catch and correct any errors or inconsistencies.

Audience Engagement: Ensure the video remains engaging and meets the intended purpose.

Deadlines: Manage time effectively to meet production deadlines without compromising quality.

Reviewing and revising the final cut based on feedback from test audiences.

Adjusting pacing and transitions to keep viewers engaged from start to finish.



BIBLIOGRAPHY/ LIST OF VIDEO EXAMPLES

Example videos:

- [What is pre production about](#)
- [What must do before filming](#)
- [15 Hacks for using Reflectors in Video](#)
- [How to hide Jump Cuts](#)
- [How To Shoot A One Camera Interview In 12 Easy Steps](#)
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- [How to Cut, Split, Crop & Zoom a Video - Free OpenShot Video Editor 2021](#)
- [Trim, Slice, and Split | OpenShot Video Editor Tutorial](#)
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ISBN 978-83-64434-61-7, The Maritime University of Szczecin Press, 2024



Co-funded by
the European Union

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