Case Study Video

What

We have provided you with a case study video to show prospective members a behind-the-scenes look at a real Enactus project. This video highlights how inspiration can be found in everyday things. The video we created is based on a case study that took a town’s waste problem and found not only a solution but an advantage. The small town, known for its oyster harvest, was overflowing with oyster shells. The local Enactus team saw an opportunity to start two new industries. They were able to boost the town’s economy, raise employment and create an environmentally friendly and cost-effective resource.

Here is the case study for this project

This video showcases not only the work that Enactus does as a whole but also how it can benefit a community, an environment and you.

Why

A video has the advantage of getting across important information in an entertaining way. By making the video accessible through, for example, your team’s Facebook page, you can help people understand what Enactus is all about in a format that’s both engaging and informative.

Where

There are many places where this video can be shared to maximize its exposure to potential members, including:

- On your team’s Facebook page
- At an informational meeting
- Via email to students inquiring about Enactus
- School blogs, Facebook pages and other campus outlets like TV monitors
- Media outlets and websites

Of course, you are not limited to those options.

How

This video will be accessible through the Enactus website. You can share access to the video by distributing the link or downloading and embedding it on social media sites. Not only does the video provide an anecdote highlighting what Enactus is all about, it also has space at the end for you to provide your specific team’s contact information. You will need to download the video in order to personalize it. Once you have included your team’s information you can upload the video to your group’s Facebook page by going to the “photo” section on your Facebook wall and choosing the “upload photo/video” option. This will allow you to access your computer’s files and upload the video.

Video formats available for download

.mov
.wmv
Case Study Video — Customizability

What

A template will also be available on the Enactus website for you to create your own custom case study video. Like with our other customizable materials, you will be able to pick an object (or objects) that you feel represents one of your projects and convey how something simple can lead to a big idea and a great outcome.

Why

In producing your own video, you can create a digestible explanation of the inspiration for, and the execution and realization of, your project idea. Your video can also be a portfolio piece to show to future employers.

Where

In addition to the channels mentioned earlier, your customized video can be used in a competition setting to showcase either one or many of the projects your team implemented.

How

Customized videos can be created in iMovie® using the downloadable template provided on the website. Follow these instructions to keep your video visually consistent with the rest of the campaign.

1) You will notice that the template download is separated into two files: Enactus projects and Enactus events. Drag the two downloaded folders into the “movies” folder in your user profile. If these folders already exist you should just add the contents of the downloaded folders into the corresponding folders within “movies.”

Note: Be carefulful not to overwrite any existing projects in the “movies” folder; if there are folders already in there, simply add the contents to them.

The project folder will store the finished project file.
2) The events folder will store the footage.

3) Import images that support your case study into iPhoto® so that you will be able to access them in iMovie®.
4) Now you're ready to get started with the editing process. When you open iMovie®, you can access the template through the project library on the top left-hand side. You can also access it through the “project library” itself. You will also need to access the advanced tools section of iMovie. Go to your iMovie preferences by selecting the iMovie drop-down menu in the top left-hand corner and selecting the “preferences” option. Check the box for “show advanced tools.”

5) Select the camera icon on the right side of the center bar. From there you will be able to access the iPhoto® pictures you wish to use. Once you have edited the images on the timeline, you can insert the dotted line graphic.

You will need to drag the blue screen footage from the bottom center panel onto the appropriate image. Blue screen footage must be dropped on top of your photos, not above.

At this point a pop-up menu will appear with a “blue screen” option. Make sure the blue screen is positioned so that the animation will begin about halfway through the time that an image is displayed. You can slide the “blue screen” footage back and forth to fine-tune the timing.
Case Study Video — Customizability

6) In the top left-hand box, make sure that the blue box is highlighted. In the top right-hand box, select the “crop” option in the left top corner. Your image will then be highlighted with a green box.

7) Estimate how far your animation should be from the edge of the screen; the green box indicates the screen and the final display area. Manipulate the green box accordingly — don’t worry, you won’t be cutting off a portion of your image. The green box can be scaled by clicking and dragging one of the corners. This will increase or decrease the size of the dotted line.
8) At the end of the footage the object should be framed. This may take a few tries.

9) Remember that the dotted line graphic is meant to highlight the opportunity and does not need to be utilized in every image in your video. You should also include other images from your selected case study to show progression. If you have any questions, use the supplied case study video as a guide.

10) To personalize the video, download the supplied/required font (Source Sans Pro). After installing the font, open the video and move the playhead over the text layer in the timeline. At this point, you can highlight the text in the viewer in the upper right-hand corner. Navigate to the “text” drop-down menu at the top of the screen. Select “show fonts,” and then select Source Sans Pro Semibold. Press “done” to select the font. The text will still be selected, and you can insert your local team contact information within the brackets.

11) To make your photos black and white, double click on the photo within your timeline or select “clip adjustments” from the drop-down menu that appears at the bottom left-hand corner of the clip. A pop-up menu will appear. Select “video effect” and navigate to black and white.