

#### **Creative and Collaborative**

Tot Foster
PhD researcher



## Work in a collaborative team:

- Share ideas and vision
- Share workload
- Learn from each other
- Involve volunteers and service users
- Enjoy the process together
- Build capacity



### Use cheap and available equipment:

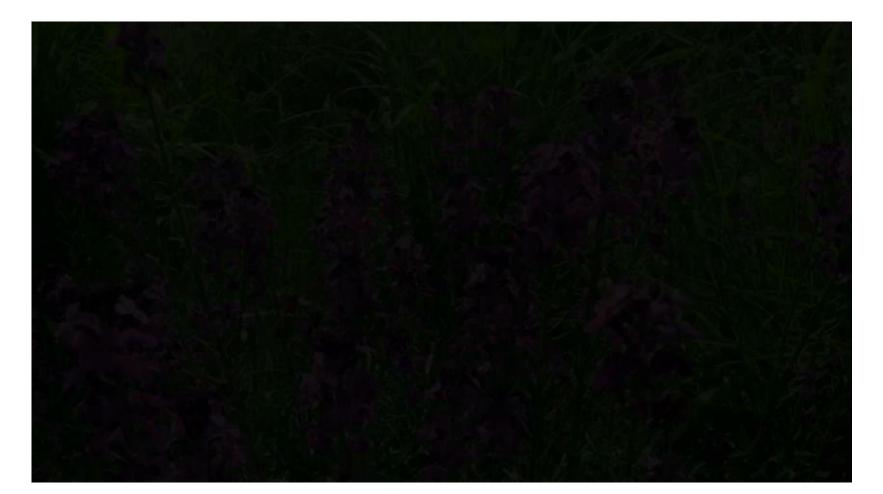
- Use your phone
- Test your workflow
- Give attention to sound quality
- Get creative with cheap props

#### Be realistic

- Don't expect something slick
- Understand your limitations
- Keep it short
- Value authenticity

# Seek creative inspiration Percent

- Watch videos on YouTube charity channels
- Ask others about videos that work for them
- Set aside time to brainstorm
- Be brave and try things out



# The key discussion:

First: Audience and message, resources and logistics, team skills and preferences

Then: Creative inspiration

Last: Brainstorm your ideas for stories and styles and make decisions