

# Web-COSI Video Statistics For Everyone

European Union Web-COSI Final Conference

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**Web-COSI**  
Web CCommunities for  
Statistics for Social Innovation  
INCREASING TRUST IN COLLECTIVELY  
GENERATED STATISTICS

# The Brief

## *Short film to showcase better practice examples in the data gathering process*

- The aim of deliverable 4.8 and its related promotional activities was to produce a short film (3-4 minutes) for YouTube and social media distribution to showcase better practice examples with reference to the needs defined in the data gathering process.
- The focus of the film is to raise awareness amongst citizens who are engaged in activities (such as social entrepreneurs) that access and use data, as well as summarise the key tools of Web-COSI, including Wiki progress of stat.

# Target Audience

***People not familiar with data and statistics, social entrepreneurs, young and old citizens***

- Through the video viewers learn a very quick overview of what we achieved throughout the two-year project
- The style and treatment for the video is youthful, engaging, energetic and non-academic.

# Why Video Animation?

***Animation is an effective medium to explaining a complex project in a short time***

- Easily grabs attention
- Keeps audience engaged
- Quick visual summary
- Explain complexity
- Appeals to a wide audience



# Communication Mediums

***YouTube is the second largest search engine behind Google!  
Google now owns YouTube!***

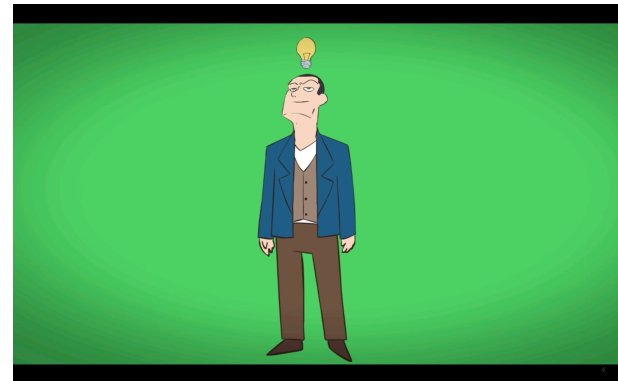
- Today's Conference
- YouTube — *It's search engine is bigger than Bing, Yahoo!, Ask and AOL combined*
- Web-COSI Website, Social Media Channels, – *In 2014 (April – December), over 3,000 visits (over 90 countries, 550 cities), over 220 newsletter subscriptions, over 280 social media followers, over 870 Wikiprogress visits, over 930 participants, etc.*
- Partner Consortium Social Media Channels, Websites and Newsletters – *i-genius, 16,000 network in over 200 countries*
- Personal Networks

# From Brief To Script



***Youthful, engaging, energetic and a non-academic script meant:***

- Using simple and easy to understand language and terminology
- Talking directly to the audience by identifying their pain points, then making suggestions
- Addressing the: Problem, Solution, benefits & features of engaging with Stats



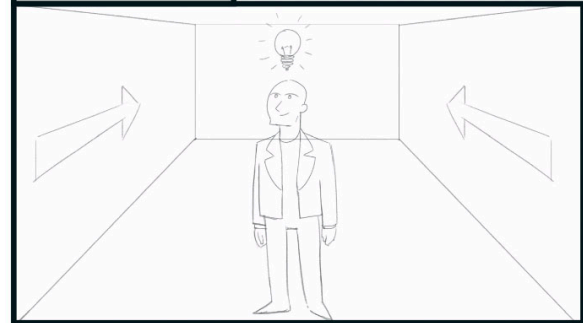


# Script To Storyboard



- Character Personalisation (Hero Character)
- Developing visual narrative / Scene planning
- Timing consideration

Shot 1c



Shot 1f



# Storyboard To Animation Creation

Engaging the audience with  
moving image



Establishing a friendly and  
welcoming sounding voiceover  
and soundtrack



# Animation Creation To Film Output

Editing narrative in to  
4 minutes of magic



Video fit for viral  
distribution

Colour grading the  
animation

Using a variety of  
Video hosts

# Thank you!

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**i-genius**

**Aniboxx**  
Let's get things in MOTION



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