
Go4job Standards for Jobcasts

www.go4job.de

In the following description you will find a list of go4job standards for self-produced videos:

In General:

- *If you are planning to produce a video, take the following standards into account, to keep your product in line with the project parameters and aims.*
- *Check the final video product if it takes these standards into account.*
- *If it is conform to the standard, you can upload it to the portal.*
- *If you're not sure if it fits to the standards, discuss it with the project leader.*

Standards for web-videos in go4job

Standard for the story

- *In go4job a web-video is called **Jobcast**.*
- *The target group are young people. The style and content of the Jobcast must therefore address this group.*
- *A Jobcast must be related to the transition from school to work as the main aim of the go4job project.*
- *A Jobcast should have one clear central message (creative idea) related to jobs and careers (e.g.: job orientation, role of family regarding career decisions, future career on this profession, job security, description of a working day, etc.).*
- *In a Jobcast young people tell their story about an aspect related to his or her job or future career in his own language and his own way*
- *Professions described should as much related as possible to those professions with more chances for the target group.*
- *Please note that our focus is vocational education and training, not university studies or language courses.*

Technical Standards

- *Maximum length of a Jobcast should be 3 minutes.*
 - *If a story needs more time, the Jobcast must be twice divided into Volume 1 and Volume 2.*
 - *The break within the video must harmonise with the story.*
- *For further editing or to enhance the Jobcast with an additional audio track for another language it must be stored in the .wmv (Windows Media Video) format.*
 - *Store the .wmv file at least with the following parameters:*
 - *if you are using Windows Movie Maker:
Set the save mode at least to "Video for LAN (768 Kbit/s)"*
 - *all other programs:
please use the following settings:
Type: .wmv*

Bit rate: minimum 768 Kbit/s

Size: 640 x 480 Pixel (VGA)

Aspect ratio: 4:3

Frames / sec: 25

- *The Jobcast must also be stored as .flv (Flash Movie) to upload it to the portal. Maximum size of the file is 10 MB (Mega Byte). For converting videos you can find a versatile tool here: <http://www.formatoz.com/> - a program called "format factory".*
- *If you are using music, beware the copy rights.*
- *Select one picture from the Jobcast for the presentation in the portal.*
 - *Format: .jpg, png*
 - *Size: 640x480*
 - *The picture should represent the content of the video. It is the "face" of your Jobcast to the user.*

Making of - most important steps:

1. *Developing a creative idea for the Jobcast*
2. *Drawing or writing a scenario script (telling of a story)*
3. *Recording different scenes or photos (sufficient details should be recorded!): photo or video camera, mobile phone, ipod, etc.*
4. *Cutting and adding text*
5. *Adding music (watch copy rights!)*

(These "Making of" steps will be attached to this paper as a word document. Please fill in and send it to the project leader together with the Jobcast.)

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Making Of – most important Steps in developing a Jobcast for the "go4job" Portal:

Important: (Please fill in and submit this information together with the Jobcast!)

1. Describe your idea for the Jobcast? What is the aim of the video?

2. What is the scenario of the story? Please attach the drawn or written scenario!

3. When recording scenes or taking fotos: Do I have enough details to tell my story? Which equipments did I use? Why?

4. Adding text, music or other media: Please describe the media and the aim why it is important for the objective of the Jobcast!

5. Adding music and other media: Did I take copyrights into consideration? (Please explain the source for music or other media files and the copyrights!)
