



In corporation with the production company Cattenbaum, DTU is facilitating a workshop in visual storytelling, video and how to use social media platforms effectively.

Video is present the most powerful and fastest growing form of communication in digital media – on websites and social media. Using smartphones and tablets video production is technically easy, and you can concentrate on making engaging storytelling, which is the major driver in social media traffic and interaction.

With hands-on exercises this workshop teaches you how to produce short and basic video stories with your smartphone for websites, conferences and social media. The workshop is for users of as well iOS and Android and you will edit in iMovie and Kinemaster.

The workshop gives an introduction to:

- Basis skills, takes and set of rules in journalistic, visual storytelling and communication – from preparing and conceptualizing your video to recording and editing.
- Targetgroups and publication form.
- Accessories – tripods, microphones, apps etc.

The course is aimed at students, researchers and other academic professionals - it is based on the participants' reality and the stories that are relevant to tell and convey. So the students are encouraged to bring good ideas and story outlines.

Cattenbaum is a journalistic production company that mainly deals with television, film, video production and digital visual marketing. Cattenbaum has held courses in visual storytelling and video for diverse organizations and companies like the University of Copenhagen, Wonderful Copenhagen, Danish Musicians' Association, the Elderly Court, Biofos and various municipalities, etc.

Teacher of the course is a journalist and producer in Cattenbaum, Cathrine la Cour, who has 20 years of experience with journalistic visual storytelling.

CATTENBAUM – *visual storytelling*  
Frederikssundsvej 171, 1  
2700 Brønshøj  
CVR 29298645  
[www.cattenbaum.dk](http://www.cattenbaum.dk)  
mobil 22504136