

Programme communication for beginners

# Free and easy communication tools

Nebojsa Nikolic / Interact office Valencia / 29.06.2023

**Interact**



**Co-funded by  
the European Union**  
Interreg

# The tools

pixabay

 Unsplash



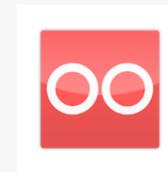
 PIKTOCHART

 ScreenPal®



 I23APPS

 Studio



# The tools – size by importance for me



# The tools and process

## 1. Script:

Resoomer



ChatGPT



## 2. Prepare:

Pexels



Pixabay

pixabay

Unsplash

 Unsplash

Audio Library



123 Apps



Lightroom



ScreenPal



## 3. Create:

Canva



Adobe Express



Piktochart

 PIKTOCHART

YouTube Studio



DaVinci Resolve



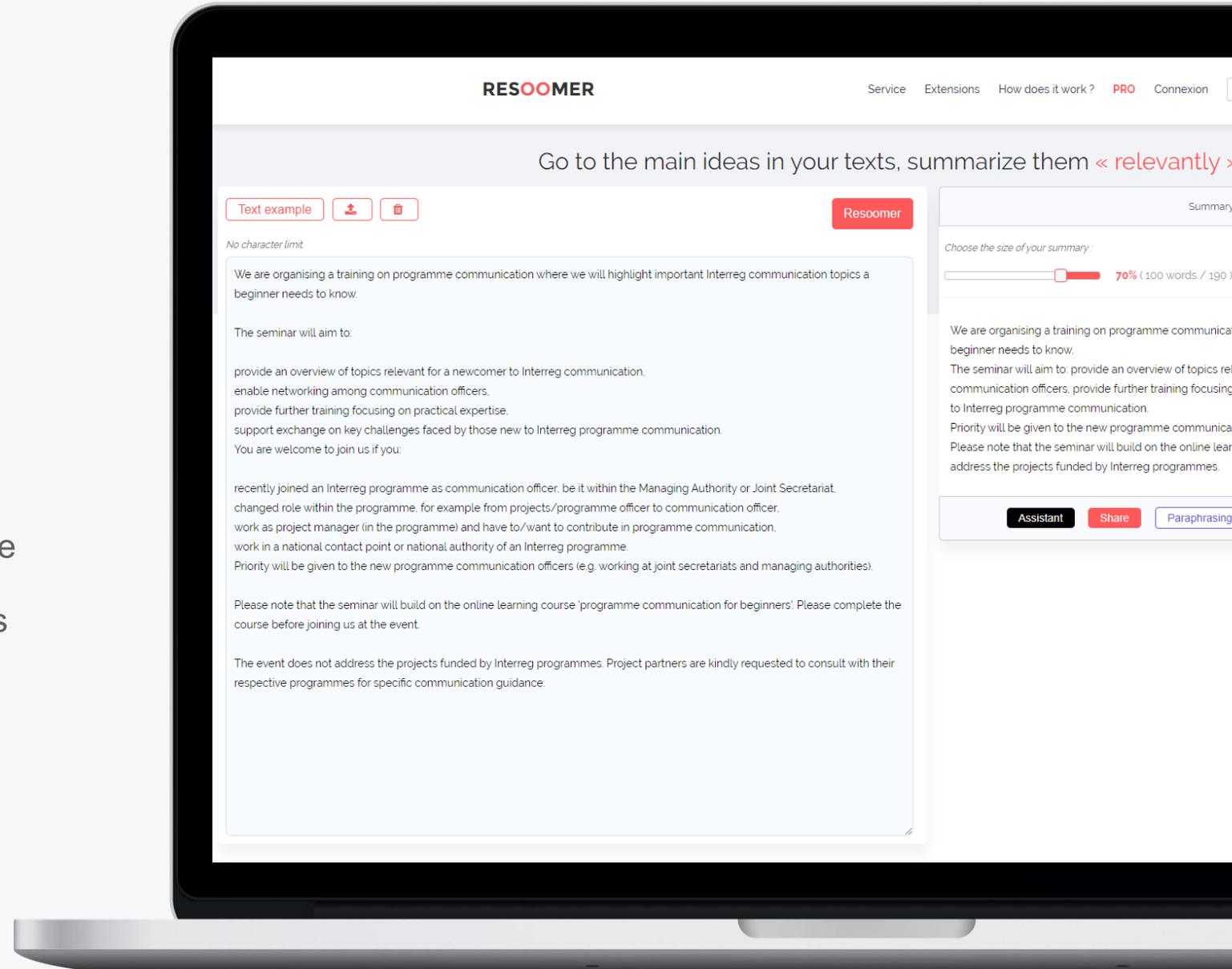
PowerPoint video



# Resoomer

## Summarize your texts

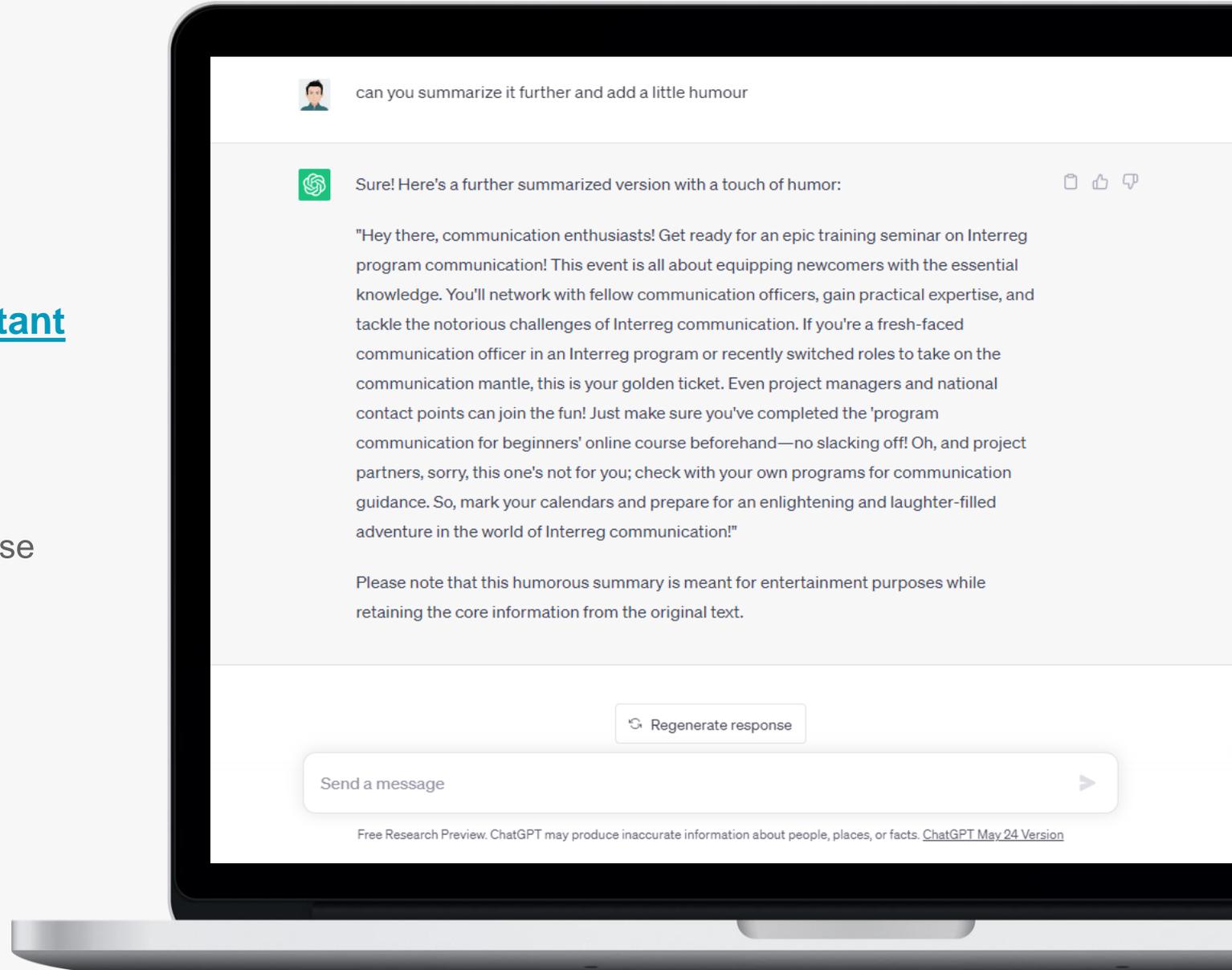
- Very easy to use
- Works in 14 languages
- You can adjust how concise to be
- You can summarize by keywords
- Don't use for confidential info



# ChatGPT

## Use as a miracle writing assistant

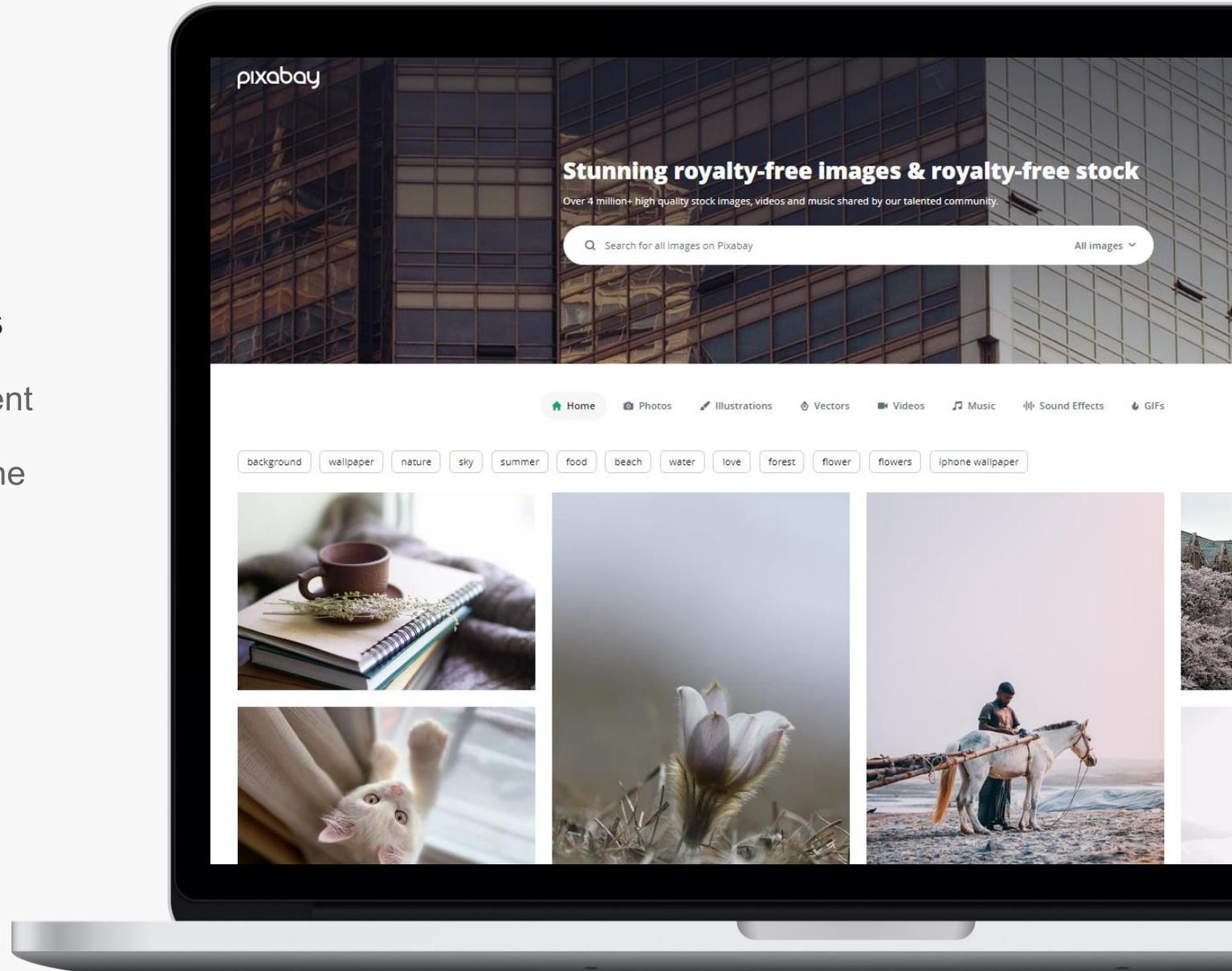
- Easy to use
- Works in over 50 languages
- Generate ideas, ask questions, use writing assistance, research, etc.
- Use prompts to refine results
- Double check and polish results
- Don't use for confidential info



# Pexels, Pixabay and Unsplash

## Find stock images and videos

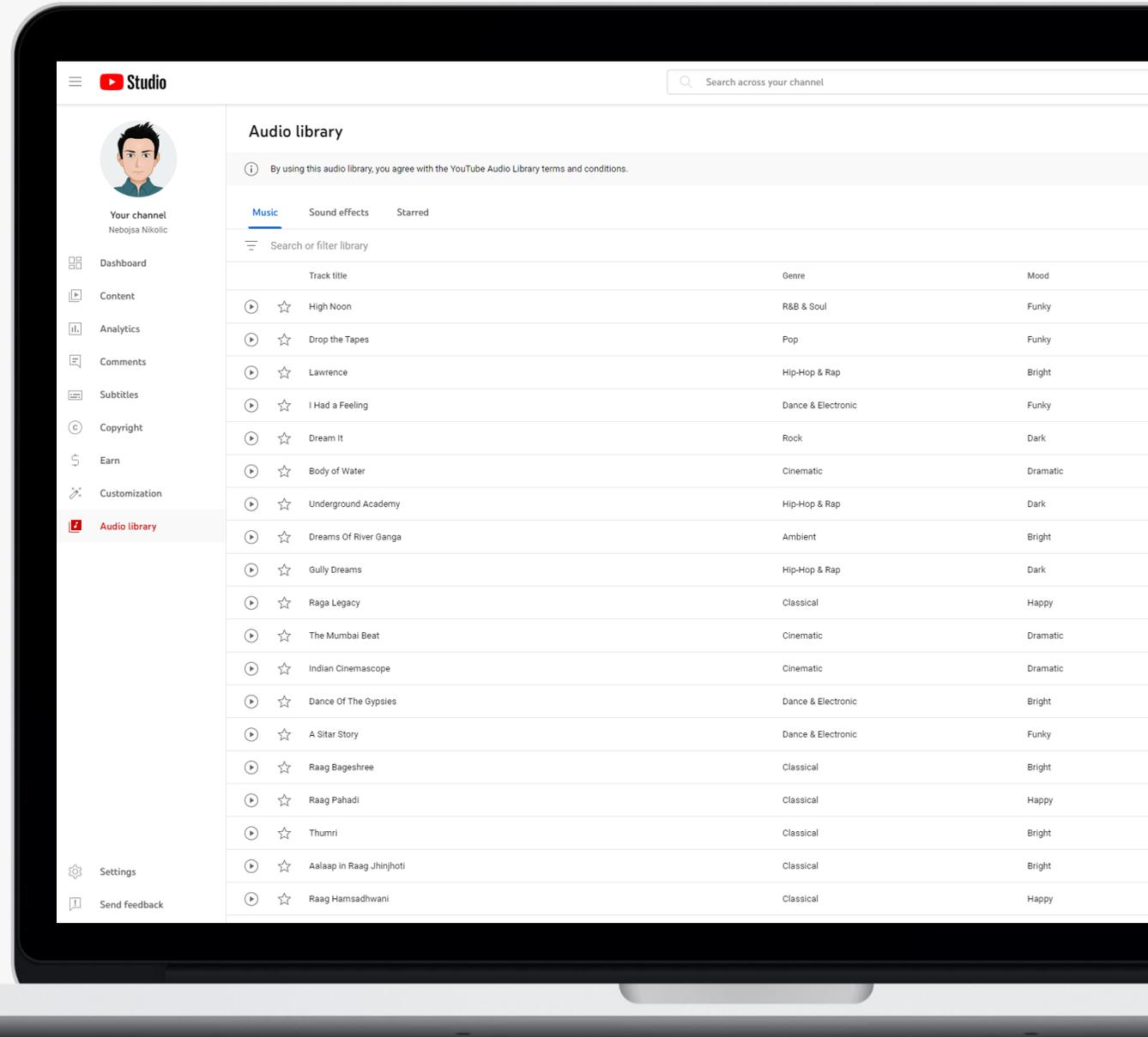
- A lot of professional quality content
- Check on several platforms for the most optimal result
- Licence free, options with no attribution (but do it anyway)
- Some now even include music
- Content sometimes generic or doesn't fit



# YouTube Audio Library

## Find the right background song

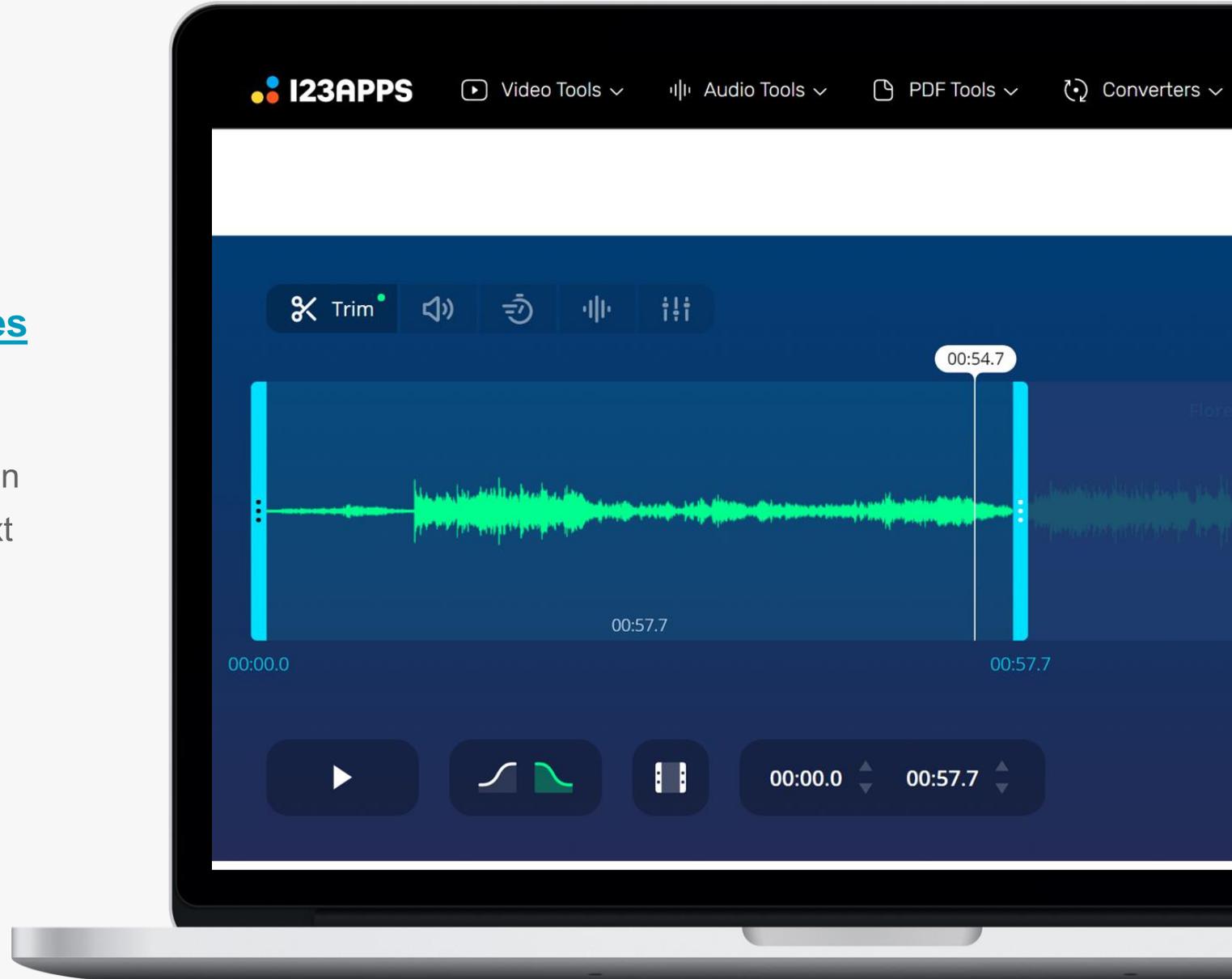
- Very easy to use
- Currently has about **1200 songs**
- Also has sound effects
- Free to use with simple conditions
- Sometimes no attribution needed
- Filter by Genre, Mood, License
- Save your favorite tracks



# 123 Apps

## Edit short audio and video files

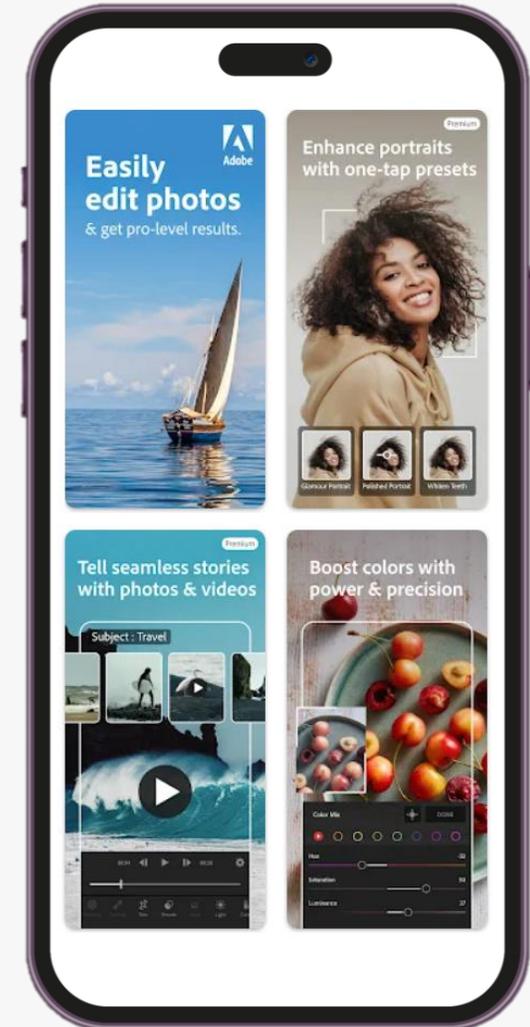
- Very easy to use
- Trim, edit, convert, overlay text on video, screen capture, record text to speech, and lots more
- Works online – no install
- Max file size in free – 500 MB
- Max video quality in free – HD



# Adobe Lightroom

## Edit photos on your mobile

- Works on Apple iOS and Android
- Mobile version is free and feature rich
- Adjust size, format, layers, colour and lighting
- Alternative for desktop – [Pixlr](#)
- Very easy to use and great presets
- Need to pay for advanced options

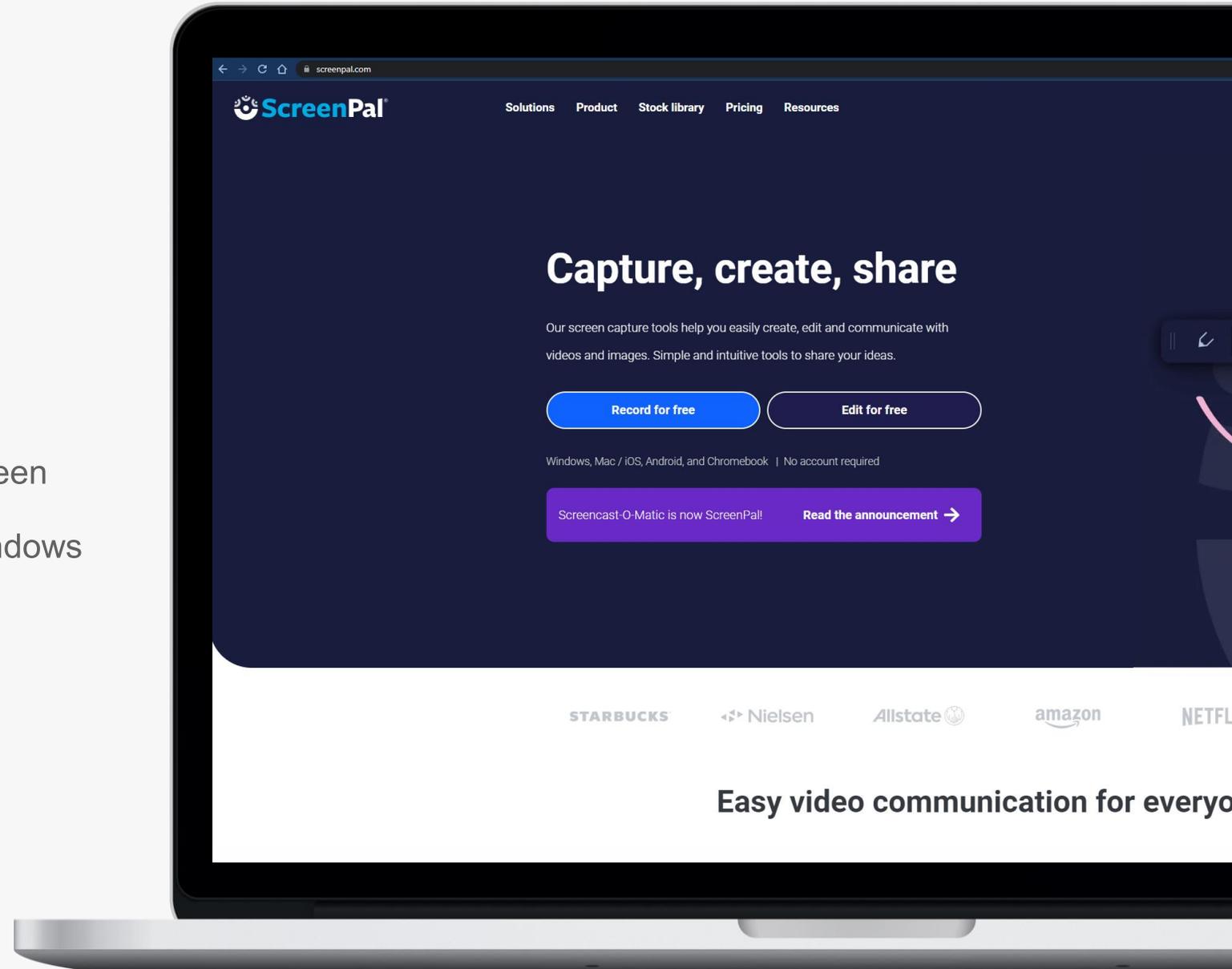


Illustrations by Adobe, [www.adobe.com](http://www.adobe.com)

# ScreenPal

## Record your screen

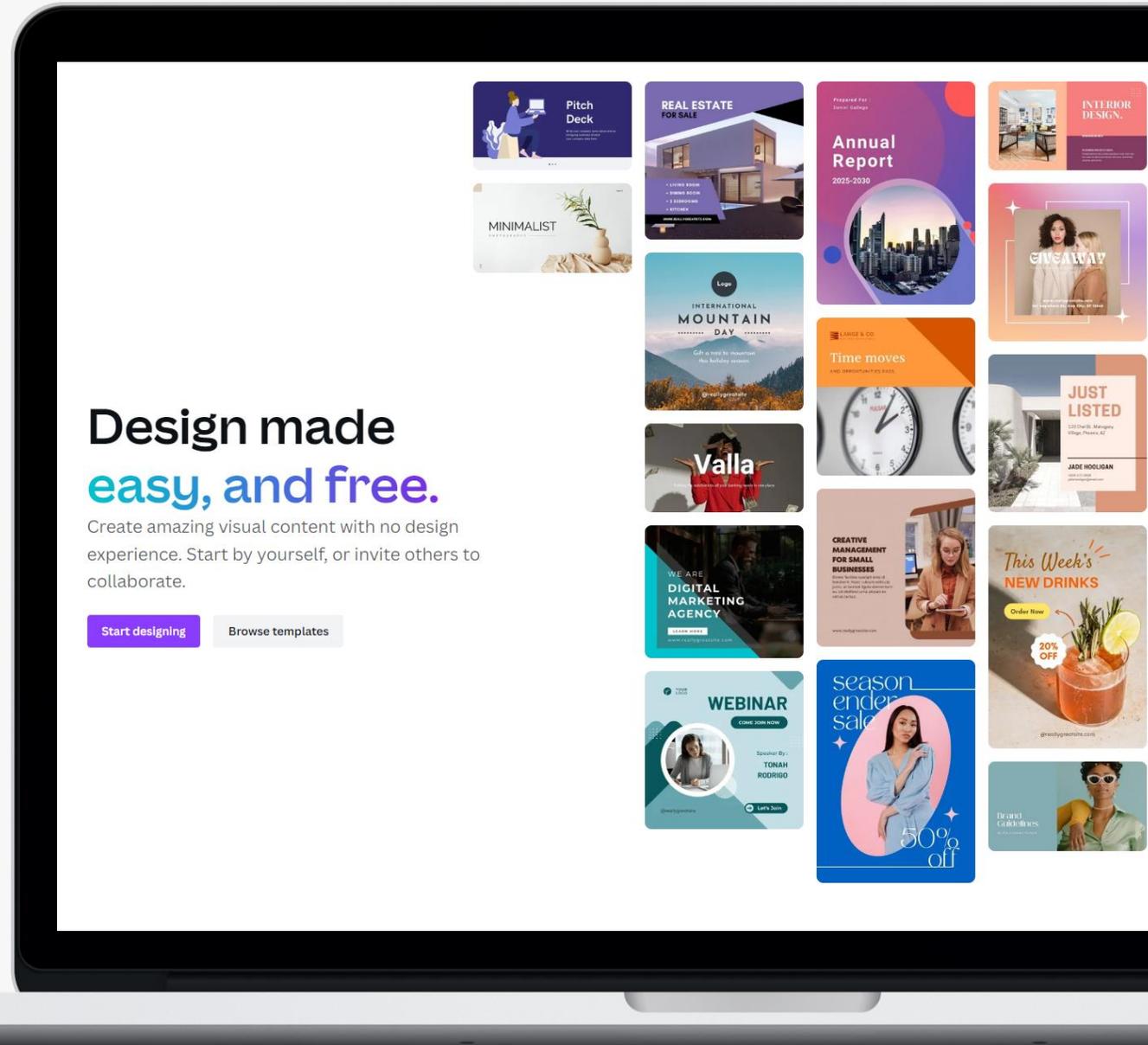
- Very easy to use
- Great tool for recording your screen
- Works on Chrome, iOS, and Windows
- Full resolution recording in free
- Limited to 15 minutes in free
- Cheap to upgrade



# Canva

## Create content for social media

- Very easy to use and empowering
- Amazing for social media content
- Now includes GIFs and animations
- Free version offers a lot
- Built in mock-ups and image editing
- Now can make simple videos

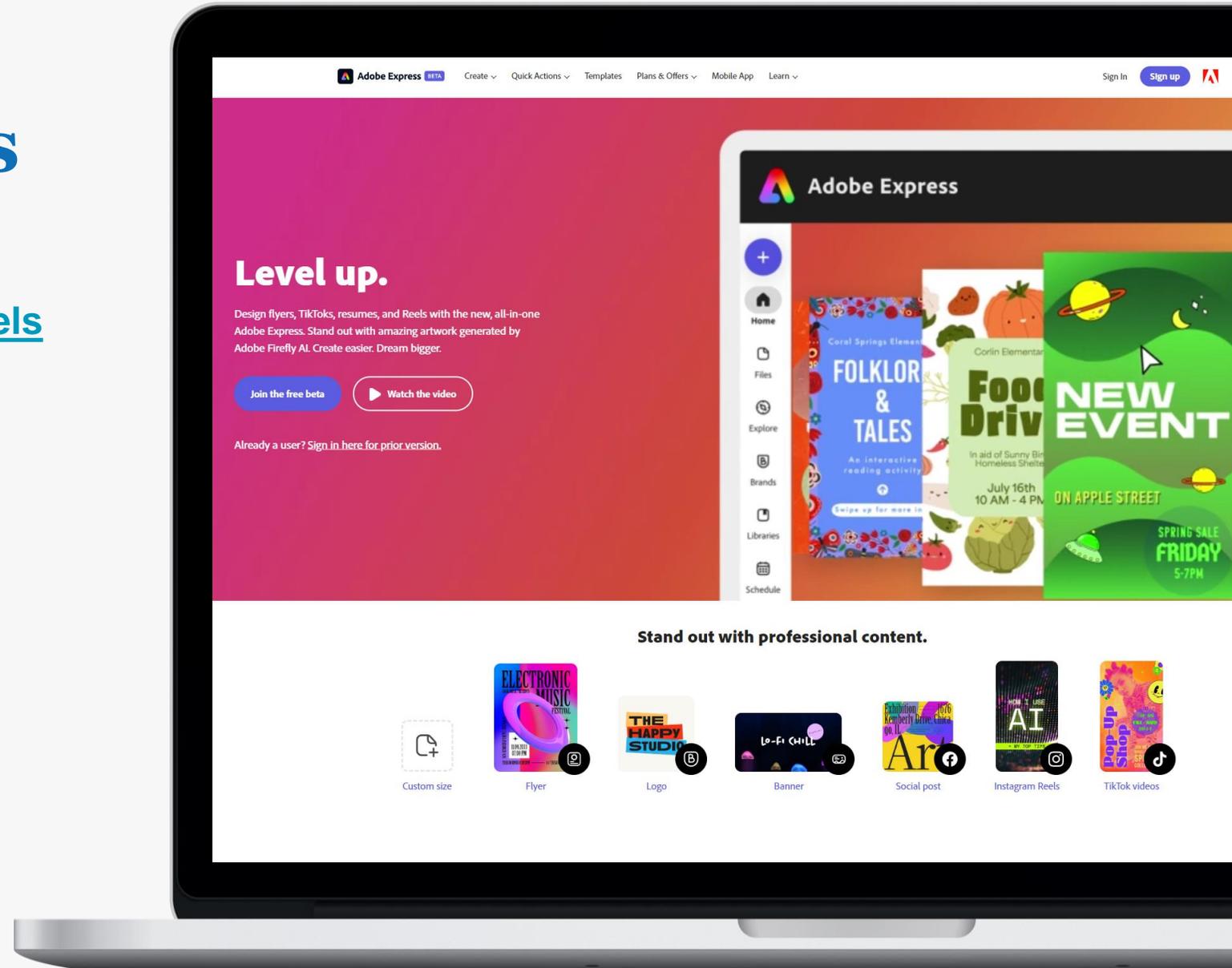




# Adobe Express

## Design flyers, TikToks and reels

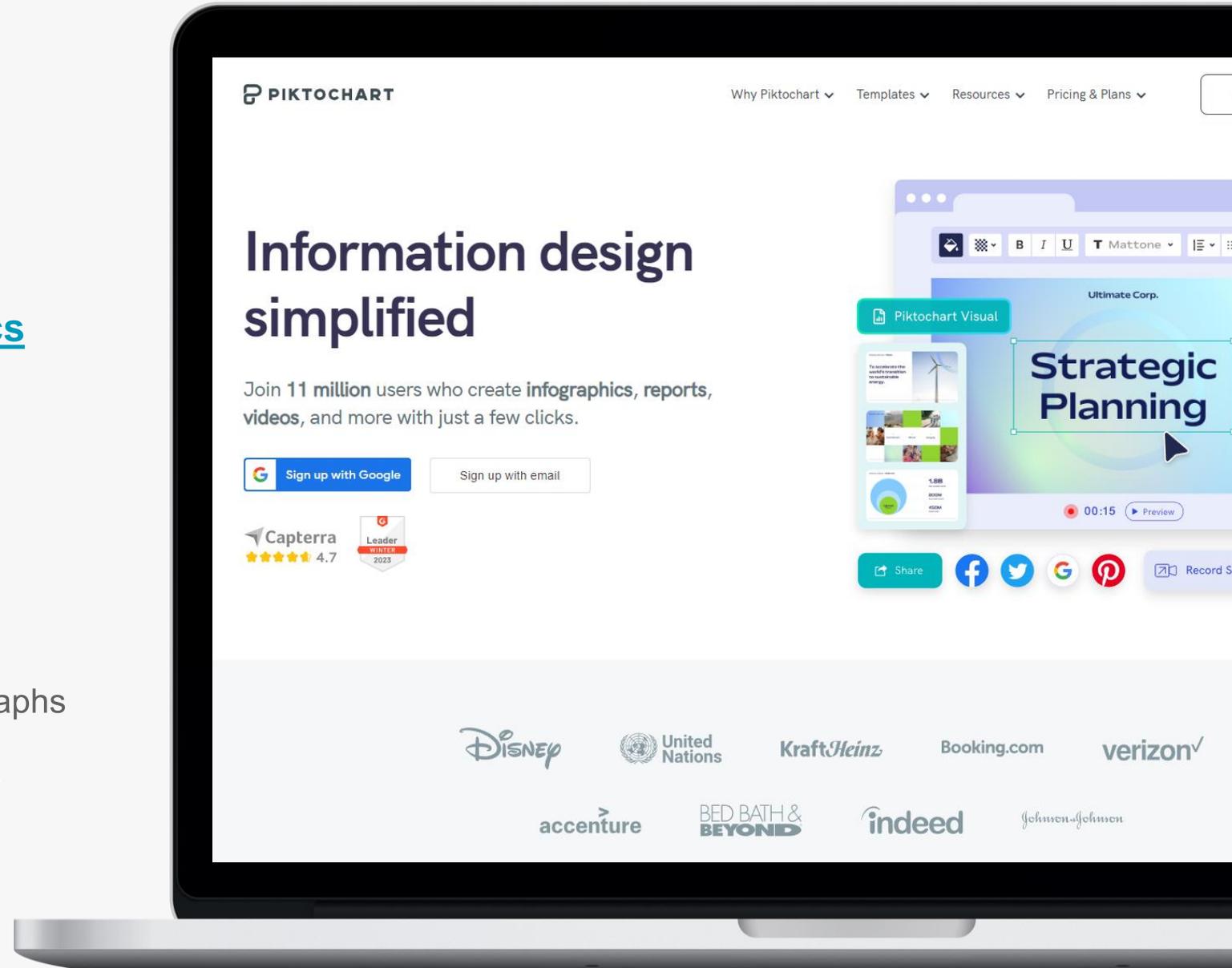
- Relatively easy to use
- Free for now – beta
- Creative and modern templates
- Built-in AI assistant
- Alternative to Canva
- Still feels experimental



# Piktochart

## Make high-quality infographics

- Amazing for infographics
- Options for posters, reports, etc.
- New feature for videos – limited
- Great templates and animations
- Responsive digital charts and graphs
- Free version limited to 5 projects



# Video tools



# Why videos matter

**Presence:** [82%](#) of global internet traffic in 2022 came from videos, and [90%](#) of all videos watched on mobile devices

**Organic reach:** social video generates [1,200%](#) more shares than text and images combined

**Marketing:** [91%](#) of marketers are using video content in 2023

**Advertising:** video advertising spending expected to increase to [\\$120 billion by 2024](#)

**Learning:** [96%](#) of people turn to videos to learn more about a product or service



Photo by Anna Shvets, Pexels, CC



**“Ok, that’s all very interesting **but videos are expensive and complicated** so, there’s not much I can do...”**

Random pessimistic Interreg expert

Photo by Robert Owen-Wahl from Pixabay, CC

# Videos we can do

- Tutorials and How-To Videos
- Explainer Videos
- Q&A Sessions
- Expert Interviews
- Case Studies and Success Stories
- Animated Videos
- Webinars and Live Sessions
- Behind-the-Scenes Content
- Infographic or Data-driven Videos
- Quick Tips and Tricks
- Promos for our events/initiatives

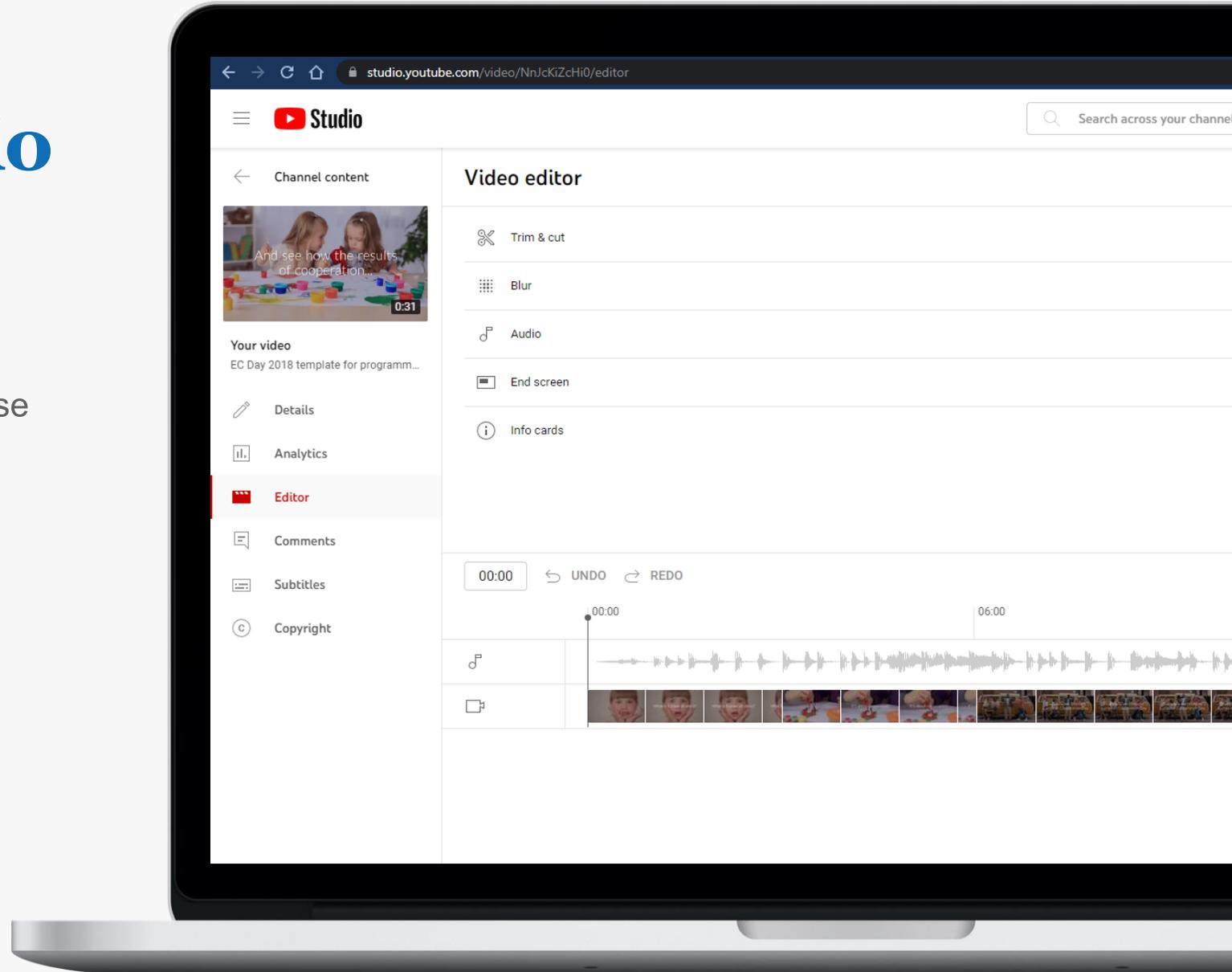


Photo by George Milton, Pexels, CC

# YouTube studio

## Do simple video adjustments

- Built into YouTube and easy to use
- Simple trimming options
- Blur sensitive details easily
- Add subtitles
- Add audio background
- End-screen outro option



# DaVinci Resolve

## Make and edit any kind of video

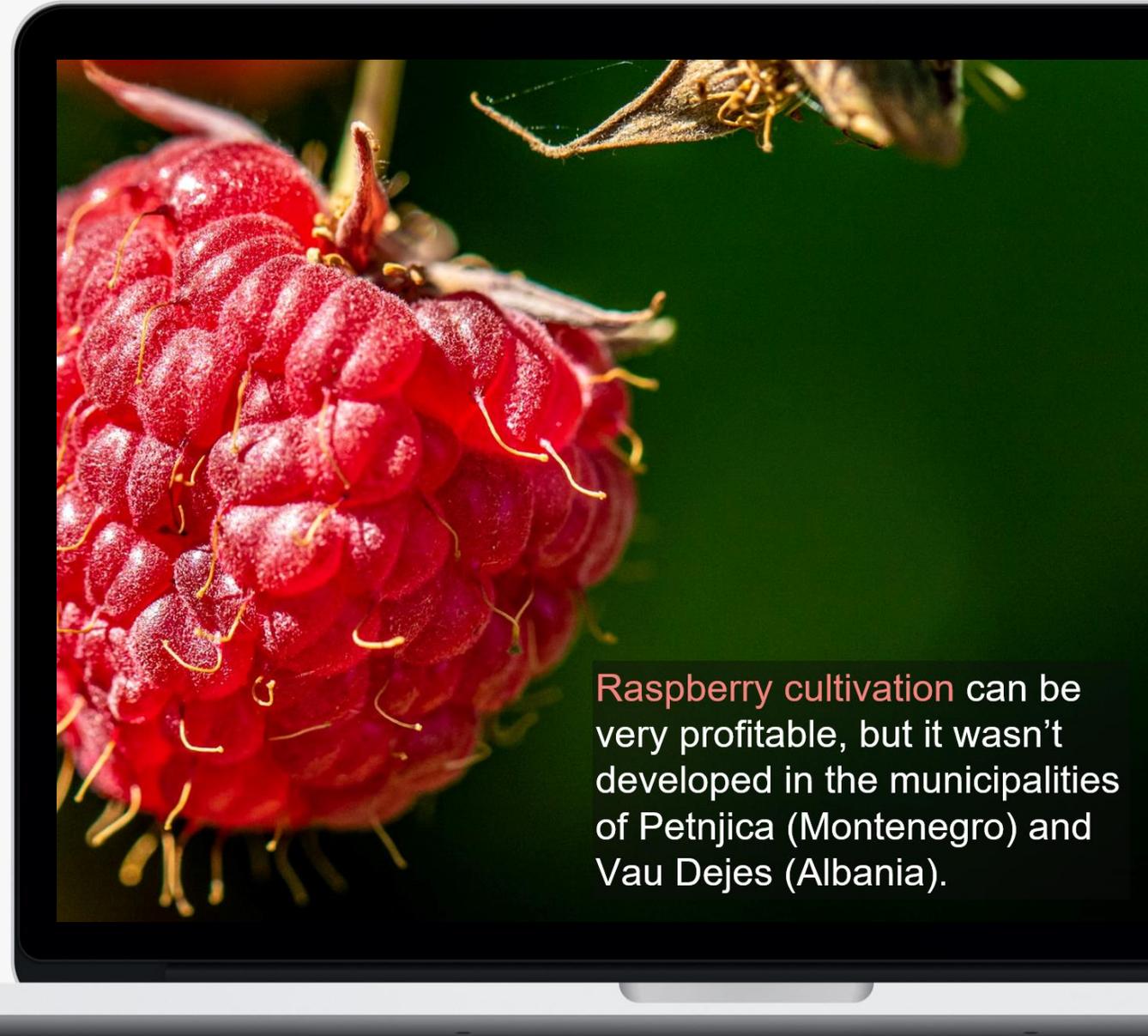
- Free version has more than you need
- Easy for simple things, hard for more
- Cut, crop, colour correction, special effects, audio mix, add subtitles, etc.
- You need a powerful computer
- Lots of good online tutorials



# PowerPoint

## Make simple video story

- You already have it
- Use the template from Interact to structure your content - Library
- Export storyboard to MP4 file type
- You can use stock videos and music
- You can adjust timings
- Example in the following 10 slides



Raspberry cultivation can be very profitable, but it wasn't developed in the municipalities of Petnjica (Montenegro) and Vau Dejes (Albania).



Raspberry cultivation can be very profitable, but it wasn't developed in the municipalities of Petnjica (Montenegro) and Vau Dejes (Albania).



Young people wanted to get involved in local production but needed support, expert training and materials to start.



Ky projekt u financua  
nga Bashkimi European

What if the young people could  
get the **support** from an **EU-**  
**funded** cooperation project?



We made it happen – a training project to support the young entrepreneurs in starting their raspberry business.



First, we selected **40 young volunteers** from both countries and **trained them** for 8 months.

The trainees attended 64 expert classes, combining theory and practice.





Finally, we provided the participants with the **seedlings and equipment** to start planting.





We helped set up 40 plantations, registered 2 producer associations, developed a manual and organized a cross-border raspberry fair.

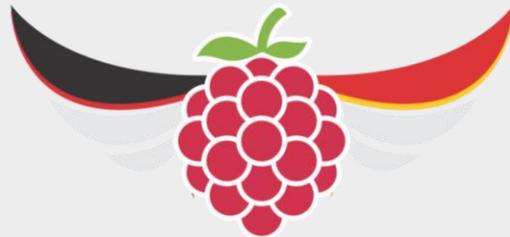


 Ky projekt u financua nga Bashkimi European



 Ky projekt u financua nga Bashkimi European

Now, young people can increase their **standard of living** and develop as exemplary **entrepreneurs**.



## Young Montenegrins and Albanians in Raspberry Crops



This project is funded by  
the European Union



**MNE-ALB**

IPA CROSS-BORDER COOPERATION PROGRAMME  
MONTENEGRO-ALBANIA 2014-2020

# The tools - recap

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PowerPoint video



# Time to practice

## Time: 30 minutes

- Pick an event/initiative
- Use ChatGPT to script a **video**  
OR a **social media post**
- Find appropriate illustrations
- Use any tools you like to create
- Send to Arkam's email



Photo by Anna Nekrashevich, Pexels CC

# Cooperation **works**

All materials will be available on:

**Interact connections / MC community**