

One million images of teachers, education workers, students and parents

How can you do it?

Start with the message

Help your subject prepare a short message about Quality Education. Quality Teachers, Quality Tools and Resources and Quality Environments for Teaching and Learning are the pillars of the Unite Campaign. "Quality is," "Quality means" are great ways to begin any message.

Be short – one element or aspect of quality education stated in a few sentences.

Be real – express something real from your life and work, not theory.

Be positive – educators improve quality every day, tell people how and how they can help.

"Quality means enough textbooks so that each of my students has access."

"Quality education for my students could be helped by running water in our school."

"Quality is time; time for us as teachers to learn and plan and share with each other."

Of course, quality is not one single thing. But many people, telling one story at a time, provide parts of the whole, quality as defined by teachers in all our diversity of people, places and conditions.

Point, click, load, send

You, your colleagues, leaders and members can capture a short video (under 1 minute) on a smartphone or a digital camera. (Always landscape – sideways – never vertical) Then, transfer the video to a computer and log in to www.wetransfer.com. From there, follow the simple steps to email the video to us at unite@ei-ie.org.

No step 3!

Really, there is no Step 3! You're done; we take care of the rest! But we know you want to do more. So go back to Step 1 and add to the collection. Show the world the elements and challenges of quality education.

Only video?

No, we want still images as well! Even selfies! Write down a few sentences from the interview and take a nice portrait of the subject. And this is even easier than video. From your phone, send the photo and sentences directly to unite@ei-ie.org. We will publish them together.

Step 1

Step 2

Step 3



One million images

Technical guidelines and tips to deliver beautiful content

What work best?

Choose the right location

White walls and windows in the background, not so good. Same with colours that match the skin tone of the interviewee. Movement is good if it's not too distracting. Too much noise can ruin the video.

Make the interviewee comfortable

Use preparation time to chat and relax the subject. Most people are a bit nervous in front of a camera. Help them by making the video part of a brief conversation, rather than a scripted statement.

Check lights

Always prefer natural light. When it's not possible to record outside, have the warmest light possible coming from the side of the subject and a bit from the front - so the face is lit but with some shadow and depth. Trust your eyes and get a colourful, well-contrasted image.

Check your microphone

Always test your microphone before recording for proper connection and battery strength. No microphone? No worries. Most smartphones have acceptable sound if you hold them close enough to the interviewee and are in a quiet location.

Video is landscape

Shoot sideways! Don't hold your device vertically: the gold standard for video is landscape orientation and YouTube or Vimeo display only landscape.

1/3 rules

Shoot the subject from the top of the head to mid-chest. Keep a minimum of space above the head (the less the better). It's also better if the subject is not right in the middle of the frame but a little bit on one side (at 1/3 distance from the border)

Message in a bottle

It's addressed to the world, not to the interviewer. Remind the people to look at the camera when talking.



Wanted: Still Photographs

Sitting with 20 teachers in a meeting? Walking through a school? Take a full-face close-up photograph of each one individually and send them to us. In the email, add a few sentences about where you are, who they are and what they are doing as individuals or as a group in the school, meeting, etc., to advance the cause of quality teaching, resources and environments.

unite@ei-ie.org
www.unite4education.org

