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## Intel Inspire Community Overview

The “Inspire” community includes personal video vignettes about inspiration. This “chain” of videos includes stories of inspiration from all kinds of people, from all over the world. We are sharing our authentic stories about our educational experiences that most inspire us and hope to inspire others to act to support education around the world.

The stories are personal accounts where we are talking about our experiences with education, inspiration and innovation. We are talking about what education organizations we have worked with, teachers or students that have inspired us and sharing our passion for education issues.

We have created the guide below to help you with the creation of your video and hope you will be inspired to join the chain.

### SHOOTING GUIDE

- Each “inspire” vignette is linked by a jar of pennies, referencing the concept of a “penny for your thoughts.”
- At the beginning, each speaker receives the jar of pennies from out of frame left (we do not see any other hands).
- The speaker then informally introduces him/herself, using his/her first name only, and the jar is placed down somewhere out of frame.
- The speaker then proceeds to share his/her story of inspiration, addressing the camera directly as if the viewer is in the room. The tone is informal, honest and genuinely personal.
- Each story should be between 45 seconds to 2 minutes.

- At the conclusion, the speaker will pick up the jar again, drop a penny inside and ask “what/who inspires you?” after which he/she passes the jar to the right (out of frame again; we do not see any other hands).
- See frames below for example.

### EDITORIAL NOTES

- The end of each vignette closes with the beginning of the next speaker. The edit creates a “daisy chain” effect motivated by the jar of pennies.
- Still photographs may be needed to shorten or add context to the narrative. Close up and wider versions can help if the story starts to feel long or the speaker prefers not to do it in one take.
- Speaker drops a penny and asks “what /who inspires you” and passes the jar to the right. In beginning their story, each speaker then receives the jar from the left.

### EXAMPLE:

“Hi I’m/my name is Giselle.” Speaker then places the jar out of frame and continues on to tell his/her “inspire” story.

Speaker drops a penny in the jar and asks “what/who inspires you?” and passes the jar to the right. The daisy chain continues.