



HOW TO MAKE A SCIENCE VIDEO

A JOINT COURSE OF THE UNIVERSITY OF HELSINKI &
HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES



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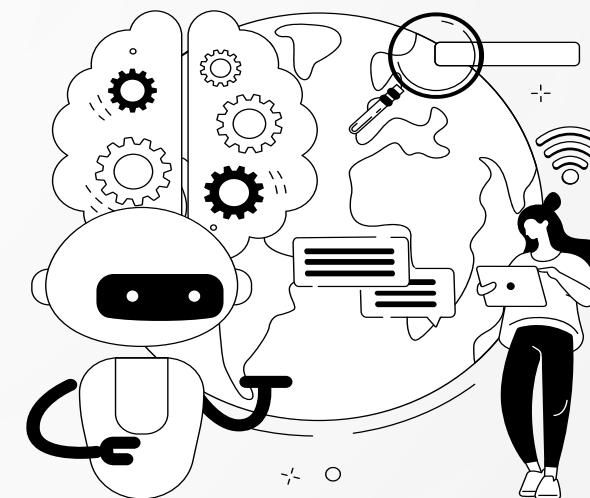
THIS COURSE IS ALL ABOUT PRACTISING VARIOUS COMMUNICATION SKILLS FOR POPULARIZATION OF SCIENCE

The lectures/workshops combine expert talks and hands-on exercises on

- How to develop an initial idea into an interesting video
- How to popularize a scientific concept
- How to make a good educational video
- How to write a compelling script
- How to speak and act in a video
- How to shoot and edit a good-quality video using just a smartphone or pad
- How and where to publish your video

Learning these principles and practical skills of communicating science for general audiences will be helpful:

- Making your own teaching more interesting and accessible
- Creating compelling conference talks
- Disseminating your research to a wider audience
- Looking for jobs either in academia or industry





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- The next course will start in **March 2025**. It will be co-organized with Master's Programme for Teachers of Mathematics, Physics and Chemistry, UH, and the Haaga-Helia University of Applied Sciences journalism program and implemented in collaboration with the [FAME Flagship](#).
- The organizing and teaching team of the course consists of **Samuli Siltanen**, **Markus Juvonen** and **Sara Parikka** from the University of Helsinki, **Esko Hatunen** and **Juuso Koponen** from Haaga-Helia, and last but not least guest lecturer and mentor **Kari Paananen**.
- We will have room for about **18 students/staff from the University of Helsinki** and 18 from Haaga-Helia
- The participants will be forming mixed groups of 4 participants (2 from HY and 2 from H-H) and work on a science video project during the course.
- All the video masterpieces will be presented at a Video Gala event to conclude the course.
- The videos will possibly be posted on the Universities different media outlets.





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- **UH participation:**
- Doctoral researchers and Masters students from the University of Helsinki can register in SISU (MFK-500, 5 credits).
- If you are a University of Helsinki staff member interested in participating in the course, you can send an email to Sara Parikka
- FAME affiliated researchers that would like to participate in the course can send an email to the FAME coordinator
- For schedule and other information , go to: <https://blogs.helsinki.fi/science-video-course/>
- **Haaga-Helia:** Optional course in the journalism program (Medionomi AMK tutkinto, 240 op): <https://www.haaga-helia.fi/fi/amk-k/journalismin-koulutus-medianomi-amk-helsinki>





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Schedule:

Wed 26.3. 09-12 HY:

- Introduction, Script writing, forming groups

Wed 2.4. 09-12 Haaga-Helia

- Feedback for scripts

Wed 9.4. 13-16 HY

- Shooting plan, equipment, visual script

Wed 16.4. 09-12 Haaga-Helia

- Preliminary review of material + social media teasers

From 16th to 30th April – editing

- Editing workshops can be arranged during this time if necessary

Wed 30.4. 09-12 HY

- Preview of complete videos

Fri 9.5. 13-16 Video Gala, Haaga-Helia auditorium

- Snacks, Drinks and Video masterpieces





HOW TO MAKE A SCIENCE VIDEO COURSE

Outline – what we did in 2024 (Volcano group):

- **Form a group:** Anna & Laura (UH, Geosciences) + Neea (H-H journalism)
- **Decide on a topic:** *Did you know there used to be volcanoes in Finland?*
- Prepare a **script** (also visual script)
- Film **outside** video material at location
 - hand-held video camera (H-H), mobile videos for teasers – Beach at Aurinkolahti
- Film at **studio** (UniTube studio Kumpula):
 - Interviews, voiceovers, other material
- **Edit:**
 - At Haaga-Helia, PremierPro (Neea leads)
 - Combining video clips + animation, additional editing, video effects, UH – Canva Pro (Laura leads)
 - Teaser videos (Canva Pro, Laura)
- Post **teaser videos** to social media (Instagram & FB)
- Watch all videos at Video Gala
- Post main **video** on UH MLtdk youtube channel (+ H-H channel) – add captions (Finnish + English)





THE SEARCH FOR FINNISH VOLCANOES



- **Teaser video 1:** [GeoHelsinkiUni Instagram](#) (jointly with 360journalismia)
- **Teaser video 2:** [GeoHelsinkiUni Instagram](#) (jointly with 360journalismia)
- **Main video on UH youtube channel:** [The search for Finnish Volcanoes](#) (also published on Haaga-Helia youtube channel)



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Videos from past courses

- [2024](#)
- [2022](#)
- [2020](#)
- [2019](#)
- [2018](#)

Science videos 2024
by 360 Media · Playlist · 5 videos · 103 views
Haaga-Helia University of Applied Sciences journalism st...more

Kielimalli - Language model
360 Media · 124 views · 9 months ago

The search for Finnish Volcanoes
360 Media · 62 views · 9 months ago

Animal urbanization
360 Media · 27 views · 9 months ago

Algorithm
360 Media · 85 views · 9 months ago



PROFESSORI SAMULI SILTANEN: SAMUN TIEDEKANAVA

- **Samun tiedekanava** / Sam's Science Channel: www.youtube.com/c/Samun_tiedekanava
- YouTube channel in started in February 2017.
- **Mission:** to tell the general public about the joys and uses of mathematics.
- **Core audience:** Finnish junior high school students.
- **Numerical goal:** 10 000 subscribers – now has over 9400 so nearly there!
- **Additionally:** Samu runs peer-support groups for Science video enthusiasts at UH, meeting few times each semester



Samun tiedekanava

@Samuntiedekanava · 9.47K subscribers · 210 videos

Matematiikka on kaikkialla, me emme vain näe sitä. ...more

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Samun tiedekanava pähkinän...

5,654 views · 4 years ago

Maistiaisia Samun tiedekanavan annista.

For you



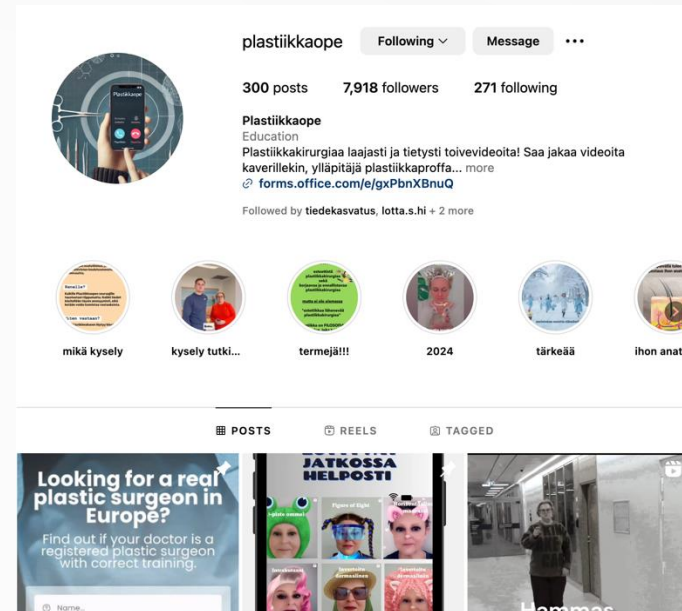


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First lecture (2024)

- 11:15-11:50 **Samuli Siltanen**
Introduction, *Samun tiedekanava* in YouTube, *Gadolin-class* in TikTok
- 11:50-12:20 **Virve Koljonen** plastic surgery with *Plastiikkaope*
- 12:20-12:50 **Harry Lunabba** Videos at Soc&Kom
- 12:50-13:10 BREAK
- 13:10-13:40 **Jani Ahosola**
How to identify (and make) a compelling science story
- 13:40-14:00 **Esko Hatunen & Markus Juvonen**: course practicalities



STUDIO SOC&KOM

Studio Soc&kom gathers podcasts and webcast on societal issues, studies and topical research at the Swedish School of Social Science.

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