



INNOVATIVE



DESIGN



IN EUROPE

Creative Materials: Website and Social Media

To present your project in the best possible light on our website, upload your project descriptions as Word documents to the designated [Google Drive](#) folder. **Please name your folder with your project name and number.** This will ensure accurate representation of your work and its unique features.

Project descriptions

Include in the Word document the following details:

- Official name of your project
- Partner names and countries
- Sector of your project (Accessories, Footwear, Furniture - Home Decoration, Jewellery, Leather-Fur, Textile - Fashion)
- Brief sentence explaining your project (190 characters max)

***** Please make sure that the text is written in good command of English and in the third person singular.**

The texts you provide us will not only be used on our website but also showcased on the Worth Partnership Project's social media channels.

Project descriptions



Follow the following structure and include the 3 subtitles in your project descriptions:

- 1. Key Message:**


Write 1-2 paragraphs maximum capturing the key message of your project, highlighting its unique value and impact.

- 2. The Idea Behind the Project:**

Write 1-2 paragraphs maximum describing the idea and inspiration behind your project, showcasing the creative journey and concept development.

- 3. Future Goals:**

Share your aspirations and what you aim to achieve in the future with this project. Write 1-2 paragraphs maximum outlining your vision and objectives.



A picture is worth a thousand words!


Upload to the drive in a separate folder the photos you wish to use to complement your project. These captivating visuals will be showcased on our website and shared across our social media platforms.



Creative Materials: Exhibition



Around Spring we will be organising a dedicated exhibition to showcase all of your projects.

- **Short Project Description:** provide us with a short description of your project specifically for the exhibition. It can be the same text as the one provided for the website or a different one. If you have different descriptions, please clearly name the documents when uploading them to the drive.
 - **Create a Captivating Video:** Get ready to captivate the audience with a video about your project. Follow the guidelines provided in the following slides to ensure your video showcases your project effectively.
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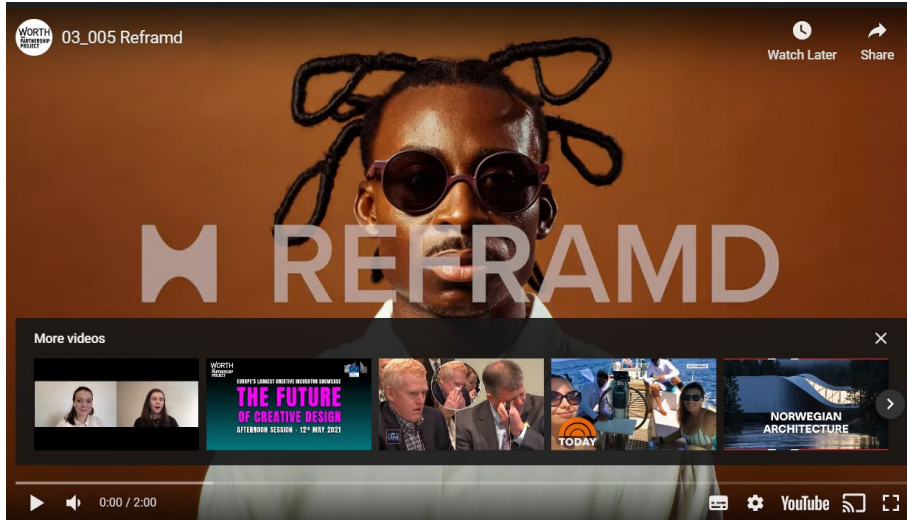
Guidelines for the video story of your project

We require a video of your project to promote it on the WORTH website, EC channels, social media, etc.

A video is the best way to present yourself, your project, your idea and your vision. We want everyone to know about your creative work!

The guidelines for producing a good video are provided in the following slides.

Video format



Duration: 1- 1:30 minutes

Format of video: horizontal (landscape).

Make sure the videos are saved in the highest resolution available, with no HDR (that can damage colours or quality) and possibly in the .mp4 extension.

Choose a quiet and bright room, with a light-coloured or neutral background.

Videos will have to be shared on each [project's drive](#).

Prepare a narrative scheme



- Mention who you are and the name of your project and the partners you worked with.
- The project, the idea behind the project (need from which it was born and what challenges it solves).
- The different approaches everyone brought to the project
 - Worth Project and me - what the project represents for you?
 - How did this experience contribute to create new value in your profession?
- How did working with others impact your work and the creative process?
- Which message would you like to leave to others regarding the project and the usefulness of working in a collaboration?

Audio

- Make sure the audio is clear and that there are no background noises.
- Speak clearly and avoid long pauses (ummm..)
- Record the audio using your smartphone, or, if you have one, a lavalier microphone.



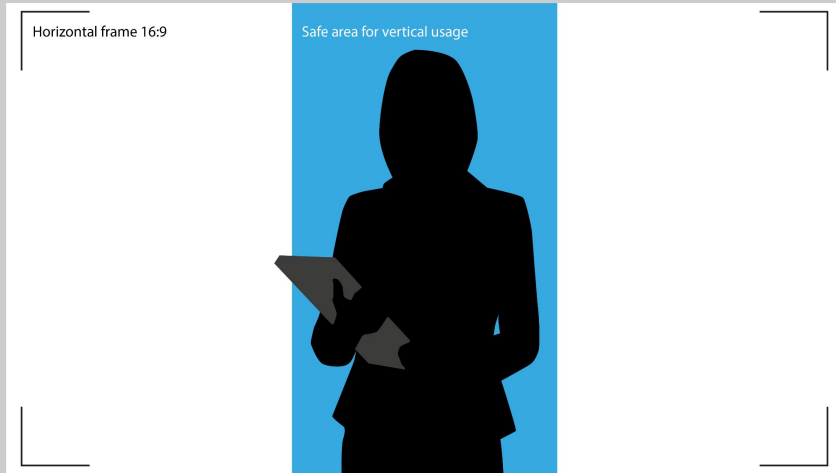


Photo and video guidelines

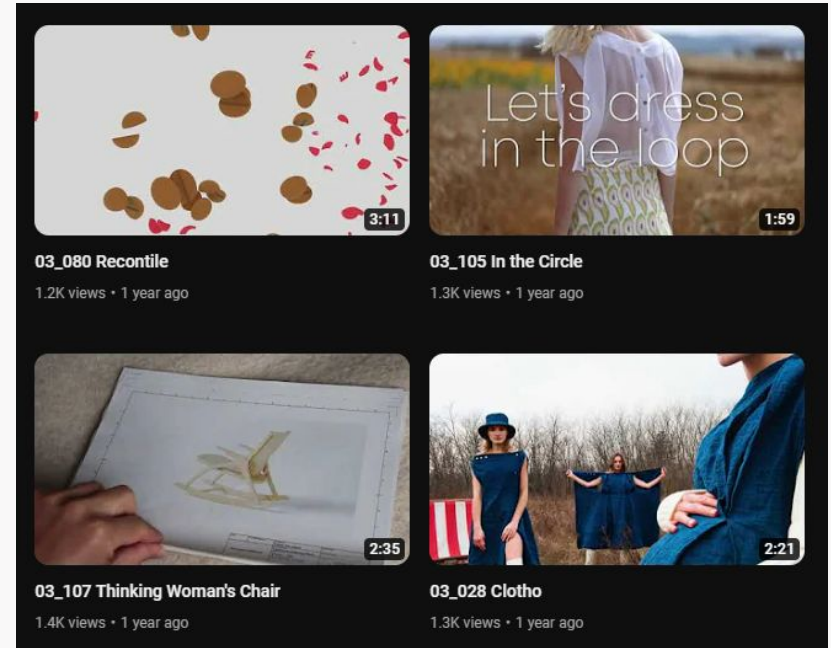
Keep the subject of your photos and videos well centered (both human figures and objects). This will allow us to crop the material for WORTH content production.

Horizontal format is preferred and the footage should be in the highest quality possible.



Examples of videos from previous edition

- <https://youtu.be/bfOA8FjfLno>
- <https://youtu.be/1eUDIWseNlo>
- [Scala by Studio Flaer and Tessitura Luigi Bevilacqua - YouTube](#)
- [03_002 ALLCA - YouTube](#)
- [03_041 Lumimoza Porcelain Lamp - YouTube](#)
- <https://youtu.be/yhzVOyfnBA>
- <https://www.youtube.com/watch?v=G9Lc4teluRU>
- <https://youtu.be/RZ8eksb86MY>



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Provide us with other materials

You are welcome to send us pictures, sketches, and fragments of personal videos documenting your life or work which could enrich the video.



Don't forget to mention and collab with @worth_project

Use the following hashtags:

#WorthExhibition

#WORTHPartnershipProject

#WORTH

#WorthCall

When it comes to collaborations on Instagram, we will decide along the way which ones to share also on our feed (based also on the content scheduled for the regular social media plan).

Include the **logos of the Worth Partnership Project and the European Commission** in order to show that your projects are supported by the EU. You can access the [logos here](#).



Good luck!

And remember, haste makes waste!

Take your time to carefully create and upload
all of your creative materials.

