

## Overview of the Brick System

### Main Principle

1. **Order and select your material in Brick 1 and Brick 2**
2. Footage references may be repeated in these Bricks
3. The important thing is to understand the link between voices and places and to know who is relevant
4. **Brick 1 and Brick 2 serve for later publications and as a collection of raw material**
5. **Brick 3 is intended for publication / Brick 3 extended is an option that projects choose to benefit from**

### Brick 1 – Compilation of Voices (2-3min) - Who can tell us about it? - REQUIRED

Interviews and Voices

TARGET USE: Exhibits/ Personal Stories / Compilation of Voices on a Topic

### Brick 2 –Video Brief: A- and B-Roll combined (2-3min)- How can we see is being talked about? -REQUIRED

Voices mixed with/overlaid over Impressions of the Project	Impressions of the Project
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TARGET USE: Exhibits/ Educational Material / Events / Webpages / Briefings / Digital Reports (Augmented Reality)

### Brick 3 – Video Summary (1min) - How can we summarize our key message very briefly? -REQUIRED

Commentary Titles over
Impressions of the Project

TARGET USE: Social Media /Briefings

**ONLY APPLIES AFTER FIRST ROUND OF EDITING / PLEASE INDICATE INTEREST** / Depends also on Footage Quality

### Brick 3 – EXTENDED (2-3min) – **OPTIONAL FOR EACH PROJECT** after first editing round

How can we summarize our key message very briefly like in Brick 3 but with some voices?

TARGET USE: Social Media /Briefings / Policy work / Webpage

Interviews and Voices	Commentary Titles over
	Impressions of the Project