



# Informative Video

A study that strives to supply a new generation with relevant information through educational film



Høgskolen i Østfold

Max R. Olij & Vadim Kiisel  
max.r.olij@hiof.no ~//~ vadimk@hiof.no

## Introduction

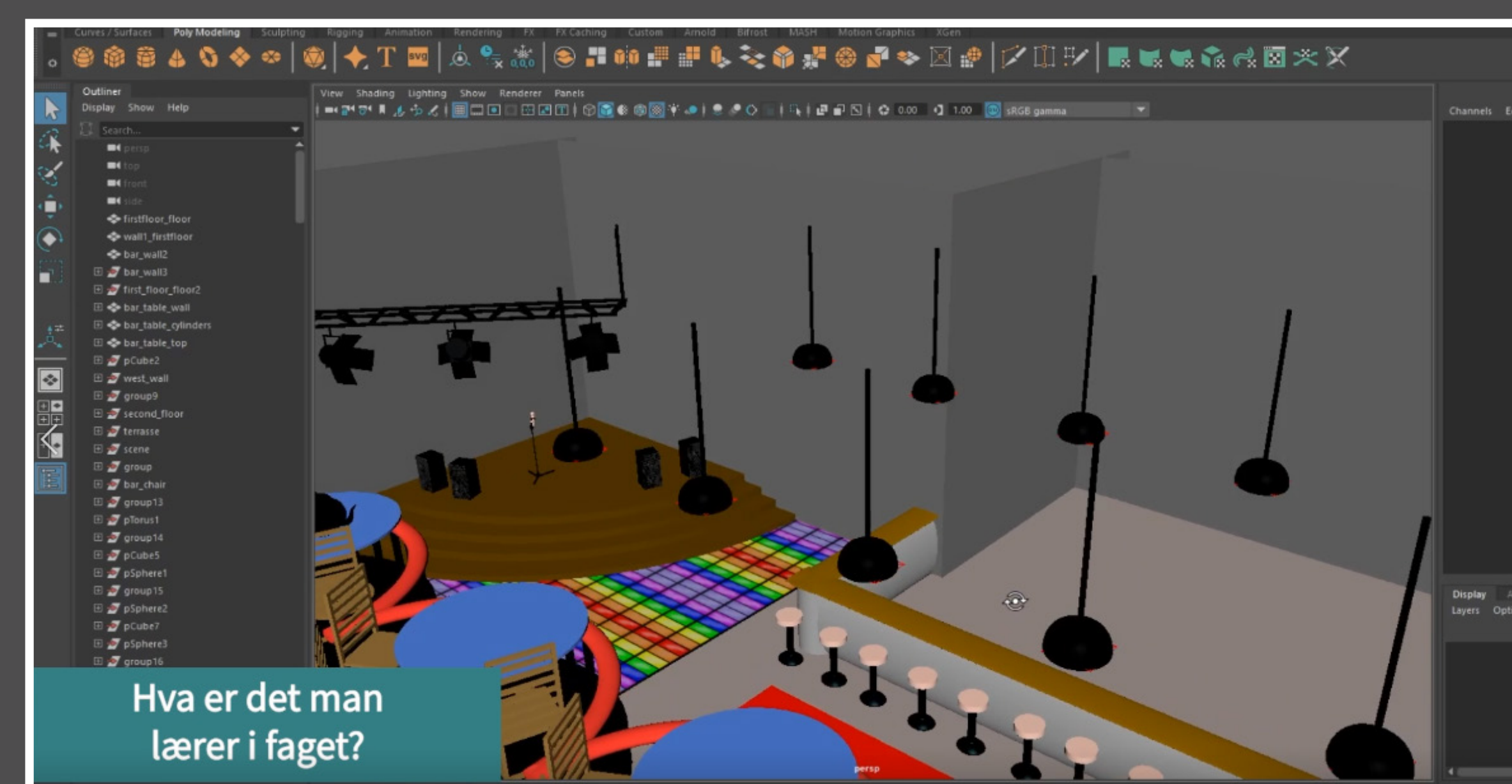
- Informative videos related to IT bachelors at HIOF.
- Informative videos related to IT courses at HIOF.
- Updating the way HIOF markets to a new generation.

## Methodology

- Interviews with both students and professors

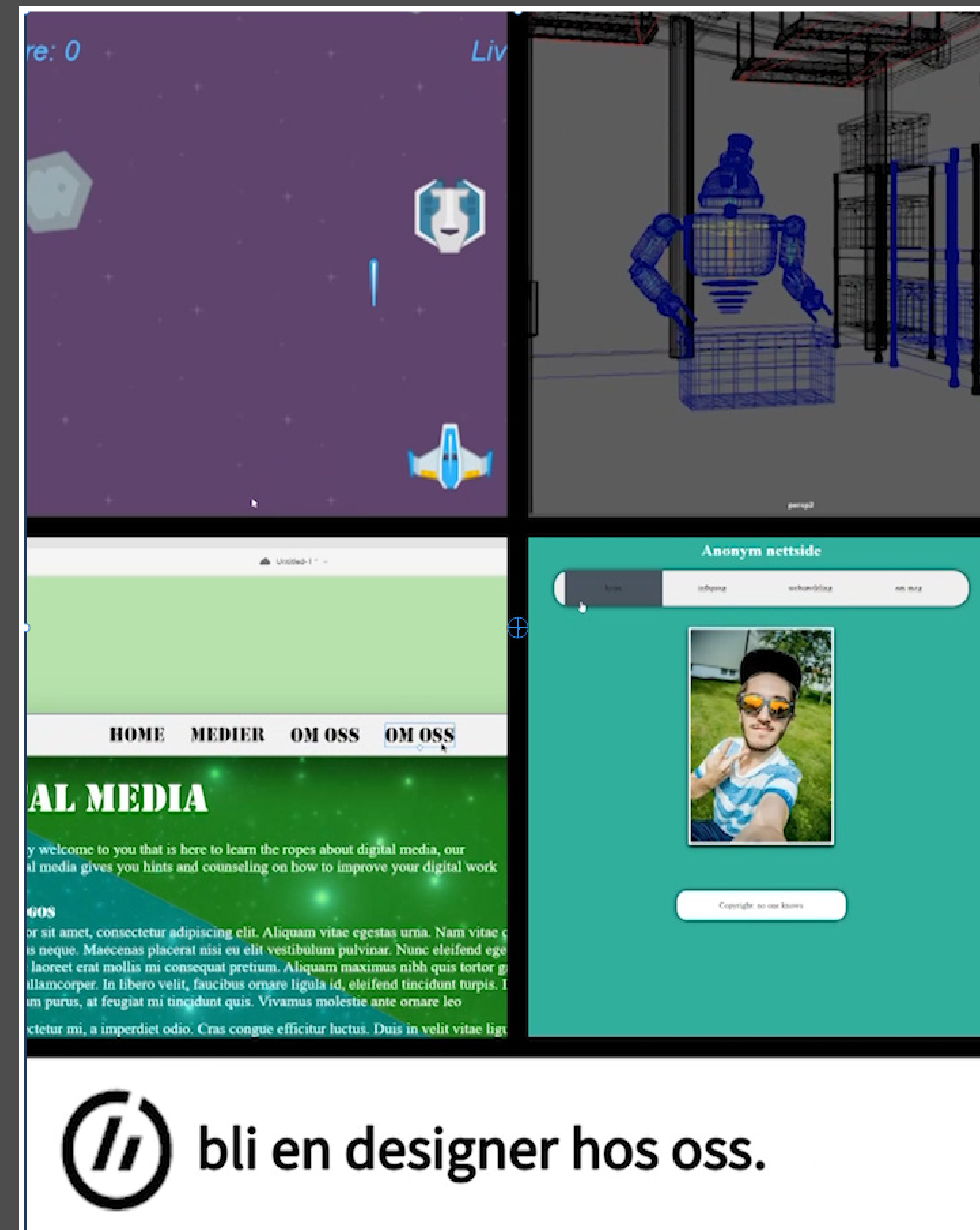
- Questioning on topics such as:
  - What are these bachelors about.
  - What can one become with these bachelors completed.
  - What is required of the student.
  - What would the student want to know before starting.

- COVID-19 countermeasures.



## Results

- Fewer videos than hoped for.
- Videos that contain the information desired.
- Objectively the quality of videos is subpar.
- Our videos will help reduce the spread of misinformation concerning IT-Bachelors.
- Videos that fit the current pandemic atmosphere.



## Conclusion

- Several videos containing information we desired.
- A better understanding of worse case scenarios.
- This project has the potential to be marginally better.
- Given this year's circumstances a relatively viable product was made.
- A similar bachelor should be given out during the 2021 bachelor year.

## Acknowledgments

- With special thanks to both bachelor representative Karsten Meinich, and our employer Monica Kristiansen Holone, for helping us tremendously with saving this bachelor from total disaster.

## Reference

- Our project worked on evolving existing HIOF marketing material.
- We used the color palette and graphical elements HIOF requires in all marketing material.