

Project Video: Best Practices & Tips

DEVELOP Communications Team
Summer 2017





Your Communications Team

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A New Approach

Why?

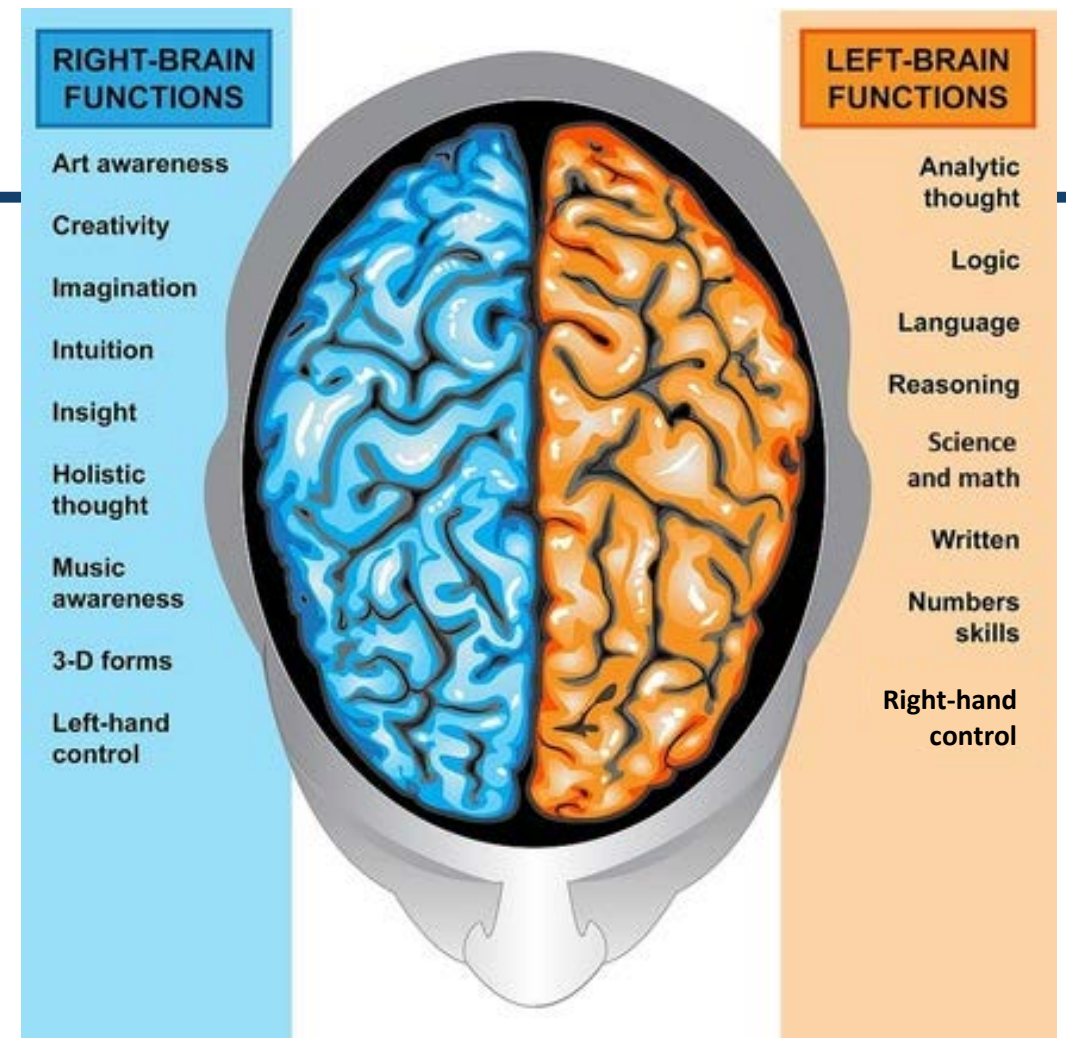
- Average video engagement length = 1:48
- Ex: Navajo Nation I video = 4:20 minutes
- 2:34 minutes watched on average

Result

- 3:00 minute video (Preferred maximum length)
- Refocused and higher level
- Partners priorities and use for this video

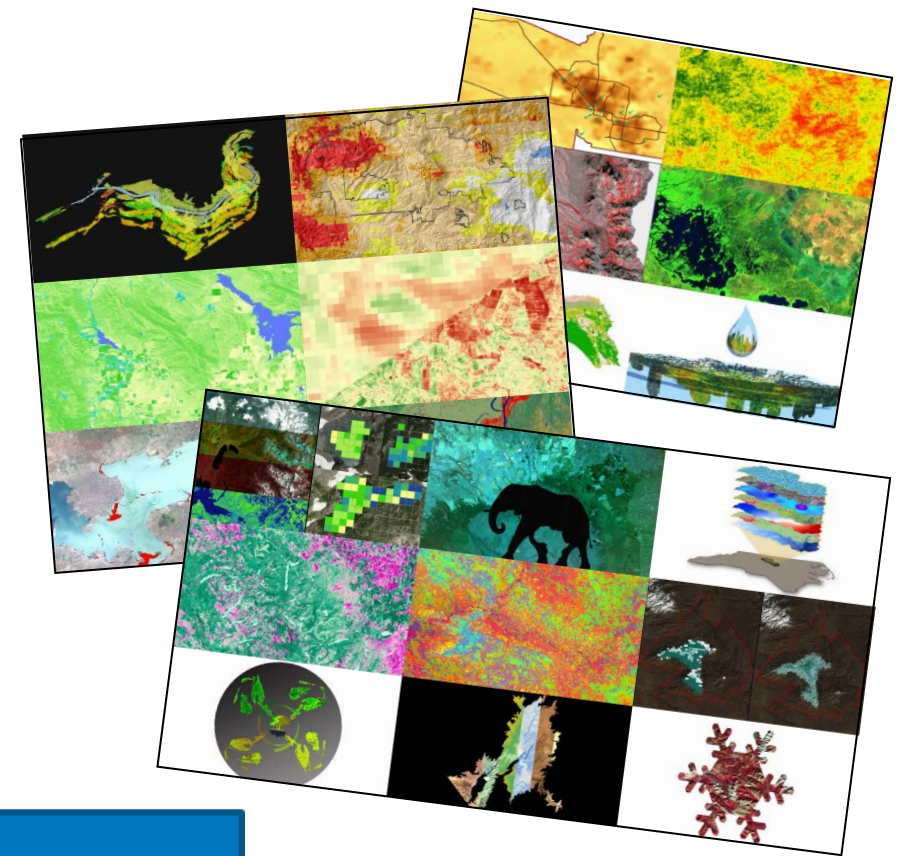
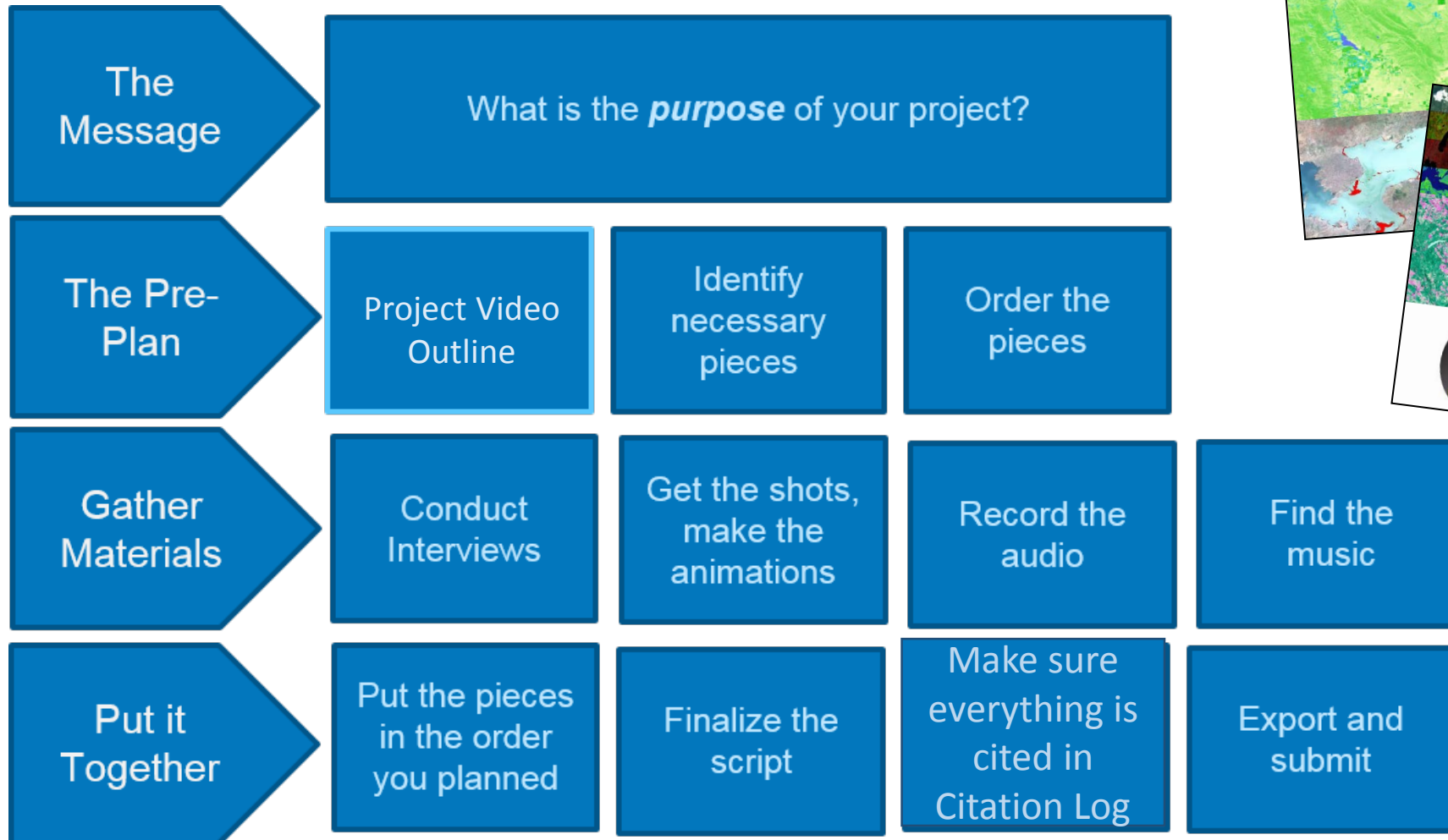
To Help

- [Project Video Outline](#) Deliverable



‘A way to communicate science creatively and use more of the *right* side of our brains.’

The Overall Flow



Project Video Outline

Easy. Useful.

- Guiding questions to help you identify material for your video
- All information can be found in Project Proposal or Project Summary
- Due Week 5 – Email to Comm Team
- Used as a basis for the Week 6 Project Video Check-in

***Preparation pays off**

Community Concerns
Why is this project important? What are the community concerns?

Found In
Proposal: Community Concerns
Project Summary: Community Concerns

Script:

Scene Elements
Chile's stark geographical differences across the country of agricultural conditions throughout the management of irrigation is a difficult task for the country's vulnerability to drought and the effects of climate change.

End Products/Sensors Used
What end product will be produced during this project and what Earth observations will be used? How will these Earth observations be used?

Found In
Proposal: End Products, Earth Observations
Project Summary: Earth Observations & Parameters

Script:

Scene Elements
This project produced a Google Earth engine decision support tool that incorporates NASA Earth observations to enhance the current decision making processes. This tool incorporated data from SMAP and Sentinel-1 to estimate soil moisture across Chile, Aqua and Terra MODIS snow algorithm output was used to estimate snow cover and supplement hydrological data in the CDL, and AMSR2 was used to analyze snow water equivalent. All data is hosted and processed by GEE and made ready for analysis by the Ministry of Agriculture in Chile.

Visuals:

Pictures of team working on GEE <no code> or animation of GEE + EO. Then show animations of satellites and have word of what they will do fly onto screen. Transition to every satellite. Graphic of SMAP + Terra MODIS + AMSR2 = GEE tool

Estimated Scene Duration:



What is your Message?



- What are the community concerns associated with this project?
- Why is this project important and how will this video add value to society?
- What Earth observations did your team use?
- What end-products are you producing and how are you partners going to use them?
- *Project Video is a story, not a technical paper. **Make it compelling!!***




Gathering Creative Commons



- **Know** what you can [use...Use and Citation Guidelines](#) on DEVELOPedia
- Use creativecommons.org to look on multiple sites at once
- Keep track of **EVERYTHING** you download and use
- **Important to cite!**
 - [Citation Log](#) Tracking Sheet

**ALWAYS GIVE CREDIT
WHERE CREDIT IS DUE!**

License	Creative Commons Attribution license (reuse allowed)
Source videos	View attributions



Find content you can share, use and remix

Enter your search query

I want something that I can... ☒ use for commercial purposes: ☒ modify, adapt, or build upon

Search using:

Europeana Media	Flickr Image		Google Web
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Wikimedia Commons Media	YouTube Video	Pixabay Image	ccMixer Music
SoundCloud Music			



Citation Tracking Sheet

- Will help *minimize* the amount of citations displayed
- A great organizational tool
- The Communications team has to check all sources

[illegible]



Interviews

What are the next steps?

Will interventions be intensified in the region?

How will NASA satellite information contribute to the Ethiopia project?

Crafting Questions

Brainstorm list with team

Avoid YES or NO questions

Start with: *where, what, how, & why*

Preparing for the Interview

4 - 5 questions prepared

Test audio & lighting ahead of time

During the Interview

Bring [media release form](#)

Ask about time constraint

Make interviewee feel comfortable

Explain your message

Interviews

Zoom into your subject to create a conversational mood. Avoid cluttered, messy backgrounds.



Light source should be placed in front of the speaker. This partner is lit from behind, which darkens his face.



Avoid using low-quality audio, but if you must, add subtitles.



Place your interviewee's eyes on "the thirds," not directly centered in the frame. Outdoor interviews create great, natural lighting.



Remote Interview Quick Tips

- Send questions ahead of time
- Ask to record on a smartphone



Video Production

Technical editing software and production resources

A-Roll – primary footage

B-Roll – secondary footage

Voice Overs – speak lively

Lighting – avoid shadows

Free Software
Options:



VSDC Free
Video Editor



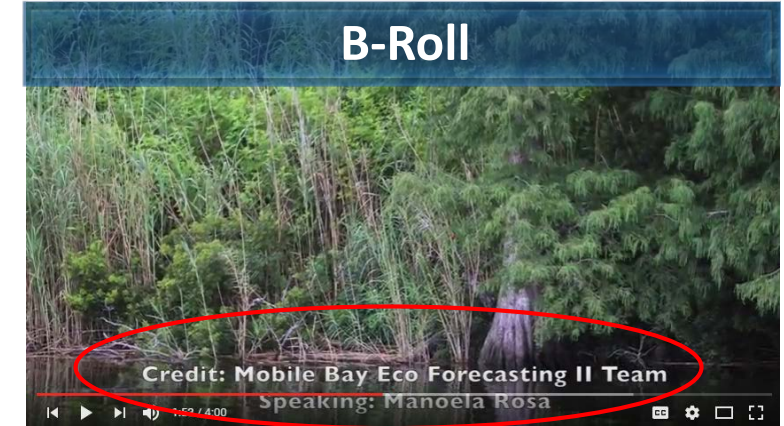
iMovie



VideoPad
Masters Edition



Microsoft
Movie Maker





Legal Considerations

- **Legal Statements** – [DEVELOPedia](#) → [VPS page](#) → [Citing, Footage & Imagery](#)
- **Public Domain** – [DEVELOPedia](#) → [VPS page](#) → [Imagery links](#) → [US Federal Imagery](#)

Things you need:

- [Media release form](#)
- [Opening and Closing Clips](#)
- [Legal statements](#)
- Ending credits
- [License Agreement for Footage and Music Usage](#)
(if applicable)





Public Domain



Citation Log - NODE							
File Edit View Insert Format Data Tools Add-ons Help Last edit was made 7 hours ago by Jenna Williams Comments Share							
fx 56-1:02							
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2	VPS Title	Yellow Billed Cuckoo					
3	POC Name	Caitlin Toner					
4	POC Email	caitlin.k.toner@nasa.gov					
5							
6	Time Duration	File Name	Type of Media	Source	URL	Creative Commons License	Cited (Y/N)
7	.01 - .04	River story	Video	Pexels	https://videos.pexels.com/videos/birds-chirping-2032	CC0 License	N
8	56-1:02	Landsat 8	Video	NASA/Goddard	https://svs.gsfc.nasa.gov/cgi-bin/details.cgi?aid=3939	Public Domain	
9	1:03 - 2:00	Interview_Partne	Video	DEVELOP	N/A	Signed Media Released	N
10	2:01 - 2:05	BRoll_field	video	DEVELOP	N/A	Personal footage	N
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Creative Commons Attribute



Creative Commons No Attribute



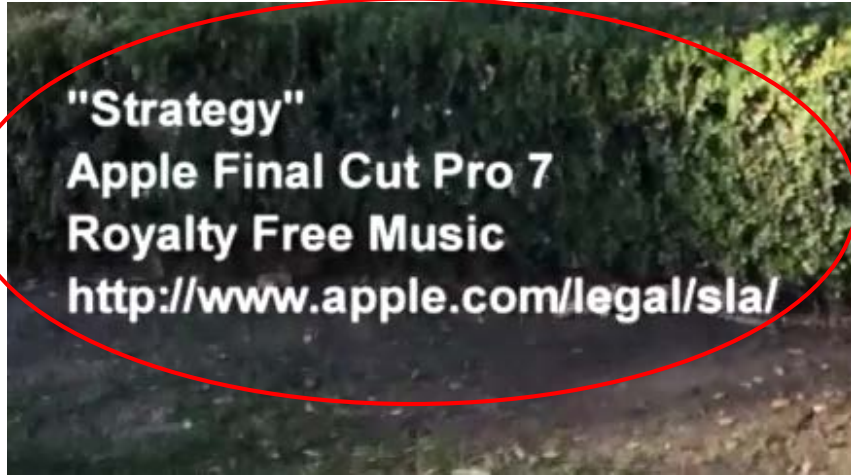
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No Text Citation





Music



Pictures



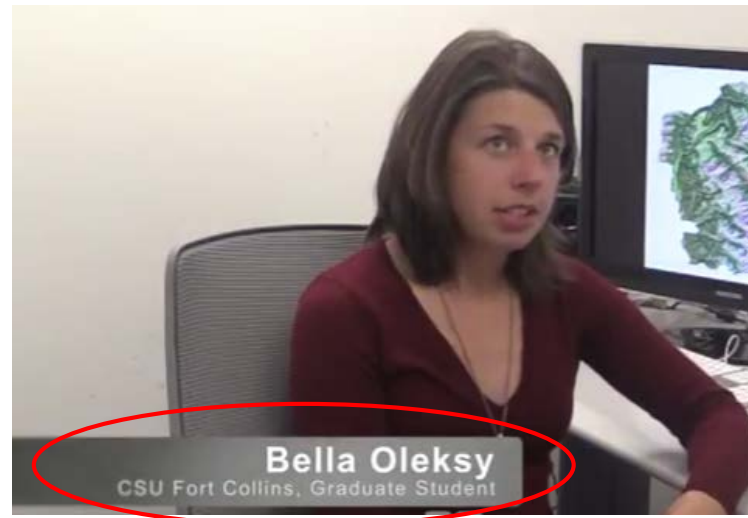
Video



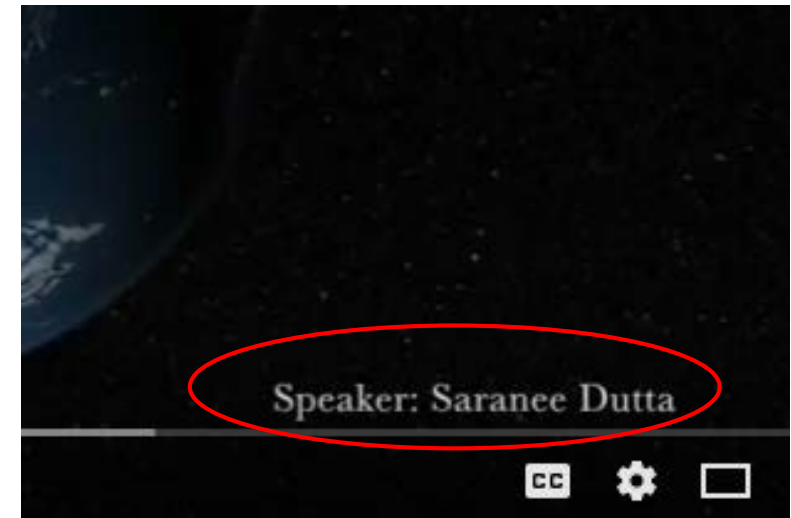
Software



Interviews



Narration





Citation Rules

- All external media must be cited twice, during the video and in the credits. (External = Not NASA)
- Must use the three legal statements

This material is based upon work supported by NASA through contract NNL11AA00B and cooperative agreement NNX14AB60A.

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Credits Citation Nomenclature:

Title of the work, editor, URL, type of license

1 "Birds and Sea Otters at Elkhorn Slough" by Chris Dallas, available under a Creative Commons Attribution 3.0 Unported License. <https://vimeo.com/85016807>

Team Credit Example





Review Process Deadlines

Project Video Outline

- Week 5: July 6th

Project Video Check-In

- Week 6: July 10th – 13th

Project Video, Transcript, Citation Log Submission

- Week 8: July 27th

Final Project Video Submission (if applicable)

- Week 9: August 1st

Project Video Launch – August 11th



The Virtual Poster Session (VPS) *Earthzine* Competition

The Virtual Poster Session is a competition hosted by *Earthzine* where each video is judged for its creativity and communication of Earth science. *Earthzine* is an online news source, focused on Earth science and Earth observations.

People's Choice

Based on:

- Social media analytics

Grand Prize

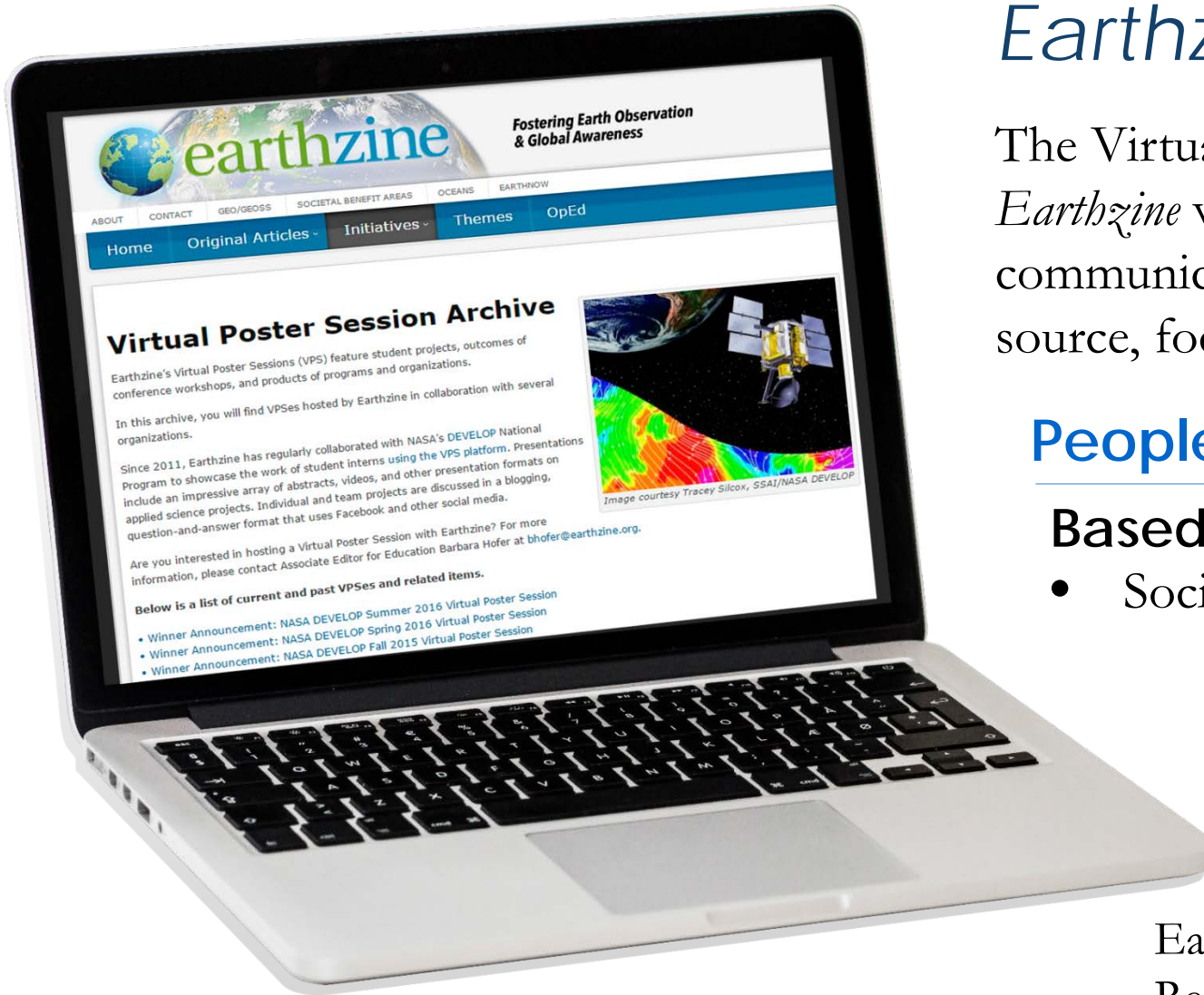
Grand Prize judged on:

- Content clarity
- Memorable/creativity
- Production

(Find the full judging rubric, [here](#).)

Earthzine's VPS archive site can be found, [here](#).

Recent examples on our [YouTube](#) page.





NASA DEVELOP National Program

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- Facebook - <https://www.facebook.com/developnationalprogram/>
- Facebook – [Once a DEVELOPer, Always a DEVELOPer](#)
- LinkedIn - <https://www.linkedin.com/groups/4343498>
- Twitter - https://twitter.com/NASA_DEVELOP - @NASA_DEVELOP
- YouTube - <https://www.youtube.com/user/NASADEVELOP>
- We love GIFs! Please share any project-related GIFs with the Communications team for social media use.



*Encourage your node to
DEVELOP our brand!*



Other ways to stay connected!

DEVELOP Ambassador Corps

- Represent NASA DEVELOP at your school and hometown
- Gain more networking and presentation skills



Alumni Engagement Events

- VPS Competition
- Brown bags
- Speaker panels





Thank you!

Email us anytime!
Develop.Communications@gmail.com

