**Video Tips and Need-to-Knows**

The videos are intended to be a creative way to communicate your project to a broader audience. Unlike other deliverables, there is no template or correct way to do this. You are encouraged to be as creative as possible to get your messages across- that could mean creating animations in software like Adobe Illustrator, recording your own background music, or more!

**Deadlines**:

Video Outline: Thursday of Week 5, COB

* See template on DEVELOPedia Creative Communications page.

Rough Drafts: Thursday of Week 6, COB

* Submit you Video RD, Citation Log RD, and Transcript RD in your Sharepoint folder.
* For the Rough Draft, your video should be essentially complete. If you need to have a placeholder for footage or a partner interview that is not yet complete, that’s ok, but otherwise the video should be as close to complete as possible.

Final Drafts: **Tuesday** of Week 9, COB

* Submit your Video FD, Citation Log FD, and Transcript FD in your Sharepoint folder.

**Questions to think about**:

* What story are you trying to tell? What is the best or most creative way to do this?
* What are the main takeaways for what you’ve done this term?
* The focus of the video should be what you did for the project. It does not need to mostly be background and community concerns.

**Video Options:**

Option 1: Full Project Arc Video

* You are **not** required to make another product if you highlight the full arc of the project.
  + This includes the community concern behind the project, any relevant background, what the project is addressing, what EOs and datasets did you use, how did DEVELOP help, who are your partners, what are the results and the takeaways, etc.
* The avg time for a Full Project Arc Video should be 1.5 minutes, maximum 2.5 minutes.
* **These can be very short,** you don’t need a full minute on the background. Concise is best!
* Please be creative in what you show here and how you show it!

Option 2: Focus Video

* Less than 1 minute.
* Only highlights one or two parts of your project (i.e. just the partner relationship, how they got started with DEVELOP, or maybe a particularly new/interesting method you used).
* If you do a Focus Video, **you will be required to also make a StoryMap/poster** showing the full arc of the project!
* Please be creative in what you show here and how you show it!

**Citation Log (CL) Tips**:

* As a rule of thumb, cite everything on screen in your video. This means doing:
  + 1) an on screen citation
  + 2) a full citation in the credits
  + 3) correctly including the citation information in the CL
* This may be the least fun part, but unless everything is cited, your video can’t be shared!
* Do this as you go. It can be a helpful way to organize all of the information, sources, links, and citations you have.
* The citations need to match the video second-by-second so legally we have our bases covered.

**Transcript Tips**:

* This should be a Word document.
* It *must* be *word for word* what is said out loud in your video. There are no exceptions. If not, it becomes a legal issue for having accurate captions.
* Do not overlook this part. Often teams do not update this from their original video script. and it needs to be sent back again.

**Things to Remember**:

* Have your **Fellow check** over *all* of your products before submitting them. You and your Fellow should follow the same checklist (see Video Submission Checklist).
* **Start early**! Videos take time to make, so don’t make yourself feel rushed by doing it at the last minute.
* Seriously, budget your time :)
* Videos should be **maximum 2.5 minutes**. Our goal is to have the average video time ~1.5 minutes. If you feel you need longer than this, reach out and let us know!
* You MUST have **written permission** from anyone on screen- upload the signed media releases in a subfolder to your video Google Drive folder (get from your Fellow).
* If you’re using partner footage, get it EARLY, they can be slow to respond.
* For partner interviews, make sure to prep questions and your technical plan for virtually recording them before the interview starts. Send the questions you plan to ask ahead of time so their answers are well thought out!
* **You need to cite all footage**. As a rule of thumb, cite **everything** in your video. If it’s your own video, cite that. If it’s a partners’, get a media release and cite that. If it’s anything else, make sure everything you use and cite is public domain or Creative Commons!!!
* If listing partners, EOs, or technical concepts, it can be helpful to list them on screen as well as saying them in your narration.
* Make sure the narration is loud enough to be heard over the background music.
* Don’t forget to include **on screen identifications** for every new partner/person speaking.
* Put on screen text in the **same location** on screen.
* You do not need to cite your team’s narrator on screen unless it is someone not on the team.
* Pay attention to **transitions** in music/audio and images- make them as smooth as possible.
* If you are a continuation project, at minimum mention previous team members in the credits.
* Please use high quality visuals, if they’re fuzzy we will ask for something else to substitute.
* We will send you comments on your RDs - you must address them before turning in the FD the Tuesday of week 9.
* Watch old DEVELOP videos for help with citations, but don’t feel like you have to have the video look the same way! The more creative the better!
* Make sure the credits go by slowly enough that you can actually read each line
* For on screen citations, be short! You do not need the full citation. Feel free to model your citations after the following (unless the creative commons license requires more information):
  + Example music on screen citation - Music: "Acoustic Breeze," Bensound
  + Example on screen citation for a picture - Image: Flickr
  + Example on screen citation for a video - Footage: Pixabay
  + Example on screen citation for partner provided clip - Source: Bob Smith, ARSET
* **NO code can be shown!**

**Questions? Contact your Comm POC via Teams message or email**:

* Celeste Gambino ([celeste.gambino@ssaihq.com](mailto:celeste.gambino@ssaihq.com))
* Ryan Hammock ([ryan.hammock@ssaihq.com](mailto:ryan.hammock@ssaihq.com))
* Paxton LaJoie ([paxton.lajoie@ssaihq.com](mailto:paxton.lajoie@ssaihq.com))
* Tyler Pantle (tyler.pantle@ssaihq.com)

Basically, besides making sure everything is cited and no code is showing, be creative in how you present the information! Be creative with this and have fun!

**Make sure to go over the Video Submission Checklist before submitting!**