VIDEO CONTENT

- Tell a story (beginning, middle, end)
- Bring your personality to the story
- Be authentic and passionate
- Use a hook
- Present a question
- Use language for a non-specialist audience
- Think about the bigger picture
- Provide a call-to-action at the end
- consider the following:

Who	- Who is the project for? - Who will benefit* from your research (people, places, businesses, society)?
What	- What is the project about? (summarise into a sentence – a pitch) - What are you hoping to get out of it?
When	- When will it benefit people, places, businesses, society?
Why	- Why are you doing this research? - Why did you want to focus on this subject?
How	- How does it impact the world? - How does this project impact business / industry / economy / environment? - How will it change the future of the mining industry? *Note: Presentations must clearly highlight the significance and benefit delivered by the research to Western Australia (details and examples are given in the guidelines for applicants).*

VIDEO PRODUCTION

Camera	• Most mobile phone cameras provide decent quality recording which is acceptable. • Film in the appropriate orientation for your chosen channel e.g. landscape for YouTube. • If you're looking to shoot in high resolution, a digital SLR camera may be a worthwhile investment either to hire, or to purchase if you intend to make more future videos.
Lights	• Ring lights that hold your smartphone in the centre help soften the picture and remove shadows. These range from a small clip-on ring-light for your phone, to bigger ones on stands and tripods. • It is always important to use natural light where possible. We recommend setting up near windows and doorways with the light in front of you, not behind you.
Sound	• A good quality microphone will significantly increase the quality of your audio as they provide clarity to your message and help reduce background noise. Most microphones inbuilt in phones provide decent quality if you are at close range. • Lapels are cheap and very effective or if using a phone, phone compatible microphones are becoming very affordable and accessible. • We recommend using a mic sock or wind muff to diffuse any wind or air movement if using an external microphone. • Do not use any music during your video but you can use music during your intro and outro slide if appropriate. It is easy to edit your videos on Canva (the free version) with copyright free music for an added extra.
Angles	• Try not to move around too much in your video although movement to demonstrate a piece of equipment or presentation slide is acceptable. • Front on angles are most effective in this style of informational video.
Location	• Choose a quiet location with limited external noises e.g. cars, air conditioning, washing machines, laboratory equipment (unless integral to the video). • Multiple locations help to tell your story so don't be afraid to take the viewer on a journey by going to different locations associated with your project research.

VIDEO PRODUCTION (CONT.)

Appearance	• Ensure hair is tied back or out of your face if required. • Wear t-shirts or blouses with minimal prints / logos / slogans. The exception might be if you are wearing a lab coat with your university logo which is acceptable. • To get maximum connection with your audience, look straight into the camera and not at yourself recording (although this is hard to do!) keep the camera at eye level or just above the eyeline to enhance engagement. • Maintain good posture. It is very noticeable on camera if you slouch, hunch or sit in a way that distorts your body. • Consider the rule of thirds. Split your camera frame into 9 sections and consider what is in each section. This helps to make your video more visually balanced dynamic. However, as this is an explainer video it is acceptable for you to be central in the frame, but maybe consider what is in the background, if it is distracting and takes away from what you are trying to say.
Editing	• Run a screen test. We highly recommend testing your set up before officially hitting record. This will help you to make adjustments to your video to help address lighting, sound quality, and colour issues. • While this competition is about Science Communication, anything to make your video more visually appealing is always welcomed. Using editing software to create opening and closing slides (with or without music), subtitles, initial name and position titles, location tags can all help to tell your story. • Your organisation or institution might have access to Adobe Premiere Pro, otherwise Canva (free or Premium), OpenShot and iMovie are all good programs to investigate.