Guidelines
for making your video presentation

You are welcome to give the same presentation you would have given at the face-to-face conference, but it needs to be in video format. Guidelines on how to do this can be found below.

- Ideally, your video will contain both your presentation slides and yourself.
- If you would normally speak without reference to slides or other visuals, make a video of yourself presenting your talk.
- If you would normally use slides, consider using screen capture software which allows the viewer to see your slides along with a frame of you presenting within the video.
- If you already have a video which your organisation uses for training or promotional purposes and which fits the criteria above, please feel free to submit this for consideration.

Content
- The maximum time allowed is 10 minutes. Videos that are longer than 10 minutes will not be considered.
- Plan your video before you start and make a storyboard to remind you where you are going.
- As you only have 10 minutes for your presentation, use only a minute or so to introduce yourself. Leave plenty of time to cover the content of your presentation.
- Capture your audience's attention right at the beginning. Create a sense of engagement up front to make people want to continue watching.

We are not expecting professional quality videos. Try your best and take the pressure off yourself.

Recording your presentation

Camera
- Use whatever you have – if a cellphone is all that you have access to, that is fine.
- If possible, use a tripod for your camera. If not, position the camera securely on a flat surface as holding it leads to a shaky video.
- It is also possible to use the webcam on your laptop. This is useful if you want to glance at a script or are using screen capture software.
- The camera needs to be at the right level. Your eyes should be in the top third of the frame. Try it out before you start your final video and adjust the level of the camera.
- Set your camera to film at a resolution of 480p, as this setting is best for a reasonable file size.

Creating a video on your cellphone
This **blog** post gives great ideas and easy to follow videos

Background

DOS
- Make sure your background is not too cluttered.
- A bookcase is a good backdrop as books help stop echo. A plain curtain is also good.
- You can tape a piece of plain coloured paper onto the wall behind you. A neutral colour like a warm grey or beige works well.

DON'TS
- Don't have a window in the background – the light spoils the video quality and makes you look fuzzy.
- Don't have a space behind you where other people or pets can walk through – it's very distracting.
- Don't have any background noises such as a television, people talking or message tones from a cellphone or computer.

Lighting
• Make sure you have more light in front than behind.
• Remember not to be in front of a window.
• If using extra lights, check the reflection of glasses if you wear them. Move the lights until there is no reflection and your face is not in shadow.

Audio
• If using your webcam, you can use an external microphone – this does not have to be expensive, but the better quality, the better the sound will be.
• Be careful where you place the mic so sound does not get distorted.
• Make sure the room does not echo and is free from too much external sound. A carpet helps, as does furniture like a bookcase.

Screen capture software
Screen capture software allows you to turn a slide presentation (such as a PowerPoint or Google Slides presentation) into a video. Some of the software options allow you to add a small frame of yourself talking the audience through the slides, which would be suitable for our conference, since we would like to maintain a personal touch.

Below are some of the available tools. There are many others available on the internet, both free and paid versions.

Screencast-o-matic
This software allows you to turn a PowerPoint or Google Slides presentation into a video. The video editor allows you to add animations etc. You are also able to add a small screen of yourself talking though the slides to the video. This is an online tool and does not need to be downloaded.

Access the software: https://screencast-o-matic.com/register
Tutorial: https://screencast-o-matic.com/blog/google-slides-presentation/

Snagit
The trial version of this software allows you to turn your slideshow into a basic video. The paid version allows for additional editing. The full version of the software is about $50 so if you intend to use the free version, familiarise yourself with the tutorial first before signing up.

Access software: https://www.techsmith.com/screen-capture.html
Tutorial: https://youtu.be/6m2xyZAnYKY

Loom
Loom Basic is free for use online and via a desktop app. Loom Pro (usually $10/month) is currently free to all verified teachers and students at K-12 schools, universities or educational institutions who are using Loom for classroom work.
(https://support.loom.com/hc/en-us/articles/360006579637-Loom-Pro-Free-for-Students-and-Teachers)
This software supports both iOS and PC.

Access software: https://www.loom.com/desktop
Tutorial: https://support.loom.com/hc/en-us/articles/360002236078-How-to-record-a-presentation-with-Loom-

Editing your video

To tidy up your video, use a simple video editor.
• Vimeo Create – allows for powerful editing but at a cost.
• iOS – iMovie, LumaFusion
• Android – PowerDirector, InShot
• Windows – Moviemaker, Filmora, Avidemax

File format
Please save in MP4 format. As far as possible, use a resolution of 480p. Ideally, videos should be 50MB and smaller.

Compressing your video
In order to upload videos to our website for consideration, and also for us to be able to send them on the WhatsApp platform, we need them in as small a file as possible.

Use compression software to reduce the file size. (Using the Zip format on your PC is not enough – this does not affect the source file.)

These are some of the programmes that will help you compress your video size:

Avidemux
Avidemux is a powerful video encoder that can compress video and make it smaller and much more data light. You can reduce the size of your video by more than 50%. This works really well with videos that don't have a lot of movements like people's faces and slideshows. It is available for PC, Mac and Linux.

Access the software:	https://mac.filehorse.com/download-avidemux/download/
Tutorial:	https://www.howtoforge.com/tutorial/how-to-use-avidemux-for-video-editing/

FormatFactory (Windows only)
This free software allows you to compress large videos to smaller file sizes and to convert file formats.

Access the software:	https://formatfactory.en.uptodown.com/windows/download

Handbrake
HandBrake is an open-source video transcoder available for Linux, Mac and Windows. Everyone can use HandBrake to make videos for free. HandBrake is a post-production tool. Its primary purpose is to convert videos from supported source formats to MP4 or MKV format and to reduce video file size.

Access the software:	https://handbrake.fr/downloads.php
	(Don't be put off by the rather strange logo – it really is compression software and not a cocktail recipe site.)
Tutorial:	https://www.youtube.com/watch?v=nnipCQPd0fw