

# Producing good video content

June 2023

As part of your application for membership to the UK Young Academy, you are asked to provide a web link to a short video outlining:

**A topic, issue or subject area that interests you, that could be an area for consideration for the UK Young Academy's work programme?**

This video will give you opportunity to talk about a topic or issue that you are passionate about and why it might make a good project as part of the UK Young Academy's new work programme. The selection committee are looking for you to demonstrate your enthusiasm and interest, as well as your ability to communicate a topic of interest succinctly within the limit of a 3-minute video.

Video requirements:

- No longer than 3 minutes in length.
- A web link to your short video, not a raw video file.
- We recommend hosting your video on a free video hosting site such as YouTube, Vimeo or similar.
- Available to view until at least March 2024.

Submitted videos do not need to be a polished product and can simply be filmed using your smart phone or tablet. However, please ensure your image is clear and the sound is audible, and you will find some best practice on how to achieve this below.

Please note, applications containing videos over the 3-minute time limit may be deemed ineligible.

## Reasonable adjustments

If you are unable or uncomfortable to complete the video as part of your submission, we do offer alternatives for this part of the application process, including the option to audio record your answers or provide additional time for your video.

Please get in touch with us at [enquiries@ukyoungacademy.org](mailto:enquiries@ukyoungacademy.org) to arrange or discuss any additional support we may be able to provide you to help you complete your application.

## Tips on content

- Remember to introduce yourself - say your own name
- We are interested to hear about your chosen topic or subject area, not about your background or career history which we can find in the rest of your application form. Make sure you focus on the question asked for your video.
- We are looking for your passion and interest in this topic to come through - think about your narrative. Why are you interested in this? Why is it an important issue or topic to you and wider society? Why would it make a good theme for a work programme at the UK Young Academy?

- Remember, the UK Young Academy's work programmes and activities are driven by our members. This is your chance to convince the selection committee that you are committed to involvement with the UK Young Academy and could bring interesting ideas and contributions.
- The best videos:
  - Show your human side - make your video personable and convincing.
  - Keep it short and succinct - the maximum time limit is there for a reason.
  - Have a powerful start and finish - plan what you want to say first and think about your overall narrative.

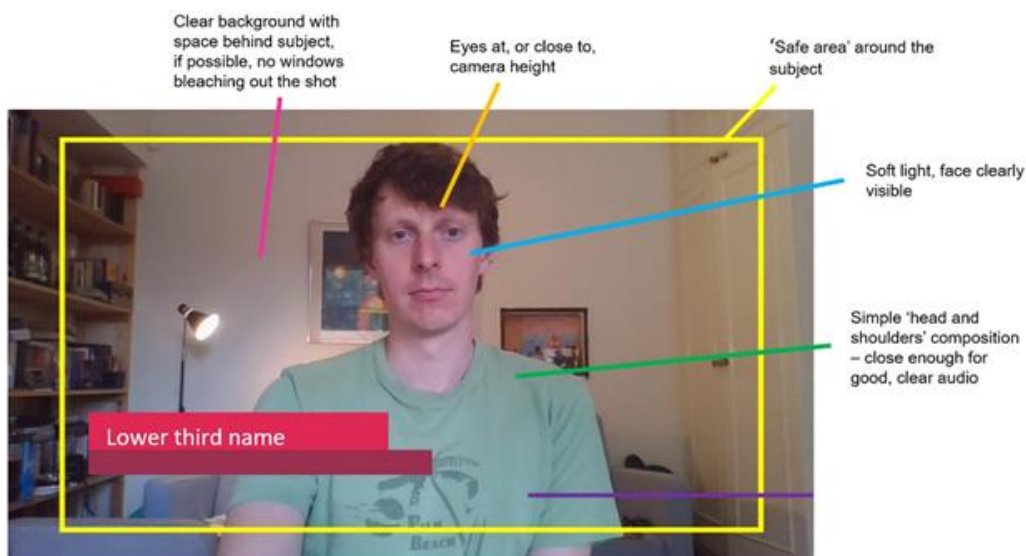
**Use of slides:** We would strongly discourage the use of slides in your video, as often they are hard to read and not very accessible for viewers using smaller screens such as mobile devices. Instead, you could think about other interesting and visual ways of showing information during your video.

### How should I compose the shot?

A useful video tutorial: [DIY Filming Guide - YouTube](#), particularly the sections on lighting, framing and sound.

Please think about how to compose a shot with audio and video quality in mind. Your normal desk setup may be fine for calls but may not be suitable for appearing in a video. Here are a few key points to consider.

- Select a location which is private and quiet and where you are unlikely to be interrupted.
- Avoid any locations where there are high levels of background noise or there may be occasional noise pollution from nearby.
- Try to make sure the space is well-lit, and your face is clearly visible. This means no windows directly behind you, or sharp side lighting putting the rest of your face in shadow.
- A simple background is best, but bookshelves, plants, lamps and furniture are nice too.
- Try to have your computer or device at eye-level rather than too far above or below you.
- Leave an area of safety at the edges of the frame (i.e. your head is not being cut by the top of frame)
- Please also keep sound quality in mind. If you are too far away from your device, your speech may be echoey or indistinct. Plugged in microphones or headsets may help improve audio quality.
- If you can, please take the time to find the best place in your home in which to film. Do a few trial runs to check video and audio quality of your set-up.



## Recommendations for programmes or hardware for capturing footage

- It is best to capture footage directly using your computer's webcam, rather than using the recording feature in Zoom or Teams. Most laptops have a built-in app for this purpose ('Camera' on Windows, 'Quicktime' on Mac) but if you're looking for something more sophisticated, the following articles can provide you with some recommendations and tips.
  - o <https://www.windowcentral.com/best-webcam-software-windows-10>
  - o <https://www.thetechlounge.com/best-webcam-software/>
  - o <https://biteable.com/blog/best-webcam-recorders/>
- If you find that your laptop produces very low-quality footage, you might like to consider using a **phone or tablet camera**, as long as you are confident that you can set it up in such a way that the camera is held still and level with eye height. If you use your phone, make sure to use it in landscape orientation, to avoid potential empty space around your finished video.

## Free video hosting sites

We recommend that you upload your video onto a video hosting site so you can provide us with the link, and below are some suggestions for free platforms.

- YouTube - <https://www.youtube.com/> - **our recommendation**, you just need a google email/account to set up a free YouTube account.
- Vimeo - <https://vimeo.com/>

You can make sure that only certain people see your videos by setting them to a specific setting.

In general:

**Public** means that anyone can watch your video.

**Private** means that only you (and on Vimeo, members of your team) can see your video.

**Password** will allow you to add a password for viewers to gain access to your video (on Vimeo, this includes Vimeo and non-Vimeo members).

**Unlisted** is a semi-private setting that will make your individual video visible only to people who have the link. Your video's credits will be removed, and the video will be removed from any channels or groups. Please note that anyone with access to this link can share it with anyone else.

On Vimeo, if you are a Plus (paying) user or have a higher tier paid subscription, you will have access to add your video as 'Unlisted'. YouTube offers this option for free.

**Ideally, once you upload and publish your video, you will set it as an unlisted video, without needing a password to access.** This will help us with the reviewing process. However, the application form does include a field where you can provide the video password if applicable.

**IMPORTANT:** Please ensure that your video is available to view until at least March 2024 when we anticipate the selection process to conclude.