

Display Board Demonstration Video Guidelines

Guidelines

1. Introduction

- 1.1. The Display Board Demonstration Video submission is a crucial component of IRIC, allowing participants to creatively explain complex scientific research and its methods, analysis, and results.
- 1.2. Your video should serve as a concise and engaging explanation, accessible to a broad audience.

2. Content preparation

- 2.1. Begin after conducting your team's research paper and display board and identifying their key components.
- 2.2. Structure your video to follow the logical flow of information presented on the display board, facilitating understanding and retention.
- 2.3. You can be as creative as possible for this demo video, showcasing the innovative work done by your team. All visual/digital materials are allowed to be shown in the video, but we highly suggest you focus on the display board.
- 2.4. Ensure that the video content is succinct and engaging, aiming for approximately 3-5 minutes to maintain viewer interest.

3. Presentation style

- 3.1. Adopt a clear, articulate, and enthusiastic speaking style to captivate viewers and maintain their attention throughout the video.
- 3.2. Enunciate words clearly and maintain a steady pace to facilitate understanding and engagement.
- 3.3. Utilize voice modulation and intonation to emphasize key points and maintain viewer engagement.
- 3.4. As the presenter does not need to appear on camera, ensure that any visuals or props do not obstruct the display board's content.

4. Technical specifications

- 4.1. Record the video in high-definition (HD) quality to ensure clarity of visuals and audio.
- 4.2. Ensure that the digital display board is captured crisply and clearly, with all text and visuals easily legible.

5. Content guidelines

- 5.1. At the beginning of the video, each team member should introduce themselves by stating their name, ensuring clarity and identification for the audience.
- 5.2. Introduce the research topic and objectives, providing context and significance to the audience.
- 5.3. Discuss the research methodologies employed including data collection procedures, analysis techniques, and experimental design.
- 5.4. Present the main findings and results of the research, referring to the content displayed on the board and providing detailed explanations where necessary.
- 5.5. Interpret the findings about the research question or hypothesis, discussing implications and potential avenues for further study.
- 5.6. Conclude the presentation with a summary of key takeaways and conclusions drawn from the research, reinforcing its significance and relevance.

6. Review and editing

- 6.1. Review the video recording multiple times to ensure accuracy, clarity, and coherence of content.
- 6.2. Edit the video as needed to remove any errors or discrepancies and ensure a seamless presentation.

7. Publication and promotion

- 7.1. After the submission deadline, the IRIC committee will upload the videos to the social media platforms of FuSSO.
- 7.2. Each participating team will receive a unique link to their video once it is published on social media.
- 7.3. Teams are encouraged to share the video link across their social media and personal networks to increase public engagement. The video's grading and nomination of the best-influenced awards will be determined based on the overall quality and the number of "likes, collects, and comments" of the video.

8. Important notes

- 8.1. Ensure that the video content complies with all competition guidelines and regulations.
- 8.2. Double-check the accuracy of the team's ID when naming the video file to avoid any submission errors.
- 8.3. Monitor the FuSSO's social media channels for updates and announcements regarding the publication of videos.
- 8.4. Actively engage with viewers and promote the video to maximize visibility and reach.
- 8.5. Encourage team members, friends, and followers to interact with the video by liking, sharing, and commenting to enhance engagement metrics.

Rubric

1. Content Preparation (10 points)

- 1.1. Thoroughly reviews research paper and display board (2 points)
- 1.2. Condenses content into a concise script mirroring the display board's organization (2 points)
- 1.3. Aligns video structure with the logical flow of information on the display board (2 points)
- 1.4. Avoids use of additional visual aids besides the display board (2 points)
- 1.5. Ensures video duration is approximately 15 to 20 minutes (2 points)

2. Presentation Style (10 points)

- 2.1. Adopts clear, articulate, and enthusiastic speaking style (2 points)
- 2.2. Enunciates words clearly and maintains a steady pace (2 points)
- 2.3. Utilizes voice modulation and intonation effectively (2 points)
- 2.4. Ensures visuals or props do not obstruct display board content (2 points)
- 2.5. Maintains viewer engagement throughout the video (2 points)

3. Technical Specifications (10 points)

- 3.1. Records video in high-definition (HD) quality (2 points)

- 3.2. Ensures crisp and clear capture of digital display board (2 points)
- 3.3. Uses appropriate video editing software to enhance visual quality (2 points)
- 3.4. Ensures the display board remains the focal point of the presentation (2 points)
- 3.5. Maintains clarity of visuals and audio throughout the video (2 points)
- 4. Content Guidelines (10 points)**
 - 4.1. Each team member introduces themselves clearly (2 points)
 - 4.2. Introduces research topic and objectives effectively (2 points)
 - 4.3. Discusses research methodologies comprehensively (2 points)
 - 4.4. Presents main findings and results with detailed explanations (2 points)
 - 4.5. Interprets findings and discusses implications effectively (2 points)
 - 4.6. Concludes presentation with a summary of key takeaways (2 points)
- 5. Review and Editing (5 points)**
 - 5.1. Reviews video recording multiple times for accuracy and coherence (2 points)
 - 5.2. Edits video to remove errors and discrepancies (2 points)
 - 5.3. Ensures seamless presentation and adherence to guidelines (1 point)
- 6. Submission Process (5 points)**
 - 6.1. Converts video file to MP4 format and renames it using team's ID (2 points)
 - 6.2. Sends video file as an attachment to IRIC committee's email before the deadline (2 points)
 - 6.3. Ensures compliance with submission requirements to avoid disqualification (1 point)
- 7. Publication and Promotion (5 points)**
 - 7.1. Actively engages with viewers and promotes video across social media (2 points)
 - 7.2. Encourages interaction with video to maximize visibility and engagement (2 points)
 - 7.3. Monitors FuSSO's social media channels for updates and announcements (1 point)

Best Influence Award

1. Highest Number of Likes on Social Media:

- 1.1. The team whose demo video receives the highest number of likes on social media platforms will be considered for the Best Influence Award.
- 1.2. Likes serve as a measure of audience engagement and indicate the level of impact the video has had on viewers.

2. Recognition by the Judging Panel:

- 2.1. The judging panel will assess the influence and effectiveness of each demo video based on its content, presentation, and engagement with the audience.
- 2.2. Videos that demonstrate exceptional clarity, creativity, and resonance with viewers may receive special recognition for their influence.

3. Originality and Creativity:

- 3.1. The award will also consider the originality and creativity demonstrated in the presentation of the research topic.
- 3.2. Teams that employ innovative approaches to communicate complex scientific concepts and captivate the audience's interest will be favorably evaluated.

4. Audience Interaction and Engagement:

- 4.1. The extent to which the video sparks discussion, encourages sharing, and prompts meaningful interaction among viewers will be taken into account.
- 4.2. Videos that foster a sense of community engagement and inspire further exploration of the research topic will be highly regarded.

5. Overall Impact and Reach:

- 5.1. The Best Influence Award aims to recognize the video that has the most significant impact and reach within both academic and broader communities.

- 5.2. Factors such as the diversity of the audience reached, the extent of shares and reposts, and the lasting impression left by the video will be considered.

6. Alignment with Competition Values:

- 6.1. The winning video should align with the core values of the competition, promoting scientific communication, innovation, and accessibility.
- 6.2. It should demonstrate a commitment to advancing knowledge and fostering dialogue within the scientific community and beyond.