

GUIDELINES FOR THE VIDEO PRESENTATION SUBMISSION

General

1. Team should make their own video in which s/he has to present/talk about the project via the help of the PPT submitted (***you can be creative to explain problem and solution part – instead of using only PPT for that***). Team lead has to upload the video presentation at www.youtube.com as **UNLISTED** video (**not PUBLIC**).
2. Title of the project, Name of the students, Bennett University must be there at the beginning and must stay for 10 seconds.
3. Each member should introduce themselves and talk about their contribution in the project in a couple of seconds.
4. Each team member should participate in the presentation (so divide the presentation slides among each team member) to explain different parts of the slides.
5. The video should not contain the PowerPoint slides.
6. Duration of the video presentation should be ~ 5 mins.

Detailed

The Basics

1. Audio Conditions – Film in a quiet place, where you are not likely to be interrupted.
2. Lighting – Film in a bright room, in the shade outdoors, or under cloud cover. Avoid bright sunlight as it creates harsh shadows. Avoid lighting that comes only from directly above.
3. Camera Orientation – Film with landscape orientation (horizontally.) This will be most practical for viewing on all types of devices.
4. Composition – Having your subject in the center of the frame, looking directly into the camera, creates a very personal feel and can load your video with emotion.
5. Camera Angle – Keep the camera just above your subject's eye level, slightly angled down, which is flattering for most people.
6. Stabilize – Use a tripod, or mount the camera to something stationary whenever possible, but don't worry improvised methods are often just as effective.

7. Have Fun – Chances are, you do not have professional actors on staff. Do not take yourself too seriously or put unrealistic expectations on what you can produce.

Open with A Bang!

You typically only have seconds to capture a viewer's attention. This can be accomplished with a startling statistic, quote, or simply a powerful combination of video clips and music that draws in the audience's attention. People also appreciate getting critical information fast, so a quick summary of what the video will cover can be just as effective.

Connect with Your Audience

Show them what they want to see. Consider what information is most important to your viewer. For many non-profits, potential donors are really just looking to understand the impact of their donation. Show or tell them exactly where their money will be spent.

Prioritize Audio

People are often willing to forgive shaky, blurry or low-quality visuals as long as they can hear what is being said clearly, but there is nothing that will cause viewers to drop off quicker than audio that is too quiet or is overpowered by background noise.

Most smartphones can record decent audio if you are careful about your surroundings and keep the subject relatively close to the mic. But this is where a small investment may make sense for your video project.

Keep It Concise

We all have a busy schedule. Sadly, this has put us in a "time is of the essence" mentality and our attention span is continuously shrinking. The shorter the video, the more likely people will watch your entire video. But this also depends on where you intended to post your video and its purpose.

Be Authentic

Without professional training in video production or acting, it is usually best to stick with what you know. Be sincere and direct and seek to inform rather than to persuade.

Call to Action!

Be sure to tell your viewers EXACTLY what you want them to do after they finish watching your video. Include links, instruction, and contact information wherever possible. Make sure that your call to action is simple, easy, and quick to execute.

Editing and Titles

Some very simple editing can add tremendous production value and credibility to your video. Plan for this to take some time, but there are several free and simple programs that will allow beginners to add titles, logos, background music, credits, and also do some basic cuts and transitions.

Some of these programs include iMovie (for Apple users) and Windows Movie Maker, Camtasia (for Windows users). You can find free tutorials for both of these programs by searching on YouTube.

Some more tips can be checked on the links below:

1. 8 Beginner Tips for Making Professional-Looking Videos – [Click here](#)
2. 12 Simple Tips for Making Your Videos Look More Professional – [Click here](#)