6 Tips for Creating a 3 minute CityLAB Showcase video

Your video is what will bring the human element to your Project Showcase.
Your infographic is showing the bare bones of what you researched, but this is your chance to expand upon that in a meaningful and clear way, and bring a face to the project.

1 Concept: Where to start?

Keep it short, concise, and geared towards a general audience. Use general language instead of research specific phrases, to share the bigger picture, not the details.
Begin by expressing why this project is meaningful and important to the public. Why should they care?

2 Structure: What should I cover?

Work through the project from start to finish giving a very brief overview of:
Problem
Goal
Challenge
Progress
Next Steps

3 Creating a Script - What do I say?

Storytelling is key here. You want the video to be a narrative with a beginning, middle, and end.
Express why the project is important, and finish by telling the audience what happens now (or next)
Search 3 minute Thesis on YouTube for many excellent examples

4 What to Avoid?

Keep it simple!
Avoid sudden movements and touching your hair and face. Ensure you have a clear empty wall behind you without clutter. Record on a laptop, or a phone that is **stationary**. Don't hold the device and record yourself selfie-style.

5 Length and Format

Keep the videos to 3 minutes or less.

You can use a slide, use elements from your infographic, or have a video of you speaking. Students can split the video into a sections and edit them together for more participation.

6 Audio Quality/ Upload

Make sure you review the video before you send - is the sound working? Are the transitions smooth? We can do some minimal editing, but please submit a product you are comfortable sharing with event guests.
Videos will be uploaded to Google Drive, link in Showcase Survey

Thank you, CityLAB Students!

CityLAB HAMILTON