



# VIDEO ABSTRACTS

## Tips and tricks



# Why make one?

1. Great way to explain your research, with more freedom than paper.
2. Disseminate your work and communicate its implications to the widest audience possible. Share it on your social media channels (and ask your department or institution to share it on theirs)
3. Illustrate complex theoretical phenomena through practical demonstrations, introduce viewers to the equipment and tools you have used in your research and engage with your audience in a more informal manner.
4. **Articles with a video averaged:**
  - 447% higher Altmetric Attention scores
  - 111% higher full text views on Wiley Online Library



# What to do

- Develop a written script or a transcript.
- Create background materials that you would like to appear on the video. Examples include slides, animation, graphics, patient images.
- Put together your script with the image materials to create a storyboard.
- Prepare a camera-friendly environment for the shoot, with adequate lighting and an interesting background. Avoid having distracting movements in the background.
- Ask for help. Many research institutions have a press department that may be able to offer assistance. They may be able to lend cameras and microphone equipment and may even be able to edit your video footage. Be sure to contact your university press officer for more advice *before* you start filming to see how they can help you.

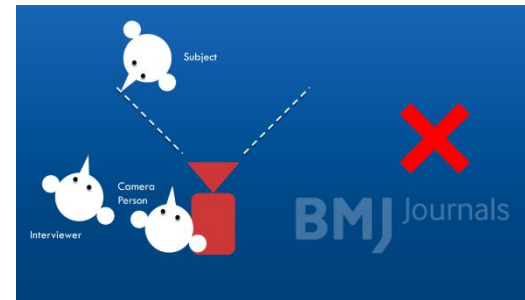
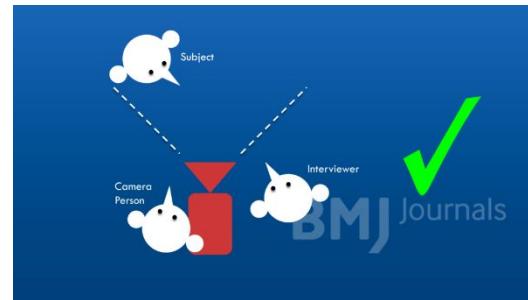
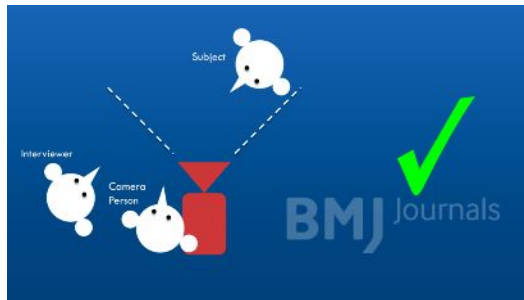
## Video abstracts' elements

- Author(s) on camera.
- Interesting footage and or graphics
- Animations
- Re-enactment of a situation to illustrate a medical procedure or consultation
- Context footage (labs, main features of the study)
- General footage of people, given medical or scientific context, interviews, group discussions etc.



# DOs and DON'Ts

- **Don't** make videos that are too long (more than 4 minutes).
- Correct camera placement for an 'off-camera' shot (you are not looking at the camera while speaking).



## Examples





# DOs and DON'Ts

- **Don't** make shots that are too wide, and don't place the narrator too close to the background. This shifts the focus from the subject and message.
- **Don't** 'chop off' the narrator's head.

Examples



- **Do** keep the camera at eye level.





# DOs and DON'Ts

- **Do** try to ensure that you have as much light as possible when filming your video. Natural light gives better results and filming your piece to camera outside is a good way of ensuring even lighting conditions. Sometimes your own office or laboratory can be the best place to discuss your research. If you are sitting in your office ensure the lighting is adequate. Try to use multiple light sources to avoid creating too much contrast.
- **Don't** sit directly in front of a window or any other light sources.
- **Do** try to reduce vibration to a minimum by using a tripod or use a camcorder with a stabilizer. This will make the overall quality of the video look better after compression.
- **Don't** attempt to film while walking and don't zoom in and out too often.
- **Do** make sure there is nothing moving in the background that might distract the viewer's attention. The simpler the background, the better it will look on a computer screen.



# DOs and DON'Ts

- **Don't** use blank walls, empty whiteboards or blackboards as a backdrop. Stationary backdrops are better for compression but coloured backgrounds, posters or the bookshelf in your office might be better, more interesting alternatives.
- **Do** use a slight overexposure when filming as this reduces intricate details, resulting in less information to process during video compression. Also, some computer screens tend to make videos look darker, so added brightness can improve image quality.
- **Don't** underexpose your subject too much as the resultant video may appear even darker and more difficult to discern on screen.
- **Do** keep your frame simple. Trying to incorporate too much action or movement in a frame will make the eventual file compression more difficult. If a person is speaking to camera, try filming them from the shoulders up to avoid catching too much body movement.
- **Don't** film in areas where people or traffic are likely to appear in the frame.



# DOs and DON'Ts

- **Do** maintain eye contact with the camera if addressing your audience directly.
- **Do** choose to have someone standing off camera at whom you can look to maintain a constant eye level if filming your piece in the style of an interview.
- **Don't** get distracted by activity off-camera.
- **Don't** use bright lights to illuminate your writing surface: white- and blackboards can reflect light and obscure the surface for the viewer, so please be aware of this and alter the position of your light source accordingly. A room with plenty of natural light is best.
- **Do** incorporate data, animations or simulations into your video to further illustrate your work and engage your audience.
- **Don't** incorporate music or any other material that you are not the direct IP owner. Copyright laws are a common reason for a video abstract to fail gaining traction on social platforms. Most journal publishers guidelines advise against using background music on a video abstract, even if the music is coming from a royalty free source.





# DOs and DON'Ts

- **Don't** display animations by filming them on a computer screen or a wall projection while you present to camera. This method makes animations very difficult for viewers to discern.
- **Do** include a transcript for your video abstract. A transcript will allow anyone to follow your video abstract and help them get the most out of your efforts.
- **Do** speak clearly at all times.
- **Do** speak to your audience. Silent films with no narration are far less engaging.
- **Do** ensure that your transcript is written in correct English.
- **Don't** submit a transcript that differs from the narrative on your video.
- **Do** ensure that background noise is kept to a minimum if you film in your lab: loud extractor fans/motors etc will reduce the sound quality and will be very difficult to edit out.
- **Don't** film next to busy roads or in high wind if you film outside.



# How to create video abstracts





# Video Abstract Example





# Video Abstract Example (professional production)

