

Video Tips, Recommendations, and Resources

3-minute Thesis

Video: Intended Audience: Members of the ERAU Community.

Length: 3 minutes.

Goals: To provide an elevator pitch about your research within a 3 minutes video and one PowerPoint Slide. Your audience should know the major elements of your research and why it is important.

Suggestion: Video capture by good quality cellphone camera, tablet, webcam or portable camera should work well. Think of this video as your 3 minute elevator pitch about your research.

Things to Consider for your Pitch:

- What are you researching and any implications?
- What made you interested in your research topic?
- Any stories or experiences to relate topic with audience?
- What are the next steps with your research?
- Don't use academic jargon, use language for a general audience with a variety of backgrounds and expertise.
- Why is this topic important and why should the audience care?

Things to Consider for your Slide

- Visuals and photos should be clear and easily understood.
- If using graphs and data, keep it clean and simple.
- How does this element (text, image, graph etc.) help you argument?
 - o If it does not help your argument, you should not be using it.
- Do not use paragraphs of text. Use short and concise language in bullet point style.
- As a rule of thumb your slide should be about a 50% balance between visuals and text.
- Remember you only get One Slide!

Resources for How to Make a Video

Hunt Library Guide on Video Production and Virtual Presentations.

<https://guides.erau.edu/URS>

Digital Studio How to Videos

[Canvas Studio Video Tutorial](#)

[Recording Presentations Using Zoom](#)

[Recording Slides and Voiceover in PowerPoint](#)

[Adding PowerPoint Slides and Voiceover to Prezi Presentations](#)

[Setting Up a Recording Space](#)

Setup a consultation with a [Digital Studio Tutor](#) to help with video production or posters.

LinkedIn Learning

- Provides a variety of how-to-guides for video production
- To access this service please log into ERNIE>Click on All Tools>Access LinkedIn Learning
- Search Video Production

