Video Tips and Recommendations

Video: Intended Audience: Members of the ERAU Community.

Length: 2-3 minutes.

Goals: To introduce the presenters and their research to guests visiting the site. The video is an opportunity to share your passion and energy for your project.

Suggestion: Video capture by good quality cellphone camera, tablet, webcam or portable camera should work well. Think of this video as your 2-3 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.

Resources for How to Make a Video

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