



Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından finanse edilmektedir
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Turkey in Horizon 2020 II

Producing a 3-minute Video

Project Writing Training 15,
9th September 2022



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First Health Warning!

- Various examples are available on the www.
- Each video will be specific to the project and the team behind it
- This short presentation is therefore based on good working practice rather than any specific example...



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...second Health Warning – we all see ourselves as
movie directors!

What do the EC expect?

'Core members of team (up to 3 people) should illustrate your innovation and the main motivation behind your application.'

- You should keep the video simple
- Objective is to show the team behind the idea/proposal and your motivation
- If you do not have a team, you can include future team members or say how you plan to acquire the resources needed



Home made or professional?

- EC expects simple video – but it may be very competitive and it is an important way of getting your project reviewed!
- There are many online sources for video templates, as well as excellent production advice
- Personal devices also have excellent facilities – iPhone, iMovies, etc.
- BUT – it is not just about the technology, there is a lot of expertise involved...



... 6 key aspects to think about!

- Format
- Audience
- Message
- Content
- Presentational issues
- Technical issues



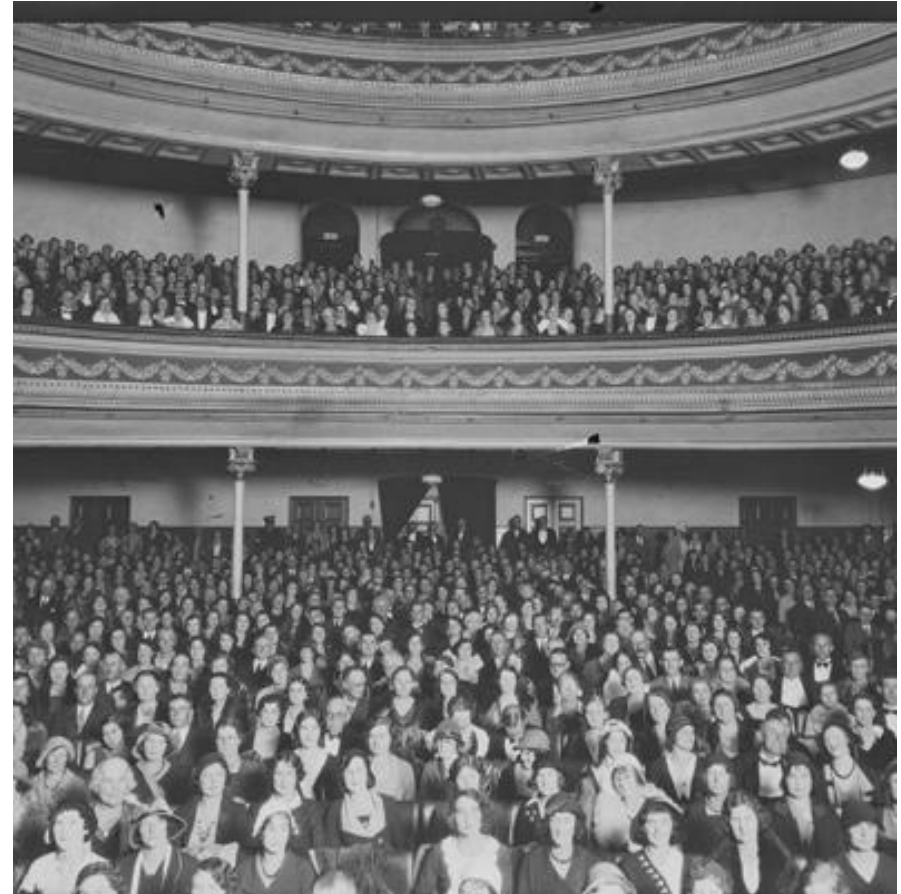
Format

- Explainer – ‘talking head’
- Voiceover
- Interview
- Existing footage
- Presenting Pitch Deck as video-linked stills



Audience

- Know your audience
- Give them what they want to hear
- Talk **TO** them, not **AT** them
- Include elements that will keep their attention
- Remember the brain processes images 60,000 times faster than text!



Message

- Make a good impression immediately - the 'WOW factor'
- Follow it up with problem you will be solving and the bigger benefits to industry, society, environment...
- ...and don't forget your clever solution...
- ...and the market need you have identified
- Only include elements that will keep attention



Content

- Keep it simple and to the point – ‘short and snappy’
- Plan ahead so that recordings may be edited to best effect – industry uses story boards to plan
- Include key team members – using strict scripts – to give balance
- Use language that audience can relate to and remember
technologists will be in the minority



Presentational Issues

- Quality, clarity and fluency of speaker(s)
- Many evaluators will not be native English speakers
- Appearances – people, locations,
- Backdrops
- Moving camera rather than fixed
- Continuity – especially when editing



Technical Issues

- Camera angles – too high/too low?
- Lighting
- Camera position – close/distant?
- Music?
- Working noises
- Sound quality
- Beware background noises



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...and finally

- Rehearse, refine, review
- Show video to outsiders
- Accept criticism, don't be defensive
- Get reactions and act upon them



Any questions?





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