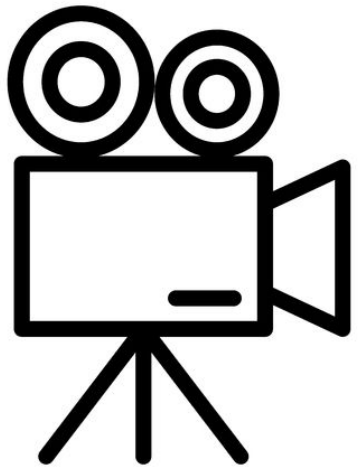


# Why make a one minute movie

This can be used to:

- Recruit students
- Inform external visitors to your webpage of your research (may include stakeholders, consumers, grant reviewers, other people in the University, potential collaborators, people wanting to ask you to do things!)
- Etc etc

Today we will go through the concept of how to make a video and give some tips.



# How to make a one minute movie

Think about your target audience – I suggest to start with a general video that can be used in different settings (eg PhD recruitment, on your Flinders page)

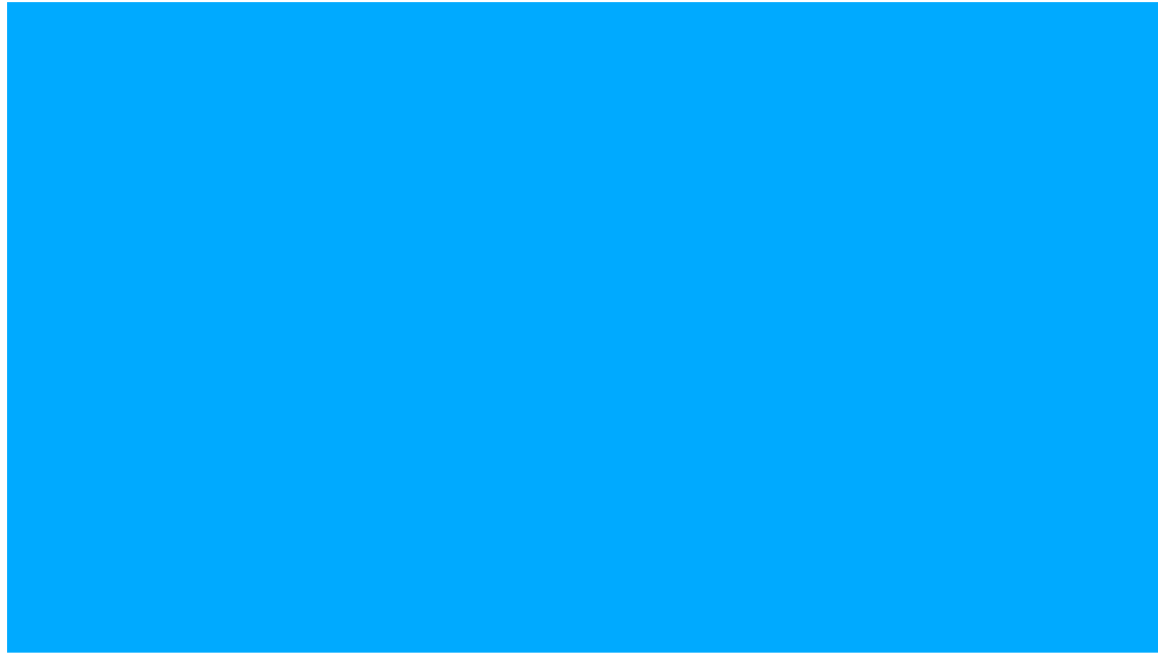
What is your main message?

Tell a story (beginning, middle and end) – write a script ~100-150 words

## Structure

- Introduce who you are and in which lab you are working
- What area of research are you in and why it excites you.
- Was there an interesting observation or reason for why you are concentrating your efforts in this area?
- How you are going to tackle the problem?
- Significance of research – why would you want to do this research





## Suggested structure

1. State your question or area of interest
2. Why is it important
3. How will you address the problem (techniques) and with whom (team)
4. SIGNIFICANCE

## Tips

1. Try to look excited and enthusiastic
2. Think about your filming background
3. Keep it simple

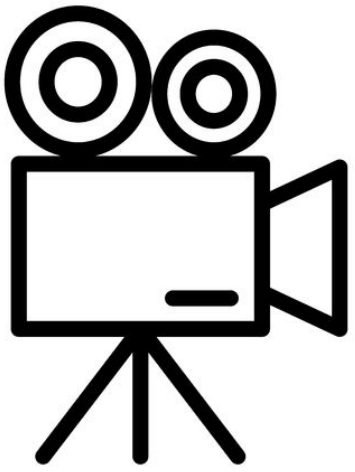
## More examples

<https://warwick.ac.uk/fac/sci/med/research/videos/oneminute/>

## Tools for making a video

<http://thescientistvideographer.com/wordpress/tutorials/>

[https://www.youtube.com/watch?v=j7YIGEAwb\\_E&feature=youtu.be](https://www.youtube.com/watch?v=j7YIGEAwb_E&feature=youtu.be)



## What next?

Give it a try – get help from lab members or each other

Get ready to share videos next session for feedback

**Next time will be informal**

Stephanie Bryant from Marketing and Communications will drop in to provide advice and tips