



# NSF INCLUDES: Video Showcase



**NSF INCLUDES:**  
Envisioning Impact

<http://includes2017.videohall.com>



The NSF INCLUDES initiative (Inclusion across the Nation of Communities of Learners of Underrepresented Discoverers in Engineering and Science), enhances U.S. leadership in STEM disciplines by proactively seeking and effectively developing STEM talent from all sectors and groups in our society.

On March 20<sup>th</sup> - 27<sup>th</sup>, NSF-funded INCLUDES projects will showcase three-minute videos that share their cutting-edge work.

## SHARE EVENT



## SUBMIT YOUR VIDEO

**UPLOAD NOW!**

SUBMISSION ENDS MARCH 7,  
ONLY APPROVED PRESENTERS MAY SUBMIT.  
QUESTIONS? [READ FAQs](#) OR [CONTACT US](#).



## ABOUT EVENT

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Any opinions, suggestions, and conclusions or recommendations expressed in this presentation are those of the presenter and do not necessarily reflect the views of the National Science Foundation;



# NSF INCLUDES: Video Showcase

To see examples of 3 minute videos submitted by NSF projects go to:

<http://stemforall2016.videohall.com>

**NSF 2016 VIDEO SHOWCASE**

HOME **VIDEOS** PRESENTERS FACILITATORS ABOUT

**FILTER:** **SHOWING 65 RESULTS FOR KEYWORD: "Broadening Participation"**

**BY RECOGNIZED**

**BY KEYWORD**

- Mathematics
- Science
- Engineering
- Computer Science
- Cyberlearning
- Integrating STEM and CS
- Technology
- PD Models
- Design and Development
- Research / Evaluation
- Broadening Participation**
- Informal Learning
- Addressing NGSS

**Quality Education is Accessible**  
Brianna Blaser

**STUDIO: Build Our World**  
Leslie Herrenkohl

**Innovation Institute at the New York Hall of Science**  
Priya Mohabir



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The screenshot shows the NSF 2016 Video Showcase website. The header includes the NSF logo and the text "2016 VIDEO SHOWCASE". Navigation links for HOME, VIDEOS, PRESENTERS, FACILITATORS, and ABOUT are visible. A filter sidebar on the left is circled in red, showing options: "BY RECOGNIZED" (with sub-options: All Recognized, Facilitators' Choice, Presenters' Choice, Public Choice), "BY KEYWORD", "BY AGE/GRADE LEVEL", "BY RESOURCE CENTER", "BY INSTITUTION/ORG", and "BY STATE". The main content area displays "SHOWING 13 RESULTS FOR ALL PRESENTATIONS RECOGNIZED AS FACILITATORS' CHOICE (IN ALPHABETICAL ORDER)". Six video thumbnails are shown, each with a star icon in the top right corner. The first row includes: "Children's Measurement, Children's Mathematics" by Jeffrey Barrett; "#NEStworking: Advancing Tech Careers and Entrepreneurship" by Jill Denner; and "Geniverse: Online Genetics Experimentation... with Dragons" by Chad Dorsey. The second row shows three more thumbnails, including one of a forest and one of a person in a hat.



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## Dissemination and Discourse

- Before the live event we will send you sample text with the url of your presentation to send to stakeholders.
- The url will NOT be live until the event actually starts.
- We rely on you to reach out to your social and collegial networks to bring multiple audiences and their perspectives to the event.
- Doing so will provide rich discourse on both your video and also on the videos of your colleagues.
- During the event you will respond to comments and questions to your video AND supply questions, comments and feedback on the videos of your colleagues.



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# Storytelling and Moviemaking Tips

**Jim Galdos**

Videographer and Editor



# Filmmaking Process

- Take stock of existing visual and audio materials
- Script
- Create new audiovisual content
- Import new and old audiovisual content in editing software
- Edit
- Add NSF disclaimer because you have to



# Audience and Emotion

- Who is the audience?
- What emotions do I want them to feel during and at the end of the movie?

# Scripting

- Everyone can do it
- Good both for voice over movies and non-scripted content
- 3-5 main points per movie
- Points related in a “therefore” or “but then” relationship
- Three Act Structure



# Act 1



- Hooks the audience
- Introduce the problem/inciting incident
- Create sense of mystery, wanting to know more
- Pose questions
- Something surprising or provocative
- Introduce characters
- Work on simple, succinct description of project

# Act 2



- The “meat” of the story
- Hardest act – most freeform
- Develop solution to the problem/advance the cause
- Starts answering questions from Act 1 but sometimes with more complications
- Discuss how you envision your project’s impact (could be Act 3)
- Keep it simple, avoid new characters

# Act 3



- Emotional climax and resolution
- Use your best or second best stuff
- Looking to the future, summary, call to action

# Scripting Doc

## Audio Content

These frogs are disappearing at an alarming rate.

But study of these vulnerable populations has led us to identify an even greater problem.

## Visuals

Rare frog shot "rare\_frogs.jpg"

Overhead rain forest shot

## Graphics/Titles

Amazon Rain Forest, Brazil

# Sound

- Most important technical aspect
- Eyes can tolerate almost anything, ears very picky
- Prioritize sound for interviews, voice overs, testimonials

# Improving Sound

- Get closer: 1-3ft
- Choose location prioritizing sound
- Eliminate background noise
- Use headphones





# Filming

- Get closer
- Passion and confidence is what we see
- B-roll
- Use tripod, get hands off camera
- iPhone 6 stabilizer – use horizontally
- Square Jellyfish mount for phones – need stand/tripod

# Editing

- Windows Movie Maker, Apple iMovie, Camtasia
- Audacity: free audio editor
- Same concept: import, timeline, drag and assemble
- Google and YouTube pretty much anything
- Save versions and backup to multiple drives

# Questions