

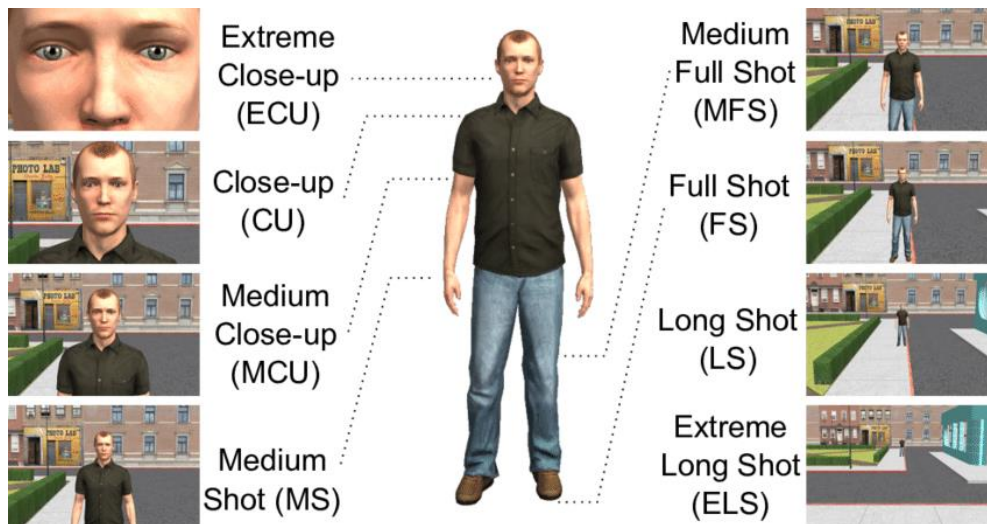
How to Make a YouTube Video:

Hardware:

- You can find use a video camera for high-quality filming. We use Panasonic P2 video camera or DSLR (Digital Single Lens Reflex), that is maybe a better option for the image quality.
- Consider purchasing a dedicated microphone. Good sound quality can make or break a video. If you can find a microphone that is compatible with your recording item, your videos' overall quality will improve immensely.

Filming the video

- Make sure you have plenty of light. If possible, film during the day, using natural daylight. You should sit facing the light, and the camera should point toward you.
- Keep your background clean (professional-looking background is more pleasant to look at than is an untidy one).
- Speak loudly and clearly. This serves the dual purpose of both ensuring that you make the most of your audio quality and capturing your audience's attention.
- We recommend a Medium Close-up or a Medium Shot. This shot size is captured at a medium distance from the subject.



- Film transitions. We use hard cut (<https://youtu.be/0gnbm0Z5y!!>).
- You can find an example here: <https://youtu.be/8ODunMJHt6E>

Video format:

- Video format: mp4 is fine for YouTube.
- Duration: we recommend around 1-2 minutes.

Logos and other information:

- If you have a ScienceShop logo, you can include in the top right section like a “bug2 or “dog” (https://en.wikipedia.org/wiki/Digital_on-screen_graphic)
- At the end, you must include UE logo and this text:

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(UE logo <https://ec.europa.eu/easme/en/section/communication-toolkit>)

