

Creating Your Innovation Stage Video

One of the submission components during the Innovation Stage is your team's **3-minute innovation video** that highlights how your innovation/company operates. This might sound a bit daunting at first but fear not! After we break down the important aspects of this video, you'll be ready to film, edit, and upload in no time.

There are four requirements to the video outlined in the Student Guide: (1) Innovation Model feature, (2) maximum 3 minutes in length, (3) linked to YouTube or Vimeo, and (4) uploaded in a MP4 file format (smaller than 300 MB). In checking off this checklist, there are a couple key points you should keep in mind when you compile your video.

To reiterate, this is only a 3-minute video, and it should be maximized to its full potential. Some major pointers are:

- *Contemplate on the order of the information presented and how they flow with each other.*
 - There should be seamless transitions, both verbally and visually, when you switch off from section to section. It is easier for the audience to stay engaged when the visuals enhance what you're speaking about, so think of creative ways to keep the screen moving without being too distracting. It can be executed by how certain images pop up onto the screen, how visuals can be matched with hand gestures, etc.
- *Be cognizant of your talking speed throughout the video.*
 - You don't have all the time in the world to pitch your idea, however, you still must talk slow enough and enunciate so that the words you do say have an impact and can resonate with the audience.
- *If you plan on being in the video, consider doing voice overs instead of recording audio and video in one shot.*
 - By separating the two, this ensures that you can focus on exactly what you want to say, how you want to say it. Then, while you mouth over the words in the video, you can focus on gestures and your overall presentation.
- *Something that will take your video to another level is some sort of physical representation of your innovation; it'll be optimal to include.*
 - A CAD, a clean sketch—no matter how simple you think it may be—will be extremely useful for both you and the judges. It is the link between a simple concept to its real life implications and effects.

If you're concerned about how to edit videos in the first place, there are both free and paid video-editing platforms and resources you can utilize. A personal favorite is **Premiere Pro**, which has a monthly subscription fee. It is one of the most powerful video-editing tools out there and will allow you to carry out niche tasks and designs. A comparable option many also use is **iMovie**. iMovie is also expansive in terms of what it allows you to do, and best of all, it is free as it comes installed for macOS! Another free option is **DaVinci Resolve**, which can be run on macOS, Windows, and Linux (more inclusive!). All of the mentioned tools are extremely

powerful, but that also means there will be a learning curve to them. I recommend any of those softwares if you are willing to invest your time into getting to know the platforms. I also suggest taking advantage of subscriptions your schools may have to certain platforms; it can be easily missed but an easy way to minimize costs! For example, see if your school account is already linked to softwares, such as **weVideo**, so your team can use that rather than paying for additional software! This will obviously differ from team to team, but it is best to use what you already have!

With any more questions or concerns, contact info@conradchallenge.org, and good luck with your preparations!

Video-editing softwares mentioned:

- Premiere Pro
- iMovie
- DaVinci resolve
- weVideo