



## SCI ARTIST-INNOVATOR FUND APPLICATION GUIDELINES

### VIDEO TIPS

We want to get to know YOU and what inspired your innovation. This is a way for us to learn more about you and an opportunity for you to communicate your innovation in a short, concise manner. Here's what you need to do:

Create a short video (no more than 90 seconds) explaining the following:

- Describe the innovation for which you are seeking support. Is it a product or service (or something else)?
- Address what stage your innovation is in (prototyping, licensing, production, expansion of business, etc.), and how long you have been working on this.
- What impact will your innovation have on your communities?
- Why and how are you the right person uniquely able to solve the problem your innovation is meant to tackle? (Feel free to brag!)
- Include how this innovation reflects your SCI perspective and what inspired your innovation.

Your video can be filmed without fancy production – it can even be done with your phone! Here are some tips:

- **Shoot in landscape mode.** Turn your phone sideways instead of shooting in portrait. It gives a better sense of surroundings.
- **Hold it steady.** You may use a tripod or position your camera to reduce shaking.
- **Lights matter.** Your footage will look best when you shoot with lots of light.
- **Sound matters.** Get your microphone as close to you as possible and be mindful of background noises (such as street sounds, electronic devices, and wind). You may want to use a headset or ear buds and record in a quiet room.
- **Stick to a script and practice.** You need to cover a lot of information in a short time.
- **Watch it.** Review your video before you upload to ensure that it includes all the necessary information and is watchable.
- **Don't wait until the last minute to upload your video!**

Upload your video to YouTube or Vimeo and provide a link to your video.

Please note that no more than 90 seconds of your video will be played, so as to give all applicants the same amount of review time.