Honors and Honors Fellow Presentation Guidelines & Instructions

If you received an Honors Fellowship or Charles Center summer funding and are currently pursuing an honors thesis, you are **required** to create a three-minute, one-slide presentation on your research that will be showcased as part of Undergraduate Research Month in April. *If you are currently pursuing an honors thesis but did not receive summer research funding from the Charles Center, we encourage you to participate!*

We will be following the Three Minute Thesis (3MT®) format. The goals of the three-minute video are to cultivate students' academic, presentation, and research communication skills. Students will learn to effectively explain their research in three minutes in language appropriate for a general audience.

Read all guidelines, tips, and instructions below before filming your presentation. Instructions on how to film and submit your video are at the end of this document.

Presentation Guidelines:
- Presentations are limited to 3 minutes.
- Presentations are considered to have commenced when the student starts their presentation through speech (timing does <u>not</u> include the title slide and commences when student starts speaking, not at the start of the video).
- Videos must meet the following criteria:
    - Filmed in horizontal/landscape orientation
    - Filmed on a plain background
    - Filmed from a static position
    - Filmed from one camera angle
    - Contain a title slide (at beginning)
    - Contain ONE additional PowerPoint slide (top right corner/right side)
- A single static slide is permitted in the presentation (no slide transitions, animations or 'movement' of any description). This can be visible continuously, or 'cut to' (as many times as you like)
- The 3-minute audio must be continuous – no sound edits or breaks
- No additional props (e.g. costumes, musical instruments, laboratory equipment and animated backgrounds) are permitted within the recording
- No additional electronic media (e.g. sound and video files) are permitted within the video recording

Tips from 3MT® (http://bit.ly/tipsfrom3MT):

Drafting your Video

- **Write for your audience**
    - You should be able to explain your research to a non-specialist audience.

- Avoid jargon and obscure academic language;
- Explain concepts and people important to your research (you may know all about Professor Smith's theories, but your audience may not);
- Highlight the outcomes of your research and the impact it will have;
- Imagine that you are explaining your research to a close friend or fellow student from another field;
- Do not devalue your research; what you are doing is exciting and you should convey enthusiasm for your subject.

- **Tell a story**
  - You may like to present your three-minute video like a story, with a beginning, middle and an end.
  - It is not easy to condense your research into three minutes, so you may find it easier to break your presentation down into smaller sections. Try writing an opener to catch the attention of your audience, then highlight your different points, and finally have a summary to restate the importance of your work.

- **Have a clear outcome in mind**
  - Know what you want your audience to take away from your presentation. Ideally, you would like the audience to leave with an understanding of what you are doing, why it is important and what you hope to achieve.

- **What not to do**
  - Do not write your presentation like an academic paper. Try to use shorter words, shorter sentences and shorter paragraphs.
  - You can use humor, however, be careful not to devalue your presentation.

- **Revise**
  - Proof your three-minute presentation by reading it aloud, to yourself and to an audience of friends and family. This allows you to not only check your style, but it will allow you to receive critical feedback. Ask your audience if your presentation clearly highlights what your research is and why it is important.

Presentation PowerPoint Slides

An engaging visual presentation can make or break any oration, so you want your slides to be legible, clear and concise.

- **Less is more:** Text and complicated graphics can distract your audience – you do not want them to read your slide rather than listen to your video.
- **Personal touches:** Personal touches can allow your audience to understand the impact of your research.
- **Creativity drives interest:** Do not rely on your slide convey your message – it should simply complement your spoken oration.
- **Work your message:** Think about how your slide might be able to assist with the format and delivery of your presentation – is there a metaphor that helps explain your research?

Three-Minute Presentation

Practice, practice, practice! Before you record your presentation, is it important to practice so you can present with confidence and clarity. Read from cards if you must, but be sure to look up and be lively.

Vocal range
- Speak clearly and use variety in your voice (fast/slow, loud/soft).
- Do not rush – find your rhythm.
- Remember to pause at key points, as it gives the audience time to think about what you are saying.

Body language
- Stand straight and confidently.
- Hold your head up and make eye contact.
- Never turn your back to the audience.
- Practice how you will use your hands and ensure your presentation is recorded/delivered from a single position.
- Do not make the common mistakes of rolling back and forth on your heels, pacing for no reason or playing with your hair as these habits are distracting for the audience.

Dress
- Students should follow a work casual dress code

Three-Minute Recording

Device options
Recording your presentation can be done using a camera, cell phone, or computer. Most computers have recording ability (via camera or webcam) using inbuilt programs such as:
- Windows
  - Camera App
  - Microsoft Photos - Video editing feature
- Macintosh
  - QuickTime
  - iMovie
- Online programs which you might like to consider include:
  - Zoom - see [how to record yourself via Zoom](#).

Light
- Dark environments impact the overall quality of your video because cameras do not perform well in dim lighting.
- Ensuring you are well lit guarantees the camera and therefore, your audience, can see you clearly.
- Look for a room in your home that has lots of natural light.
- If you are using light from a window, ensure you are facing towards the window so light falls on you directly.

Sound
- When filming video at home, ensure you choose a very quiet environment where you have as much control over the sound as possible.

- Choose a small area where you have the ability to close all doors and windows.
- Make sure any noisy electronics in the room such as fans, air conditioners, computers, phones and possibly even your fridge are temporarily turned off. These are much louder in video than you may think and are very distracting to your audience!
- Be aware of any audible interruptions you don't have control over such as airplanes, lawnmowers and cars.
- If there are audio interruptions during your recording, do not continue. Try again at a later point!

Background
- The background of your video should be free of visual distractions from the waist up where you will be framing your shot. A plain wall without many decorations or closed curtains works well.

Setup
Whether you are filming on a phone, tablet or web cam, there are further factors to consider when actually setting up to film your video:

Support
- Ensure phones and tablets have enough storage available, are in airplane mode, fully charged and either connected to a tripod or placed on a stable surface (think creatively - Blu Tack to wall).

Camera orientation
- Ensure phones and tablets are turned onto their side so the video is filmed horizontally not vertically. This is to ensure the finished video is the correct shape and size when uploaded to YouTube.

Eyeline
- To ensure your eyeline is correct, the tripod or surface where your recording device is placed should be high enough so that the camera lens is in line with your eye level. Try to avoid the camera lens having to either point up or down towards you.

Framing - Two Options
1. Set up your shot so you are in the center of the frame, not being cut off at the top and so you can be seen from the waist up. Ensure there is equal space and just the blank wall background on either side of you.
2. Set up your shot so you are to the left of the center of the frame without being cut off at the top and so you can be seen from the waist up. The right side of the video frame should be just the blank wall background, as this is where your slide will be edited in.

Focus
- Before you start recording, ensure your device is able to auto focus on you and is not focusing on anything else around you instead. Be sure to watch your recording back and ensure you remain in the focus the entire duration.

Proximity
- Ensure your recording device isn't too far away from you.
- The microphone on the device should be as close to you as possible to achieve both the desired framing and to ensure the audio is as clear as possible.

Test recording
- Complete a short recording of a portion of your talk. Ensure you are speaking at the volume you intend to use for your presentation. Review the test recording to ensure all of the above elements are complete and working.

Presentation tip
- Be aware of your eye movement. Maintain eye contact with the camera lens as though it were a person in the audience watching you present live.

Watch 3MT presentations from around the world and William and Mary!

Video Submission Instructions

We are asking you to complete a two-step process. The first step is to upload your completed video to YouTube and adjust your captions as needed. The second step is to upload your YouTube video's URL to the video submission form.

Videos will be featured on the Charles Center website to help explain student research at William & Mary.

Video editing tips
- Go to website - https://www.kapwing.com (or any video editing platform you are familiar with, Kapwing is a suggestion only).
- Create an account by signing in with Google or Facebook.
- Go to "My Workspace" - click new content.
- Click "start with blank canvas".
- Rename Studio Draft (top of page) to the following: Last Name, First Name_Presentation Title
- Click "add scene" (left hand side) to show 2 blank scenes.
- Adjust output size to 16:9 - widescreen (right hand side).

Scene 1
- Create a Title PowerPoint slide with your identifying details (see below), and save a copy as a JPEG for uploading - this website does not upload PowerPoint files.
  - Identifying Details must include (**in this order**):
    - William & Mary Undergraduate Research Month
    - First & Last Name
    - Research advisor name (Prof. Jane Smith)
    - Title of presentation
- Highlight scene, click upload, and insert your Title slide as a JPEG

Scene 2
- Highlight scene, click "upload," and insert a three-minute video file.

- Highlight the scene again, click "upload image," and insert an accompanying PowerPoint presentation slide as a JPEG file (does not accept PowerPoint files). Then highlight PowerPoint slide, click "lock ratio," adjust size and place in top right-hand corner or on right hand side.
- You may only use ONE PowerPoint slide in addition to your title slide, so do NOT upload any more slides after this one.
- Save draft and review
  - If you are not happy with the results, you may try again.
- Once you are happy with the results, click "publish."
- Copy link and upload your final presentation to YouTube following the instructions below.

Uploading to YouTube
NOTE: All videos must be uploaded to YouTube, which will automatically generate draft captions. To finalize and edit captions you will need to work from a computer rather than a phone or tablet.

- Ensure your completed video has been copied to your desktop or laptop device if you filmed on a phone or tablet. Videos should be saved to your device as a .mp4 file.
- **Using your William & Mary email account**, create your own personal YouTube Studio account.
- In the top right-hand corner, click CREATE ⊞▸> **Upload video**
- Select your edited three-minute video
- Title your video: LastNameFirstName_Presentation Title (you can abbreviate your title if it is long)
- Your description should include the same information as your title slide.
  - You must include in this order:
    - William & Mary Undergraduate Research Month
    - First & Last Name
    - Research advisor name (Prof. Jane Smith)
    - Title of presentation
- Language, subtitles, and closed captions (CC):
  - **All presentations must include captions.**
    - YouTube closed caption instructions
- Thumbnail (the image that will tempt viewers to click on your video)
  - Select a thumbnail or create one on your own
- License and distribution:
  - Check 'Allow embedding'
- Comments and ratings
  - Select 'Hold potentially inappropriate comments for review'
- Visibility
  - You must select 'Public'

YouTube Help for uploading videos

<u>Submitting to William & Mary</u>

After you have uploaded your three-minute video presentation to YouTube, you will complete the **online form** where you will provide your three-minute video YouTube URL.

Both your YouTube video and online form submission are due by **Sunday April 10 at 11:59 PM EDT.**