

Self-Recorded Video Requirements



WHAT

The OVATION Awards program is asking winners to provide short acceptance videos that they self-record at home. Winners are encouraged to respond to social media posts they are tagged in during the month of May with the acceptance video.

REQUIREMENTS

Length: *Please be as concise as possible.* We are looking for only 10-20 seconds, so please prioritize energy over long explanations.

Equipment: All videos should be shot horizontally on a smart phone, ideally with an associate holding the phone.

Questions:

Please aim to respond with the following:

1. *Provide a sense of the company you're representing*
2. *Share your reaction to the announcement*
3. *Acknowledge the people you are thankful to for this award.*

BEST PRACTICES FOR CAMERA

Dialogue:

- Short and simple is always best

Appearance:

- Remember to give us a nice smile at the beginning and ending of your answer, or better yet, all throughout!

Background:

- Look for a neutral background to shoot against – such as a solid white wall, or space that is not too cluttered

Eyeline:

- Look straight into the camera

Phone type:

- iPhone or Android – tablet is acceptable if smartphone is not available

Settings:

- Keep the phone horizontal in video mode

- If you can use the camera on the back of the phone – this will be better quality. The front facing “Selfie Cam” is usually a lower quality. Ask a friend to help you out!

Lighting:

- Avoid hard lighting or direct sunlight on your face
- Try to use natural daylight coming in from a window if possible or a well lit room

Examples of lighting:

- Avoid creating hard shadows on your face



- Avoid being ‘backlit’ by a bright background that will overpower the light on your face



- Instead face the window to provide even light



Audio:

- Try to record in a room with the door closed, and located far away from crowds of people, construction, or noisy traffic.

We look forward to seeing your submission!