

# Video guidelines

To submit your video, please send a link from Vimeo or Dropbox to:

[scientificdirector@worldfueinstitute.com](mailto:scientificdirector@worldfueinstitute.com)

## Opening Slide:

Videos should contain an opening slide with the name of the clinical or surgical practice or technique or title of the feature accompanied by the appropriate name of the doctor and logo.

## Closing slide:

- Have a satisfying conclusion;
  - Give outcome of the operation;
  - Summary of learning points;
  - Take a have message to close with.
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- Videos must be within 5 minutes of length and done with high resolution definition (3 or 4K). Choose the highest resolution possible.
  - Surgical field must be clean, with the least amount of blood as possible and less artefacts possible with no relation with the subject for better visualization and understanding . Get clean images: focus it and keep the field clean.
  - Videos must show a panoramic view but most importantly a very good close up capture of the details to be shown or demonstrated.
  - Videos must have a good light. Dark videos that don't clearly show the surgical field won't be accepted.

## 10 Tips for good videos:

1. Choose a good and interesting topic.
2. Use a tripod or a solid camera support. This is especially important in close-ups.
3. Eliminate shots that don't contribute to the project's goals or your basic story idea. The rule here is: If in doubt, leave it out!
4. Cut away from a shot as soon as the basic information is conveyed, especially if the shot is a static one. Almost all of the videos could be judiciously cut by at least 50% and be much improved in the process. Edit Aggressively, keep it short. Bigger isn't always better. Remember: you are always more interested in watching your operating than your audience is cut, cut, cut.

5. Resist the temptation to keep the camera rolling, and pan, zoom and tilt the camera to get from one shot to another. Zooms and pans are generally just lazy and time-consuming ways of changing shots. A cut is almost always stronger and faster.
6. Use a auxiliary mic for interviews, never the built-in camera mic.
7. Select instrumental music as background for narration, not vocal, rap, or hip-hop music. You can't have two voice tracks going at the same time and expect the audience to follow both.
8. Completely and thoroughly think through and plan your piece before you start. Remember: The most important phase of production is preproduction. Plan for visual and audio variety and only include shots that are essential to getting your point across.
9. Do not Distract the viewer:
  - No loud back ground music;
  - No fancy transitions;
  - Use simple, short word slides;
  - If it is important: direct the viewer's attention: use arrows, circles, etc...
10. Editing is the key.