

Guideline for videos accompanying poster presentations at ICMPC15/ESCOM10

Richard Parncutt, 2 May 2018

If your abstract submission has been accepted as a poster, please read this text carefully.

At this conference, posters can be presented in up to four ways:

1. **Regular poster session.** At your hub, bring your poster printed on DIN-A0 (portrait orientation), hang it before the poster session, and take it down afterwards. Exact times will be announced.
2. **A4-PDF.** Before the conference, upload an A4-pdf to the password-protected conference system. Other conference participants will comment on it or ask questions.
3. **Speed presentation.** Introduce your poster in one minute with ppt or similar (no live stream).
4. **Video (voluntary).** Create a video file lasting 60 seconds. It will be made available to other participants and presented in a special session. If you want, you can put it in the internet.

Requirements for posters and videos

Your poster and video must fulfill certain conditions. If rejected, resubmission is possible.

1. **Format, size.** Poster: pdf, DIN-A4. Video: mp4, one minute.
2. **Legal aspects.** Some conference materials may “leak” into the internet against our/your wishes. Therefore: carefully avoid legal problems in areas like copyright, plagiarism, and defamation. The (first) author will be held responsible (not the conference organisers).
3. **Content.** Video content must be appropriate (common sense criterion; organizers’ decision).
4. **AV-quality.** In videos, avoid poor sound or background noise. A4-reduced posters must be legible.
5. **Language.** Entirely or mainly English. Translate any foreign terms or text.

Submission deadline

Upload your video to ConfTool by *31 May 2018*.

There is no deadline for uploading the A4-pdf version of your poster to the conference system.

How to create your video

If you are new to making videos, the following tutorials may be useful.

<https://www.wikihow.com/Make-a-YouTube-Video>

<https://www.digitaltrends.com/computing/how-to-record-your-computer-screen/>

The first one is about equipment. The second is about the process. Powerpoint and QuickTime Player can be useful. You can also install OBS or Zoom and record what happens on your computer screen.

Styles

Academic videos come in many different styles.

Talking head. Try the following style. OBS software will help you create it:

<https://youtu.be/3VAqjUqZL0k>

Ppt only. You can also work without a talking head (like many computer games experts...)

<https://youtu.be/SCjtUQgHcg0>

Video of live talk. Consider asking someone to video you while giving a talk to a live audience:

<https://youtu.be/LzIJFD-ddoI>

Just talking to the camera can be ok:

<https://youtu.be/kItASt4DjXA>

Interview style. An interview or conversation can be interesting especially if one person asks questions and the other answers. Those people could be two authors of your paper:

<https://youtu.be/RFUjBy9qVek>

You are unlikely to show many people talking, one after the other. Exception: if you video people in a qualitative study, and the participants agree, you could show brief video excerpts, like this:

<https://youtu.be/koYNHcaitQ8>

Advanced. A dynamic combination of images and text, plus background voice, can be great!

<https://youtu.be/aiPbHGqgUHg>

<https://youtu.be/LdQeaDN9Qic>

To keep your audience's attention, switch back and forth between different approaches like this:

<https://youtu.be/DkoKbO8YgsA>

You can use the video later to advertise your research. So why not invest the time and effort to produce a really good video. But we are not looking for YouTube stars! Some of the things recommended on the next link would be inappropriate for an academic conference.

<https://www.wikihow.com/Be-a-YouTube-Star>

Content

Clarity and concision. These are the main things! Test your video on colleagues. Do they understand?

Qualifications. Focus on your research content. Do NOT talk about the people doing it, your brilliant qualifications, the famous people you know and so on:

<https://youtu.be/ON3Gb9TLFy8>

Humor. The content should be academic and NOT “just for fun”, like this:

<https://youtu.be/r9E037dtCLY>

<https://youtu.be/XvnUojPCftk>

A bit of humor or irony is fine, but you only have one minute! If your audience laughs once, fine. After that, focus on getting your serious message across.

Music. Please don't use background music. The following example is not suitable because the music is distracting and the speed of communication is too slow:

<https://youtu.be/tBZJWAAbk5E>

Only use music if it is relevant to the academic content AND helps the audience understand AND there is no copyright problem. Re copyright: write/record the music yourself, create it using a music notation program or composition tool, or find a website with links to non-copyright music.

AV quality

Noise. Avoid background noise! The following has too much:

<https://youtu.be/fThhTJxKGo>

Echo. Speak into the microphone and avoid excessive acoustic resonance, NOT like this example:

<https://youtu.be/mU2Ej9PrMfY>

Questions

If you have questions about this guideline or suggestions on how to improve it, please email [icmpc at uni-graz dot at](mailto:icmpc@uni-graz.at).