

Guideline for Video Presentations

9th ESPRit Conference

Periodical Formats in the Market:

Economies of Space and Time, Competition and Transfer

Periodische Formate auf dem Markt:

Ökonomien von Raum und Zeit, Konkurrenz und Transfer

General Information

- Save your presentation in the following format: mp4
- Backup your presentation
- Check your presentation after recording and perhaps use a cutting tool to eliminate longer pauses
- Plan ahead: During extended Covid-19-related lockdowns, technical equipment (like webcams or microphones) may be in short supply.

Audio

- Record your presentation in a quiet place, smaller rooms reduce echoing.
- Speaking without immediate feedback cues from your audience, can be challenging. Speak loud, clear, and at a leisurely pace.
- Making pauses, you can give the listener time to comprehend your visual presentation.

- Adjust your volume with the options of your recording program.
- Check your audio adjustments by recording a test record. Send us small test files via a file transfer service of your choice, if you would like a second opinion.
- If this is not your only virtual conference or presentation, consider investing into an affordable studio microphone with a stand, shock mount, and pop filter (approx. €30–50) or an equally affordable lavalier microphone (approx. €20).

Video recording

- If you are filming yourself within the presentation keep in mind to light yourself adequately and from the front. It is more difficult to see you when the light source is in the background. A soft light behind and above the camera is optimal. The camera may take a moment to adjust if you are changing your light situation.
- Make sure that the background does not distract the listener. Avoid background clutter.
- Too keep eye contact with the listener, look directly at the camera, not the screen. If possible, put the camera at eye level to avoid worm's-eye view and bird's eye view showing you from a distorted perspective.
- Position yourself so that the camera frames your face, neck, and shoulders. Try not to sit too far or too close to the camera. Standing up is advisable but not always possible. Consider your options. If you have to sit, lean forward.
- When preparing you script or notes for print, use only the upper half of the sheets of paper and place on a bookrest if available, to account for the long travel distance between paper and camera.
- If you are displeased with your performance on camera, you can try another recording. Take your time, but don't become obsessed.

Presentation

- Structure your presentation to stay within time limitations.
- Print your script or notes. On your desktop should only be your presentation and your recording program. Do not overload your visual presentation with too much information. Keep the slides simple. Consider using larger fonts than normal: someone might use a mobile device to watch your presentation.
- Arrange the content of your presentation in a way that everyone can easily register the gist.
- You may want to use slightly more slides than normal to keep the audience engaged.
- Use high contrasts to ease the readability.
- Avoid combinations of primary colours (e.g., red and green).
- Consider listeners with visual impairments or colour blindness where possible (e.g., by avoiding green, red, and purple when colour coding your presentation; see <https://www.colourblindawareness.org>).

Further hints and tips

- Wear plain, neutral colours that contrast well with the background. Elaborate plaid or stripe patterns may cause moiré patterns in the video recording and should be avoided.
- If this is not your only virtual conference or presentation, consider investing into an affordable external webcam which is often superior to a model built into the frame of your PC, Mac, or notebook. Many D-SLR cameras and digital cameras and even mobile phones can be set up to record video.