

# CAETS Communication Prizes 2021

## Filming with a smartphone, tablet or laptop

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Filming of the entries can be done using via a smartphone, tablet, laptop or other filming device.

### Set up

#### Lighting

Overhead lighting creates downward shadows on your face. Natural light is preferable. Do not have a bright window or light source behind your head as your face will appear very dark. If possible, have a window shining onto your face, or shine a lamp from directly behind the camera source.

#### Orientation — horizontal

Turn the device to horizontal and position yourself in the frame.

#### Framing

Enable enough distance between the camera and yourself so there is some space above your and, at a minimum, your shoulders can be seen. If you are an expressive talker and use your hands to gesticulate the framing can be wider so your arms and waist can be seen.

#### Background

Try and have a background that is relevant to the content of your submission. For example if you are a researcher who works in a lab it would be relevant to film in a laboratory. An office or a living room will also work. Please check the background for items that stand out for the wrong reasons, such as items that reveal private details or ones that could be culturally insensitive. Sit or stand a metre / three feet in front of the background to avoid extreme shadows behind you.

#### Sound

Close the door / windows to minimise background sound. If you can, turn off air conditioners or other machines that generate low background humming sounds. Maybe put up a sign to discourage interruptions from colleagues or family. A headset or microphone will also help with voice clarity.

#### Timer

Have a timer ready so you can monitor how you go for time. Time yourself a few times for practice before you start filming.

### Filming

Look at the camera and not your screen. It's ok to look at your notes now and again but your submission will be more engaging if you speak to the camera.

After you finish speaking wait three seconds before reaching out to your device to stop the recording.

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### Video prerequisites

Videos must be submitted by a CAETS member academy.

Videos will preferably be less than five minutes in length. While longer videos may be considered, brevity will be favourably treated in the judging criteria. No video longer than 15 minutes will be accepted.

Videos should contain the following content:

- A description of the problem being solved and its relevance to the real world, including how it is applied
- A clear and simple explanation of the technology, how it works and why it is novel
- For the **Engineering Success Stories** prize, the impact that the solution has already had (e.g. number of installations, users, customers etc.). The video must be submitted by, and feature the work of a Fellow of the member academy.
- For the **High Potential Innovations** prize, the solution must be credible and the potential impact of the solution is evidence-based. The video must be endorsed and submitted by the member academy.
- Credits: names and affiliations of the researchers and developers, logo of their organisation, logo of the academy submitting the video (for international submission)
- English subtitles/closed captions for videos produced in a language other than English.