

## **How to Make a Vector Video**

Based on the successful model of TED Talks and Big Think videos, TRACE Vectors are a series of brief, informative talks about innovative research in media ecology, ecomedia, social media analysis, game design, posthumanism, animal studies, data mining, augmented realities, e-waste, code studies, and visual rhetorics, among others. TRACE Vectors will be delivered in video format and will be delivered by scholars and experts from a diverse array of disciplinary and professional backgrounds and institutions. Vectors are intended to take on magnitude and direction. They are meant to go out from TRACE and circulate.

### Subjects/Approaches

Vectors are intended to share innovative ideas and research in media ecology, ecomedia, social media analysis, game design, posthumanism, animal studies, data mining, augmented realities, e-waste, comic studies, code studies, digital humanities, and visual rhetorics, among others.

### Argument

Vectors are more than announcements of research projects; they are persuasive, showing why the subjects addressed are important. So, make a claim, don't just introduce a concept.

### Something new

Vectors convey new ideas. TRACE pushes to share cutting-edge research, and Vectors circulate innovative ideas and research.

### Significance

Show the audience why your ideas are important. What is the significance of what you're telling us?

### Application

What should we do with what you're telling us? How will this change how we think about things?

### Where's the excitement?

Vectors suggest energy. Presentations should be dynamic, energetic, inspired and inspiring. Share your enthusiasm, but don't be cheesy.

### Curb the ego

Vectors are about the subject, not about you. Focus on the ideas and claims, not your greatness in discovering them.

### Chuck the pitch

Vectors are not pitches. Vectors don't ask for funding or plead for support. Vectors aren't selling. Vectors share innovations for the sake of inspiring others and sharing ideas.

### Think fluid

Vectors should flow. Focus on revising for cohesion, coherence, and closure. Vectors may interact, but they must first be whole.

### Condense and Convey

Vectors are not long, so make them rich with content. Vectors should not be longer than 5 minutes (approximately 500 words of scripted text). So, focus on the important information.

### Rehearse, rehearse, rehearse!

Vectors are intended to be polished presentations, not impromptu or off the cuff. Know what you're going to say and how you're going to say it. If you can, use a teleprompter. The best Vectors are single-take videos without cuts or interruptions.

### Visualize

Vectors audiences want to see more than your face. Send us hi-res images and HD B-roll clips to enhance your talk. Be sure to include notes about where you want them to appear in the video. Dynamic visuals can help an audience connect with and recall information. Original images are best, but if you use found images, be sure to include copyright information.

### **Submission Process:**

1. Before you do all of the work to make a Vector video, email us and let us know what you plan to address. We'll work with you to determine if the subject and approach is viable for the Vector series. Email your idea and/or queries to: [sdobrin@ufl.edu](mailto:sdobrin@ufl.edu)
2. After we've agreed upon the approach and subject, send us your script. We'll help you refine it for presentation.
3. Send us your video file. We'll produce the video, adding appropriate title sequences, images, credits, and such.

Please adhere to the following parameters:

- Videos should be no more than 5 minutes long (approximately 500 words in script).
- Videos should be recorded with a chroma key green screen background.
- Videos should be recorded in 1080p Full HD (FHD). Aspect Ratio 16:9; 1920x1080.
- Presentations are best delivered using a teleprompter. If you do not have access to a teleprompter, please be sure your delivery is fluid.
- Audio should be clear and free of background noise and distortion.