

BIOMIMICRY

YOUTH DESIGN CHALLENGE

Video Pitch Tips

A video pitch is required as part of a submission to the Biomimicry Youth Design Challenge. This is a great opportunity for your students to demonstrate their innovation in a fun, visual way. The following tips will help each team make the most of their video and wow the judges! Read on to learn where to find stock footage, how to get clean audio, and more.

Tip #1: Keep it short and sweet

The video pitch can only be a maximum of two minutes, so it's important to boil the message down to some key points. Viewers will be looking for an overview of your design, the problem it solves, and how it is inspired by nature. This is a great opportunity to show off any prototypes or models they built and any insights or discoveries made during the research and design process.

In order to make sure that the students hit all the important points, have them write a script or treatment for the video before starting shooting. Storyboards are an effective way to help students visualize and plan for what they want to show and say, and will make shooting and editing faster and more efficient.

Tip #2: Make it compelling!

Video allows your students to show their idea in action. A well-made video allows them to connect with audiences using imagery, music, and their unique personalities or "tone". One of the most important aspects of a compelling video is the opening. In order to "hook" the viewer, the first 30 seconds should grab the viewer's attention, introduce the design/innovation clearly, and show how it benefits people and the planet.

Have students visit the [YDC Winners Collection](#) on AskNature and discuss what they think is effective about the videos created by previous winning teams, and what they think could be improved. Then have them incorporate their observations into planning for their own video.

Tip #3: Check permissions and credit sources

Everyone who submits to the Challenge adds their own special touches to their videos. Some videos contain footage that was completely shot by the teams, while others use stock footage or still photos to illustrate their points. It's important to note that if your students use stock footage or photos they did not create themselves, they must have permission to do so, either by contacting the creator, purchasing it, or using material licensed under [Creative Commons](#). If you're unsure, err on the side of caution and only use material that is specifically available for public usage. The same goes for any music in a video - make sure that it's available for public use.

Tip #4: Making a video on a small budget

Getting clean voiceover audio:

Don't worry if you and your students don't have access to professional recording equipment. Recording voice over audio on a smartphone works pretty well, in fact. If you, or your school, has a digital recorder, that would be another great option. Just make sure students are in a quiet room and that they listen to their recording to make



sure they are using the cleanest audio possible. A helpful hint: one of the best places to record in a home is a clothes closet. Your students can take their smartphones into the closet and get great audio!

Shooting and lighting tips:

There are tons of solid tutorials available online for how to shoot, light, and edit videos. The best part is, students don't need a ton of expensive equipment to create a great-looking video. [iPhones](#) can work perfectly well, so no fancy cameras needed. Editing on [iMovie](#) is an affordable and accessible option. To get more detailed tips, [Vimeo's](#) video school is an excellent source for tutorials.

Tip #5: Successfully uploading your video

Once completed, your team's video pitch must be uploaded to the website YouTube.com and made publicly available for viewing. You'll provide us with a link to the video when you fill out your Challenge submission form.

[The YouTube Help Center](#) and [Community Guidelines](#) have great advice on how to use the platform. Here's how to [upload your video](#).

Good luck! We can't wait to see what your students create.

