

## Workflow for recording a doctoral video

### Step 1: Write down your elevator pitch in preparation for the PhD video.

- Contact Lies Vermeesch ([lies.vermeesch@ugent.be](mailto:lies.vermeesch@ugent.be)) if you want to be coached for the recording of your doctoral video. She looks into her schedule to coach you in 2 steps: 1 / feedback on your written explanation 2 / feedback on a smartphone video you recorded.
- Write down your elevator pitch / the core of your research (ENG).
- Read it aloud / practice it and limit the research explanation to a maximum of 2 minutes (use a timer!).
- Start with an accessible question that triggers.
- End with a conclusion that is clear to everyone.
- Language of instruction: English.
- Send your written explanation to Lies Vermeesch ([lies.vermeesch@ugent.be](mailto:lies.vermeesch@ugent.be)) before the deadline you agreed.

### Step 2: Make a recording of your research explanation with your smartphone (after feedback on the written text).

- To prepare, watch these professionally recorded research videos:  
<https://www.ugent.be/eb/nl/onderzoek/overzicht.htm>  
<https://www.wetenschapuitgedokterd.be/gif-marketing-de-nieuwe-digitale-trend>
- Try to imitate the tone of voice as closely as possible. Note that animations on screen are not possible for budgetary and technical reasons.
- Introduce yourself briefly. Try to bring your story in one piece without too many breaks in between. Speak calmly, articulate well, but above all be yourself (just like you would tell your story to your aunt). Tell your story in a natural way. If you are learning "by heart", you should certainly make sure that it is still spontaneous.
- If you want to cheat: stick a small post-it with your story in bullet points next to the camera lens. This way you can peek unnoticed while speaking. Definitely do not read, because that takes away all spontaneity.
- If relevant, you can use an attribute in your movie.
- The smartphone movie lasts a maximum of 2 minutes (60-120 seconds).
- Film in landscape format, in other words keep your smartphone horizontal.
- Trim the video at the beginning and end so that we see and hear you speak immediately. If you are unable to edit the video, try to start as soon as possible after pressing "record" and stop recording when you finished speaking.
- Place yourself in a room where a lot of natural light (or if there is no other option artificial light) falls on you. Note: do not sit directly in front of a window, because then you film backlight and you are too dark in the image.
- Find a quiet room without background noise.
- Do not film from below. Make sure the camera is right in front of you.
- If necessary, make a short test video of a few seconds and then view / listen to the result yourself. Observe the light, sound, image, ... so you can still make adjustments.
- Look straight into the camera. Make "eye contact".
- Send the video in .mp4, .mov or .wmv format to Lies Vermeesch ([lies.vermeesch@ugent.be](mailto:lies.vermeesch@ugent.be)) via WeTransfer. She will give you specific feedback on this video before you can start the "real" recording in the video clip room at the faculty.

After the feedback from Lies on your submitted video, you are ready for the "real" recording. For this you can use the recording space at the Faculty of Economics and Business. Again, it is necessary that you keep in mind the tricks above. The intention is that you can bring your story in one take when you are in the recording room. Of course several attempts are possible. For technical and practical information about the video clip room, please consult the accompanying manual.