

## "My paper in 140 Seconds"

Being able to explain research clearly and effectively to a general audience is a skill that serves well in the academic and professional endeavours. Video content is also becoming increasingly important in science communication: the results of research projects, especially publicly funded ones, are not only of interest to other scientists, but also to a broad mass of people. The format **"My paper in 140 Seconds"** addresses scientists in any discipline.

"My paper in 140 Seconds" is a valuable opportunity to develop and showcase communication skills and should follow this structure:

## How to construct the content of a "My paper in 140 Seconds" video 12

You are free in preparing a presentation or just some slides that should appear in the background.



<sup>&</sup>lt;sup>1</sup> In accordance with the "nature abstract guidelines" <u>https://www.nature.com/documents/nature-summary-paragraph.pdf</u>

<sup>&</sup>lt;sup>2</sup> **Best practice Example** provided by Dr. Farzane Mohseni, PostDoc: "The synergies of SMAP enhanced and MODIS products in a random forest regression for estimating 1 km soil moisture over Africa using Google Earth Engine" by Farzane Mohseni, Amirhossein Ahrari, Jan-Henrik Haunert, Carsten Montzka



# "My paper in 140 seconds"

## You published a paper?

Contact us...

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... in order to plan the recording for "My paper in 140 Seconds"

## **Requirements for the presenter:**

- Good preparation is essential!
- Rehearse!
- Keep to time!
- Time required for the shoot: depending on your preparation, approx. 1 h
- Shooting location will be determined individually

## "Green Screen Check List"

Video recordings in front of green screens place particular demands on the protagonists, in order to ensure a successful separation of the foreground from the background.

- Do not wear clothes or jewellery with green tones (this includes turquoise and olive).
- If possible, do not wear bright white clothing, especially in the shoulder region.
- Avoid clothing (especially dark clothes) with a silky shine.
- Items of clothing with a small pattern are also unsuitable. During recording this can lead to an annoying moiré effect (visual artefact).
- Complex pieces of jewellery (earrings, wide finger rings) or delicate applications on clothing should be avoided, as the can reflect the green screen.
- Clothing style, make-up and hairstyle: we recommend a casual clothing style, but you should wear what you feel most comfortable in, <u>special</u> Make-up and hairstyling is not necessary but should be suitable for recording.

## Don't worry...

- ... intro and outro of the video are standardized and provided by DETECT!<sup>3</sup>
- ... if something goes wrong, it can be cut out. You just start again!
- ... the edited/cutted version must be approved by you!
- ... you will be asked to give your written consent for publication at the end!

<sup>&</sup>lt;sup>3</sup>applies to DETECT members only