Create a Brilliant, Compelling Video for Your Business Case

With the right technology and best practices, it’s easy to present remotely and record videos in the comfort of your own home. Follow these best practices to produce a great presentation.

VIDEO STORYTELLING FRAMEWORK

Problem Setup
- Describe the business issue/societal problem your team is addressing.
- Why is it a problem? Who does it affect, and in what way(s)?
- How does this problem relate to your team? In other words, describe how this problem has affected you personally or negatively affected a group you are a part of?

Application Description
- Describe how your team approached developing the solution:
  o Which methodologies did you choose and why?
  o Which software did you use? SAS® solutions? Open-source solutions? Other solutions?
  o Did having access to SAS® Viya® on the Microsoft Azure cloud make a difference for your team’s work? If so, how?

Impact Narrative
- Provide details of the outcome(s) the solution will produce in terms of addressing the problem and other improvements.
  o If possible, cite units of measure or percentage changes in magnitude.
  o Express the impacts in terms of how it changes matters for your team or the people who inspired you.

VIDEO BEST PRACTICES

Video Specs
- Each team is responsible for two final videos.
  - Format: MP4
  - Resolution: Preferably 1920x1080 (or 1280x720) - both have a 16:9 aspect ratio
  - Frame rate: 30 frames per second
  - Bit rate: 5-10 Mbps
  - Maximum file size: 500MB (if larger, re-encode at a lower bit rate until it falls under 500MB)

Recording Your Video Content

Location
- It should be relatively quiet with no background music, dogs barking, sirens, loud talking, laughing, etc.
- It should have an interesting but uncluttered background.
  o Pro tips: Don’t stand against a white wall or use a dramatic art location that will distract viewers from paying attention to you.

Lighting
- It’s best to have two light sources. Overhead lighting can create unflattering shadows on your face.
- The best option is to position yourself facing diffused natural light from a window. Your camera will compensate for the brightness and darken you. The light source should be behind the camera.
  o Pro tips: Don’t face a bright window where the light causes you to squint or position yourself with your back to a bright window or lamp. Also, standing in front of miniblinds or other striped/patterned backgrounds can create an odd moiré pattern on the video.
Webcam
• This is a great way to record video content remotely.
• Use a good quality webcam, preferably HD at 1920x1080 resolution.
• Frame yourself centered with minimal headroom (space above your head) and show down to the midchest. The webcam may allow you to tilt and/or zoom to adjust the framing of the subject.
  o Pro tips: Get close to the webcam, so your face is the primary object in the video. If you cannot zoom your webcam, move closer to the webcam.
• Position the webcam at the speaker’s eye level. You don’t want to be looking up or down at the webcam.
  o Pro tip: If you are recording an interview of a team member, you can have the speaker look slightly off-camera as if they are being interviewed by someone sitting beside the camera.

Audio
• It’s best to use an external microphone that plugs into your mobile phone or computer. This provides far better audio quality than the internal microphone.
• If you must use the internal mic on your mobile phone, proximity to the microphone is critically important.
• After recording, evaluate the audio volume from the video file to see if it sounds loud enough. If not, repeat the recording.

Appearance and Wardrobe
• Don’t wear a solid black or white top or tight patterns. Bright colors work well.
• A business casual look typically works best; professional and stylish, but not too formal.
• Check your hair, makeup and teeth before the recording.

Presenting
• Rehearse several times aloud to get familiar with the content, identifying where to pause and emphasize specific words.
• If seated, be aware of your posture. Sit tall and use a fixed, nonswivel chair. If standing, stand still with your feet together. This will make it nearly impossible to fidget and shift the weight on your legs.
• Cameras dull on-camera speakers. Speak with a little more energy than you usually do.
• Try not to depend on notes or cue cards. Glancing at notes slightly off-camera will be noticeable.
  o Pro tip: Just be yourself. Smile, relax and show your excitement about your case study! You want your viewers to see you as friendly, approachable, intelligent, helpful and knowledgeable.
• Try not to speak too quickly. Your first takes will likely be too fast simply due to nerves. Slow it down and try again.

Audio and Video Accessories*
  iOgrapher Mobile Phone/iPad Rig
• Allows you to place the phone within rig with optional attachment areas for light and microphone.
• It can attach to a tripod or hold for stable video recording.
• iOgrapher also sells lenses, lights, cords and microphones.
  Rode SC6-L Dual TRRS Input Lightning Mobile Interface for Apple iOS Devices
• Plugs into iPhone and has ports for earphones for the camera person and two wired lapel microphones.
  Rode SmartLav+ Omnidirectional Lavalier Microphone for iPhone and Smartphones
  Rode VideoMicro Compact On-Camera Microphone With Rycote Lyre Shock Mount
• Will need to use the Apple Lightning to 3.5 mm Headphone Jack Adapter to hook the microphone to your iPhone.
  Lumimuse 3 LED Light and Accessories – Black
  FiLMiC Pro Video Recorder App
• Excellent “prosumer” video recording app provides much more control than default video camera apps on mobile phones. Here’s a great video that provides an overview of the FiLMiC Pro video app.
Software Demos

- **Resolution setup**: All demos should preferably be recorded at 1920x1080 (16:9 aspect ratio).
- **Hide the taskbar**: To do this on Windows, right-click on your desktop and select Personalize. Select Taskbar and choose the option to autohide the taskbar. (Note: Autohide options may look different depending on your Windows version.) The taskbar will now only appear when you move your cursor to the very bottom of the screen. When you launch and maximize the application you plan on demoing, it should take up the entire screen.
- **Practice**: Do you know what you are going to say? It’s a good idea to practice your demo several times before taping. Don’t bother writing out a detailed word-for-word script because you can’t read the script and “drive” the demo simultaneously. Practicing will help your narration sound more natural and reduce unnecessary words (e.g., “um”).

To record a screen demo, you need the following:

- **Microphone**: It’s best to use a USB headset microphone to record your demo audio. It’s critical to record high-quality audio.
- **Screen-capturing software**: You will need software to record your screen. You can use Camtasia, Zoom, Microsoft Teams or other products. Let’s look at all these options:
  - **Camtasia Studio**: This is a popular choice to record screen demos and can be found on TechSmith’s website. You can learn Camtasia by checking out the Techsmith Camtasia tutorials.
  - **QuickTime (on Mac)**: Using a Mac, you can use its built-in screen capture capability.
  - **OBS Studio**: OBS Studio is free, open-source software for video recording and live streaming. It’s available for Windows, Mac and Linux. Learn more at obsproject.com.
- **Editing**: You’ll need to edit your final videos. There are many free and paid options for video editing software. Common video editors are:
  - Premiere Pro
  - Camtasia
  - Final Cut Pro X (Apple)
  - iMovie (Apple)

*Accessories and products mentioned are intended to be helpful recommendations – they are not a requirement.

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**UPLOAD AND SHARE YOUR VIDEO**

**SharePoint**
The team lead will receive an email invitation to the SAS Hackathon SharePoint site. Please follow the video file format and specifications to ensure your video can be loaded. Place your videos in the appropriate Track folder. Name your video using the names of your team and business case study.

**SAS Hacker’s Hub**
Within your team profile, you can upload a video.

Click the **Insert Video** button. Browse your computer and select a video file to upload. Name your video using the names of your team and business case study.
JUDGING CRITERIA

- **Problem**: An algorithm or application that addresses an untapped gap in the industry of choice. The “smartness” and usability in relation to a sustainable economy.

- **Solution**: Is the solution clearly defined and will it solve the problem?

- **Compelling event**: Are market trends/influences considered, and can this solution be regarded as compelling?

- **Key metrics and business value**: Is there a clear and straightforward value statement? Have success metrics been defined? What do those metrics look like?

- **Technology (SAS) showcase**: Has the application been demonstrated and proven to work? Teams need to showcase how SAS has been used. Consider the analytical life cycle, technical components, code/program, model and visualization.

- **Impact and future potential**: Will the model in production make an impact? Is there a scalable commercialization potential?

- **Innovation level**: Can the solution be considered as genuinely innovative, and does it stand out when compared to available solutions in the market from competitors?