

Home Office Video Guidelines

May 2020

Take advantage of your home office status to make a short (3-4 min.) “home office video” which includes interesting and helpful facts that you, as a Copernicus Relay (CR), would like to share for the benefit of the Copernicus Relay Community. Your script/message could include:

INTRODUCTION

- What your CR is presently doing
- History / background / how your CR started
- What areas you are concentrating on
- Where your location is

CONTENT

- Successful activities
- Funding
- Good practices when interacting with your customers (SMEs, policy-makers, local regional agencies, intermediaries, research institutions)
- ... and any anecdotes which makes you special

CONCLUSION

- Contact details of the Copernicus Relay (CR) together with CoRDiNet/partner logos and EU support statement to be displayed.
- At the end of the home office video, the host displays a contact sheet. CoRDiNet partners and CoRDiNet associate partners should use the template below:

 Copernicus Relays for digitalisation spanning a Network	
<h1>Company Name</h1>	
Name of Speaker	
Email	
<h1>Website</h1>	
<p style="text-align: center;">www.CoRDiNet.net</p>	
<p style="text-align: center;"> This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 821911- CoRDiNet</p>	
	
	
	

- Review your home office video and check if the content of the message is comprehensible and fine-tune if deemed necessary in order to reach a suitable quality for dissemination on our CoRDiNet YouTube Channel.



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Technical recommendation: Home Office video

1. Speaker:

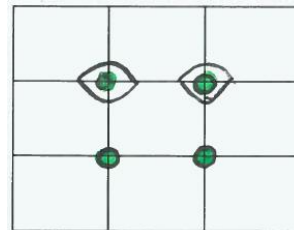
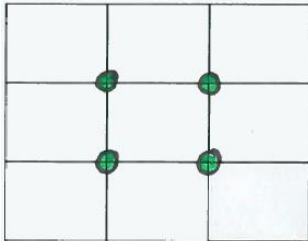
- 3-4-minute video: 1 speaker
- Clear speaking voice. Simple sentences (no acronyms, no technical expressions).
- Preferably, seated position.
- The speaker should use his/her hands to express dynamism.

2. Format:

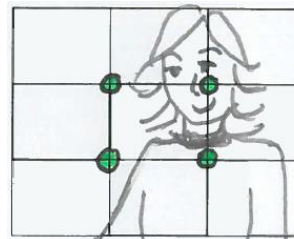
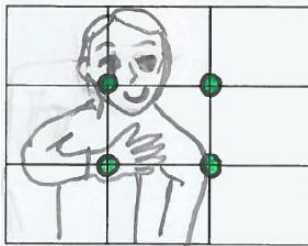
- The speaker, rather than facing the camera directly, should look to a third person, like as if he/she were talking with an audience.

3. Composition:

- Close-up shot (above the waist).
- The “rule of thirds” can be taken as a reference. By this technique the screen is divided into quadrants.



- The eyes of the speaker should be positioned at one of the top green points (top left or top right it doesn't matter). In any case, it should be better if the centre position is avoided.



4. Equipment

- Image stabilisation: use of camera holder (selfie stick) and/or tripod in order to avoid camera wobble.

5. Technical information

- Landscape format recording
- Mp4 file format

Have Fun. We look forward to receiving your home office videos ASAP. Please send them to vidar.lien@hi.no (also via Wetransfer <https://wetransfer.com/>) to be posted on our CoRDiNet YouTube Channel with links posted in our CoRDiNet website <https://cordinet.net/>

Disclaimer: By voluntarily submitting your home office video to CoRDiNet you agree to have your videos disseminated on our CoRDiNet YouTube Channel.

