

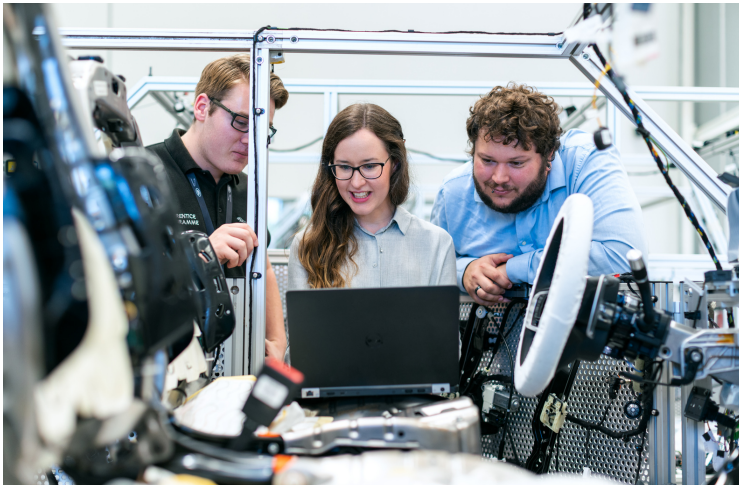
# Video Project Problem

---

**Due 10/16, 5pm**

**50-60 seconds**

Your team will create a project problem video as an Expo teaser. You will explain the problem that is propelling your project to a public audience (non-engineers). Only one member per team needs to upload a video; preferred format is .mp4; and teams will receive feedback on their videos within a week. Do NOT discuss any element of your solution.



## REACHING THE PUBLIC

1. Clearly state the problem your capstone project aims to solve.
2. Highlight the significance and real-world relevance of the problem.
3. Avoid technical jargon.

Choose one or more team member(s) to be on camera or use voice-over narration. Ensure your presentation is clear, concise, and captivating.

Use your creativity to engage the audience. You can include visuals, graphics, animations, or real-world examples to illustrate the problem.

## KEY ELEMENTS

- Like a movie teaser, you'll focus on the conflict, challenge, or problem that must be overcome.
- Ensure good quality video, light, tone, and sound.
- Speakers should come across as confident, knowledgeable, and approachable; make viewers want to cheer for you to overcome your problem.
- If you use screen capture, practice mouse movements and control viewer's line of sight.
- Use a L or J cut to create a feeling of momentum.

## RESOURCES

- [Additional Instruction](#)
- [Mobile Filmmaking Techniques](#)
- [Student Samples](#)
- [LibGuide on Video Best Practices](#)
- [Podcast on Video Advice](#)