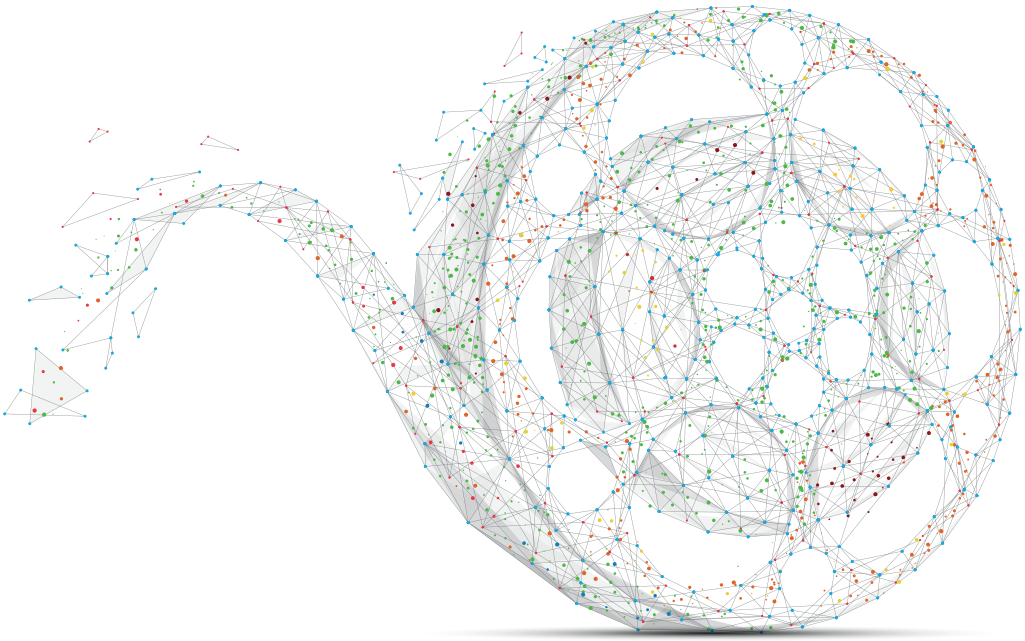
Author Hub.

A Guide to Video Abstracts for Authors of Cambridge Elements



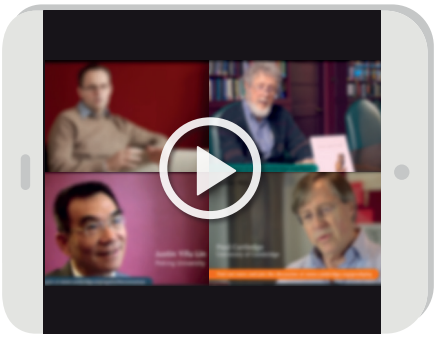
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1 What is a video abstract?

The web is a more visual place than ever, and video is one of the most powerful ways to engage and attract readers.

A video abstract is a short video that allows you to personally introduce people to your work in your own words. These videos are published alongside the text abstract, to not only support your Element but also give people enough information to entice them to read your Element in full!



Video abstracts are a great way to be discovered online, as videos appear high up in search engine results pages. They can also be embedded into blogs and websites, and shared on social networks both directly by you, and by us, to drive engagement with your Element.

2 Stages of video abstract production

1. Pre-production

The planning phase, which may include deciding on what you'd like to say, how you would like to close your video, your style and composition, plus any script, storyboard or question list.

2. Production Filming and audio recording

The filming of your video abstract, along with the creation of any visual images or animation you would like to include. Depending on your equipment, you may want to record an audio track on a separate device to your camera.

3. Post-production

Editing and final output of your video. Check if you already have software on your computer to do this, but if not we recommend Adobe Premiere Elements for video editing and output; and Audacity (free at http://audacity.sourceforge.net) if you need separate audio editing software.

As part of the editing of your video, you will also need to add the Cambridge Elements branded image to the front of your video, and the Cambridge University Press animated sting to the end of your video – these were sent to you along with these guidelines.



Please also include subtitles in your video (most video editing software has captioning capabilities, but there are also free captioning tools available online, for example Kapwing) and a written transcript of your video abstract (in an editable file format such as Word) on submission so we can ensure your abstract is as accessible as possible.

4. Send your file to your series editor!

Send your video abstract to the series editor you have been in touch with during the review process. They will take a look through and will let you know if they have any suggestions or feedback.

5. Send your file to us!

Once your series editor has approved the video, please send your video abstract files to your content manager or project manager using wetransfer.com. We Transfer will allow you to send files up to 2GB in size which should be plenty for your video abstract files.

Please also sign and return the Recording Rights Agreement Form to us that was sent to you along with these guidelines, we'll need this in order to publish your video.

Please note that video abstract acceptance is subject to editorial suitability and quality.

3 What should I talk about in my video abstract?

A video abstract is much more than just a text abstract read aloud. Creating a video abstract gives you a chance to share the ideas in your work in a more relaxed, personal and engaging way.

Here are some suggestions of areas you could talk about:

- What's the big issue you have addressed in this Element?
- How have you organised your thoughts?
- What do you think are the key insights readers will gain from reading your Element?
- How do they contribute to our wider understanding?
- How might this Element be used in teaching a graduate level course?
- How will your Element help readers in a practical way, e.g. run this test/do this analysis?

These are intended as suggestions or prompts for ways to approach your video abstract, you don't have to use these in a question and answer manner. And remember, your video must be no longer than 3 minutes so you won't be able to cover them all!

Close the video by encouraging your viewer to read on further, or interact with you somehow. For example, they can go on to read your full Element, or perhaps visit one of your social media pages.

4 Creating your video abstract

Enlist some help!

Many institutions have willing-to-help media departments that will be able to assist you with creating your video abstract, so it's worth finding out before you begin. If not, ask a colleague to help you by acting as the 'interviewer', giving you someone to focus on when recording your abstract. They can also help by pressing record and stop as required.

Visuals

Decide whether you would also like to include any images, animations or slides in your video abstract. A mix of you talking on camera along with visuals can be a very impactful way of engaging the viewer with your work and there are plenty of free tools available online to help.

- You can record PowerPoint presentations and other on-screen material using Camtasia (www.techsmith.com/camtasia).
- You can create animations using Animaker (www.animaker.com)
- Video editing software using iMovie (https://www.apple.com/imovie/) or Adobe Premiere Elements

Keep it brief

Your video abstract must be no longer than 3 minutes.

Use good equipment

You don't need high-end professional kit, but a good quality camera with a tripod is essential; and you may need a separate device with an external microphone to record good quality audio. You can also use a smartphone, providing the camera on your phone produces images of a high enough quality. If using a tripod, place it on a flat surface to ensure your camera or smartphone does not shake.







Compose your shot

When appearing in your video, don't sit in the middle of the screen or look at the camera. You should be to one side of the screen, looking at the interviewer (who is out of shot to one side). Make sure you are well lit, in focus, and have chosen a suitable background that's not too busy or distracting.

Take your time and relax

Make sure you relax and breathe normally, speaking in a friendly and informal manner. Don't worry if you get something wrong, you can try another take until you're happy with the result.

Test and preview

Before recording your final video abstract, we would recommend recording and previewing a short test. Check the camera angle, composition, lighting, and sound quality. If everything is looking and sounding great, go ahead and record your final version!

Cover up any edits

You don't want to see jumps between edits in your final video, so cover these up with supplementary footage, such as question slides, different camera angles, stock footage (see www.istockphoto.com), or screens that show a question you were answering.

Technical specifications

- All video abstracts should be delivered as video files in an MPEG-4 container (.mp4), encoded with the H.264 codec.
- Audio to be played directly from the online text should be delivered as .mp4 files.
- Authors should supply a still frame from any video abstract in EPS/PDF format marked up like a regular figure to serve as a reference for the reader of the print version. This static figure should include text in the caption indicating that an animation is available online.
- Please also include subtitles in your video (most video editing software has captioning capabilities, but there are also free captioning tools available online, for example Kapwing) and a written transcript of your video abstract (in an editable file format such as Word) so we can ensure your abstract is as accessible as possible.

Be engaging!

Remember to talk in an informal and friendly way. You may have made notes, but try not to read directly from them, instead imagine you are talking directly to your readers.

5 How can you use your video abstract to promote your Element?

To learn more about how you can promote your video abstract online, as well other ways to promote your Element, please visit our Author Hub resources page for a suite of guides and resources.





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