

# TIPS FOR YOUR VIDEO PITCH

A video pitch is required as part of your submission to the Biomimicry Global Design Challenge. This is the perfect opportunity to demonstrate your innovation in a fun, visual way. The following tips will help you make the most of your video and wow the judges! Read on to learn where to find stock footage, how to get clean audio, and more.



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## Tip #1: Need stock footage? Make sure it's available for public use.

Every team who submits to the Challenge adds their own special touches to their videos. Some videos contain footage that was completely shot by the teams, while others use stock footage to illustrate their points. It's important to note that if you use stock footage you must have permission to do so, either by purchasing it or using footage licensed under [Creative Commons](#). Are you unsure if your footage is useable? Err on the side of caution and only use footage that is specifically labeled for public usage. [Internet Archive](#), [Pond5](#), [Video](#), and [Videoblocks](#) are all good free or low-cost sources for stock footage.

The same goes for any music in your video - make sure that it's available for public use. Some good sources for free or low-cost music include [YouTube's audio library](#), [Vimeo's music store](#), [Jewelbeat](#), and [Free Music Archive](#).

## Tip #2: Making a video on a small budget

### Getting clean voiceover audio:

Don't worry if you don't have access to professional recording equipment. Recording your voice over audio on a smartphone works pretty well, in fact. If you have a digital recorder, that would be another great option. Just make sure you are in a quiet room and that you listen to the recording to make sure you are using the cleanest audio possible. A helpful hint: one of the best places to record in a home is a clothes closet. Take your smartphone into your closet and you'll be sure to get great audio!

### Shooting and lighting tips:

There are tons of solid tutorials available for how to shoot, light, and edit videos. The best part is, you don't need a ton of expensive equipment to create a great-looking video. [iPhones](#) can work perfectly well, so no fancy cameras needed. Editing on [iMovie](#) is an affordable and accessible option. To get more detailed tips, [Vimeo's video school](#) is an excellent source for tutorials. And, if you want to get really fancy, here are two great videos about how to put together a lighting kit for less than \$100: Wistia's "[down-and-dirty](#)" [lighting kit tutorial](#), and [Stillmotion's video](#) on how to create a good lighting set-up for \$26.

### **Tip #3: Keep it short and sweet**

These videos can only be a maximum of three minutes, so it's important to boil your message down to some key points. We're looking to learn about the overview of your design, your design process (including key insights you discovered during your process), and the overall feasibility of your innovation. In order to make sure that you hit all the points you need to, write a script or treatment for your video before you start shooting. Having a solid plan for what you want to show and say will make shooting and editing your video faster and more efficient.

For some inspiration, here are links to a couple videos from previous Challenges:

- [Living Filtration System](#) (they used a platform called VideoScribe)
- [Dromedarily Sustainable](#)

### **Tip #4: Successfully uploading your video to Vimeo**

Once completed, your video pitch must be uploaded to the website Vimeo.com and made publically available for view. You'll provide us with a link to your video on the Vimeo platform when you fill out your Challenge submission form. The [Vimeo Help Center](#) has great advice on how to optimize your video for their platform. Here is their guide to [how to compress your video](#) so that it uploads correctly and looks good, as well as some [guidelines about what kind of content you can upload](#).

**Good luck! We can't wait to see what you create.**