



## 2011 Make It Challenge: Kinetis MCUs Semi-finalists Video Guidelines

Congratulations on being selected as a semi-finalist in the Make It Challenge featuring Kinetis MCUs. Please use your assigned confirmation number as the project number referred to in the rules. This will be used to identify you as you submit your paper.

As part of the exciting activities surrounding the competition, we invite you to submit videos to help our judges understand who you are, your prototype and the value of your prototype.

You may use a video electronics device that you own to record these activities or perhaps one that a friend, college or business owns. Please provide the video files in .wmv file format, size not to exceed 1GB.

### **General instructions:**

As you build your prototype, use a video device or journal to record your design experience.

Consider the following as topics to cover in your video and/or journal:

- Tell us about who you are – this can include where you live, your hobbies, professional experience, why you decided to become an engineer, your accomplishments and ambition
- Discuss the Freescale technology and how it enables your prototype
- Describe the process you take to build your prototype from step 1 to a working prototype
- Describe how to operate your prototype
- Illustrate the value your design brings to the environment if any
- Tell us who could benefit from your design
- Tell us how you plan to market your prototype – add verified statistics and expected return on investment if possible.

### **Tips on planning your video:**

*Outline and script your presentation thoroughly*

Organize your talking points into three main sections as outlined below.

Have your presentation reviewed and finalized before beginning production (or recording).

- 1) Introduction: introduce yourself and summarize the main points and components of what we're about to see. Show us the passion you feel about your design.
- 2) Technical content: this is the detailed information you want to spend more time discussing. Keep this focused to main features or points – too wide a range of information will make the video too long and not focused enough to retain your target audience. The ideal length for an online video is five minutes, for this contest and for voting purposes, we would like you to submit a 1-1.5 minute video.



- 3) Conclusion: conclude the presentation and summarize the main talking points. Make sure to conclude with describing the value and possible impact your design will have on the environment.

#### *Choose your presenters carefully*

If you are an individual semi-finalists practice a few times and record. If you are a group, decide collectively who the most experienced presenter is and have that person be in the video. A great presenter is good with communicating with others, experienced in demonstrating complex, technical concepts and should be very familiar with the information that they are presenting.

#### *Practice*

The presenters should practice multiple times OUT LOUD to get used to the flow of information and get more comfortable and at ease with the content and delivery. If possible, practice in front of a camera and record and review your test runs. This will also help the photographer/editor practice and review their shots/angles to ensure they're capturing the needed information. In addition, have any stakeholders review the practice runs, too, so revisions can be easily accommodated.

#### **Shooting your video:**

##### *Location*

- Find an uncluttered, well-lit area with a clean, solid background
- Avoid distracting traffic, windows or competing graphics or décor
- An isolated area that can be closed off from public areas will usually work best.

Here's an example of a well-chosen backdrop.

<http://www.youtube.com/watch?v=GepKz9qsQQ4&feature=related>

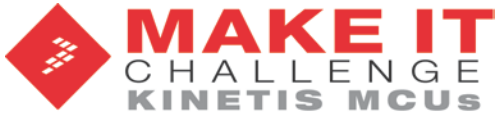
##### *Sound*

Clear audio is essential to a successful video. Work in areas that are free from background noise. If possible, use an external microphone that is attached directly to the speaker or is placed directly in front of them. If you must utilize the on-camera microphone to capture audio, keep the camera as close as possible to the speaker when shooting to capture the cleanest, strongest audio signal. Here's an example of clean audio:

<http://www.youtube.com/watch?v=fqM7bN3Kc7I>

##### *Visuals*

We recommend that you always use a tripod to stabilize the camera – shaky, hand-held camera work will distract greatly from the content of the video, and will hinder fast and clean on-line streaming. You should also avoid 'live' camera moves unless they are essential to the content – utilize cuts between locked shots to follow and illustrate the action. Here's a good example:



<http://www.youtube.com/watch?v=QDdPKS8hr-0&feature=related>

*FTF Design Challenge best practice*

[http://www.youtube.com/watch?v=TMSG-Hh9UFg&feature=channel\\_page](http://www.youtube.com/watch?v=TMSG-Hh9UFg&feature=channel_page)

### **Editing your video:**

#### *Graphics*

A closing copyright graphic is provided - this is required on all videos, and must be the last frame of the video. Do not utilize the Freescale logo anywhere else in the body of the demo. All on-screen text should be big and bold enough to be legible as part of a small, online video.

#### *Resolution/Formats*

Edit your video in its native size and format. Once your edits are complete, output as .wmv file at 640x480 resolution. This will ensure optimal resolution of your video when viewed online.

**Ways your video will be used:** Freescale may use your video coverage on [www.freescale.com](http://www.freescale.com) for the purpose of educating other engineers and the media. We may also post it on external blogging sites or [www.youtube.com](http://www.youtube.com).

**When to send your video files:** As soon as you have coverage, but no later than October 17, 2011.