



UCDAVIS

Undergraduate Research Center

Office of Undergraduate Education

Research Rockstars Undergraduate Slam Contest

Undergraduate Research Center

Email: urc@ucdavis.edu

Website: urc.ucdavis.edu/research-rockstars-undergrad-slam-contest





Introduction

- Opportunity to showcase undergraduate research, scholarship or design project and win up to \$500!!
- This contest is open to all undergraduate students in all disciplines!
- Modeled after the popular tradition of the UC Grad Slam
- Participants are judged on how well they engage the audience, how clearly they communicate key concepts and how effectively they focus and present their ideas—all in three minutes or less.
- **Application Deadline: Monday, May 11, 2020 at 11:59 pm**





Eligibility

- **All applicants must currently be pursuing undergraduate research and fit the following criteria**
 - **Students must be currently enrolled undergraduate students**
 - **All academic standings (e.g. first year, second year, transfers, etc.) are eligible to participate**
 - **All majors are eligible to submit an application**
 - **Open to all research, design and creative activity disciplines/interests**





Rules and Regulations

- **Make a 3-minute YouTube video featuring and explaining your research appropriate for a wider audience. Your video cannot be longer than 3 minutes!**
- **Upload video on YouTube so it is publically viewable. If you don't click Publish, your video won't be viewable by other people. Include a title (up to 100 characters) and description (up to 5000 characters) when you upload your video on YouTube.**
- **Along with your video, submit a 200-word maximum description of the project and/or experimental method as well as the larger context of the project. This description should also be appropriate for a wider audience. Please try to avoid discipline-specific jargon in your description.**
- **The student entering the contest must conceptualize, direct, and narrate; editing and technical assistance is allowed.**
- **The video should include some glimpses and highlights of the student performing their research.**
- **The video should include an audio narration outlining the background and description. Overall creativity is encouraged in the communication style.**





Rules and Regulations

- Once uploaded on YouTube, the link and 200-word description should be submitted in the application form (link in next slide).
- If you show research in a lab, you **MUST** be wearing proper PPE and have permission of the lab PI. If you don't, UC Davis websites cannot post it.
- If you use music in your video, you **MUST** use royalty-free music! If you don't, your video will be booted from YouTube and UC Davis websites cannot post it.
- Take ownership of your research, but make sure to give proper acknowledgements to facilities, faculty, staff, lab-mates, friends and family that are in your video or involved with your research, when appropriate.
- Make sure to include that your research was performed at UC Davis. You are also encouraged to include your name and major.





Rules and Regulations

- If you wish to participate in the contest as a group of undergraduate students from a research team/lab, you are most welcome to do so. However, there should be only one leading researcher who should conceptualize and direct the video. Also, he/she should be the person entering the contest as the applicant on the submission form and be submitting one video on behalf of the group in the application. (If the applicant is declared a winner, he/she is most welcome to share the cash award with the team members!
- For more information and to access the application form visit: <https://urc.ucdavis.edu/research-rockstars-video-contest-requirements>
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Tips for Creating your Video

- Here are some great resources and tutorials about making research videos and telling a video story:
 - <https://www.jove.com/blog/2017/05/08/10-tips-for-making-a-great-research-video/>
 - <https://connection.sagepub.com/blog/sage-connection/2015/03/03/how-to-make-your-science-video-popular-on-youtube/>
 - <https://www.universityaffairs.ca/career-advice/career-advice-article/how-grad-students-can-effectively-tell-their-research-story/>
 - <http://www.mayaproject.org/blog/2015/11/15/how-to-turn-your-research-findings-into-a-video-that-people-want-to-watch>
- How to turn written text into an animated video:
 - <https://plotagon.com>
- How to make a video research summary on an iPhone:
 - <http://blog.impactstory.org/impact-challenge-video-abstract/>





Tips for Creating your Video

- Examples of 3-minute Grad Slam presentations from past winners:
 - <https://gradslam.universityofcalifornia.edu/past-winners/>
- How to post videos on YouTube:
 - <https://support.google.com/youtube/answer/57407?co=GENIE.Platform=Desktop&hl=en&oco=1>
- Getting Royalty-free music: You can do a Google search for royalty-free music. Note that you have to pay for some tracks – Shutterstock and Audiobooks for example – but many sites just want a citation.
 - <https://www.bensound.com/royalty-free-music/2>
 - <https://www.hooksounds.com>





Tips for Creating your Video

- **Creating Good Videos to publicize your research project using Social Media** These 8 tips were prepared by award winning film producer John Mounier, Associate Director of Visual Communications at UC Davis Strategic Communications.
 1. **What are you trying to say?** Take ten minutes, and write out the main point of your video. Is it about a person? A class? Think about the core of the story you're trying to tell and give it some words.
 2. **Who will be the voice of your video?** Is the story told by you? Or someone you're planning to interview?
 3. **Keep the message of the video simple.** In video, people often try and cram multiple stories/messages into one video. The medium works best when it hits an emotional level. What does the story mean to you? Your subject?
 4. **Shoot some good b-roll.** This mean, shots you can use to edit over who is speaking. So, if someone is describing their favorite spot on campus, what shots could you get to cover up some of the words?
 5. **Shoot wide, medium and close-up shots, with a tripod, if possible.**
 6. **No waterhosing!** Meaning, don't shoot everything from one standing position. Move around the room. Get close to things. Move the camera close to things.
 7. **Try and find a quiet-ish place to shoot.** Keep in mind, other people talking, music playing in the background, televisions and telephones all make distracting sounds that take viewers out of your story. Pull your person (or yourself) someplace quiet and shoot your interview there.
 8. **Have fun!**





Judging and Prizes

- Reviewer's choice awards (1st, 2nd and 3rd Place awards, up to \$500):
 - Winners will be judged on academic and/or scientific merit, quality of the content/message, and creativity used in the production and narration of the video. A panel of reviewers will help choose the winners (first place award = \$500, second place award = \$300 and third place award = \$200).
- Popular choice award (\$300): Involve your friends and family!
 - The video with the highest number of popular/audience votes (i.e. views) will win the popular choice award (\$300).





Thank You!

- Have questions? Send us an email at urc@ucdavis.edu
- For more information and to access all the information in this video visit:
 - <https://urc.ucdavis.edu/research-rockstars-undergrad-slam-contest>
- We look forward to seeing your videos!!!
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