

## Center for Advanced Research and Technology

### Giving Back to CART Scholarship

Due to CART receptionist by **4:00 PM on March 24, 2017**

**Giving Back to CART Scholarship** is a \$500 scholarship offered to all CART Seniors interested in promoting CART in a positive light and giving back to CART.

**In addition to the General CART Scholarship Application students are to complete the requirements of the Giving Back to CART scholarship listed below and the Giving Back to CART Application Cover Page.**

When you submit your application for this scholarship be sure that there is a copy of The CART General Scholarship and the Giving Back to CART Scholarship Application Cover Page.

Scholarship Requirements:

1. Each applicant is to submit a 3-4 min “talk” that **promotes CART** using their own experience and knowledge of CART. All links to the talk must be submitted with the Application by the Scholarship Application Deadline of March 24, 2017. ***Copy and paste the link to the video onto the Application Cover Page in the space provided. Submissions will not be accepted late.***
2. The CART talk should demonstrate to others the “CART Experience.” Students should be creative as they demonstrate their passion for the experience that CART provided to them.
3. CART reserves the right to use the videos as a promotional tool. School appropriate language and content is to be used.

Consider the following:

1. The talk will be used as a recruitment/ promotional tool for high school students.
2. The talk is about the positive impact CART has on students.
3. The talk should promote other students’ desire to attend CART.
4. The talk should focus on all of CART, using personal lab experiences to validate student claims about CART.
5. The talk should be creative, think outside the box as you talk about CART and the benefits of CART.
6. All claims about CART are to be validated by sharing your personal experiences at CART—don’t make things up.
7. You are to be in CART appropriate dress as this will be on the CART website.
8. Practice before you create your video talk. Your final talk should be professional and suitable for the general public.

Tips:

1. This is not about video making. It is about CART, talking about CART and promoting CART.
2. An iPhone is a perfect tool for recording your talk. The video quality will be good but the audio may not be clear enough to be effective. A mini microphone would be very useful. In addition using a tripod to hold your phone or camera is desirable to eliminate any shaky video. Mr. Love in the Multimedia Lab is willing to assist you in this area if you need to borrow a flip camera, tripod or microphone.
3. Think creatively. Be passionate about the topic. Are you going to sit and have the video focused on your upper body as you talk? Are you going to do a visual and audio tour of CART while you promote the benefits and explain your experience?
4. If you choose to use a background behind you for your talk it must connect to CART. In other words don’t go sit outside under a tree- instead incorporate the CART logo or a picture of the building or lab signage, etc.

5. UP load finished video to Vimeo or You Tube and copy and paste a workable link onto the application Cover Page. You will need to create an account, upload the file and then create the link. A separate sheet of tips for filming and uploading is available for “how to” do this.

### **Video How To's (Tips)**

1. Use a tri pod when filming as it will create a finished product that is steady and doesn't move around which can be distracting.
2. Film in a well-lit area (turn on all lights).
3. Film in a quiet area. There should be little or no background noise. Noise can distract from the ability to hear the finished video message.
4. Microphone is optional but it does provide better audio than just an iPhone or Flip Cam.
5. Frame your shot, be sure you are the subject of the video- shoot from the chest up and from a distance of 3-4 feet.
6. Think in advance about what you want to say. It does not have to be scripted but sometimes knowing what you want to say helps to make the message clear to the listener. You do not want to ramble.
7. If you choose to include movement be sure it is not distracting.
8. Review your work, by yourself and another to be sure what you are saying makes sense to the viewer.
9. To upload to Vimeo, click on this link <https://vimeo.com/upload> or type it into your url and follow the instructions. You will need to join first. If you are having problems with this please see Mr. Love in the Multimedia Lab and he can give you guidance. Don't wait until the last minute. It is best to ask him when he can meet with you to assist you.
10. To upload to You Tube, click on this link <https://www.youtube.com/> or type into your URL. Sign In and click on the upload arrow. Follow instructions for uploading and creating link. If you are having problems with this please see Mr. Love in the Multimedia Lab and he can give you guidance. Don't wait until the last minute. It is best to ask him when he can meet with you to assist you.

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**Application Cover Page**

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

CART Lab \_\_\_\_\_

Copy and Paste your video link here. Test it to be sure it works.

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