Creative Business Accelerator - guide for filming your application

If you would like to submit your application by film read this guide before you get started.

Filming requirements

- Your application should be a **no more than 3.5 minutes long**
- Film in **landscape**
- Answer all the questions on the application form
- Include a link to your film (uploaded to YouTube / Vimeo or similar) and if it is password protected don't forget to include the password with your link.

Tips for filming directly to camera

- You can film using your phone, a camera or on your computer.
- If you're using your phone or camera and don't have a tripod prop it up using something like a book so that you don't have to hold it the whole time.
- Make sure you are well lit. Put your light source (a window or lamp) in front of you.
- Centre yourself on the screen and film with the camera at eye level. Don't shoot from below.
- If possible stand a few feet away from the backdrop to avoid casting shadows on it.
- Make sure you film somewhere which is quiet to avoid background noise.
- If you're filming on your phone, use the back camera, which generally records higher-quality footage than the front-facing "selfie" camera.
- Avoid clothes with thin stripes or busy patterns, which can cause feedback on camera.
- Don't use the zoom function on a smartphone. It degrades the quality of the footage.
- Read through the application form and prepare your questions in advance. You might want to use notes or cue cards to help you while recording your video responses.
- Rephrase the questions at the beginning of your response e.g. 'my business is a..."; "my 5 year plans are..."
- Be yourself, we want to get a sense of who you are and how you will benefit from taking part in the Creative Business Accelerator.
- Check the audio and video quality are clear before you include the link in your application form.

Any questions?

If you need any further guidance, please contact enterprise@arts.ac.uk