

# CAMPUS REP VIDEO GUIDE



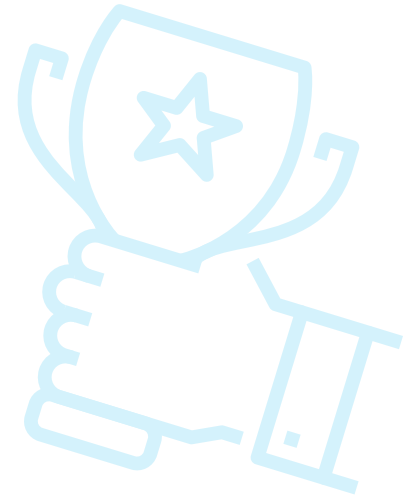
# CONGRATULATIONS!

Thank you for choosing to be a part of the Gleim Campus Representative program. We would love to highlight you on our website and social media channels. Your contributions as a Campus Representative help Gleim reach your peers and equip them with the tools they need to pass.

At the start of the program, film yourself unboxing your Campus Rep materials to show future Campus Reps what they'll receive when they join. Our team and your fellow peers enjoy seeing your reaction to what's in the box!

When you complete the program, film your Exit Video Interview to highlight your favorite parts of the program, how it helped your personal and professional development, why you joined, and how the program can benefit other students on their accounting path when they join.

Don't forget to sign the attached Name and Likeness Agreement. Thanks again for making a difference here at Gleim!



A handwritten signature in black ink that reads "Bernadyn Nettles". The signature is written in a cursive, flowing style.

Bernadyn Nettles,  
*Campus Rep Coordinator*

# QUALITY, FORMAT, AND SOUND

Shoot your video at **1280 × 720 or 1920 × 1080 as an mp4 or MOV**. Set your camera to the highest quality so your video looks clear and sharp. We want to avoid grainy, overcompressed videos, since those don't look professional. If you only have access to a cell phone to shoot with, **record horizontally** (so the picture is wider than it is tall). Finally, be sure to record a video that is **at least 3 minutes** in length, and **don't worry about editing your video or making cuts**. We'll do that for you!



## QUICK TIPS

- ➔ For about 5 seconds at the beginning or end of the video, please sit still and smile. This makes it easier for us to get a good thumbnail image for the video.
- ➔ Make sure your microphone is as close to you as possible without being in your shot. We want to make sure we can hear you clearly without extra background noise.
- ➔ Instead of zooming, move the camera closer.
- ➔ Don't be afraid to be expressive with your hands and voice!



# SPEAKER'S APPEARANCE

## CLOTHING

Be sure to dress professionally, but not uncomfortably. Formal business attire looks nice, but it doesn't make for the most natural video. Avoid extra bright colors or small patterns. Solid colors tend to work well for video. Aim for business casual—be yourself, but without distracting from your video.

If you wish, feel free to wear your Campus Rep shirt, Gleim shirt, or a shirt that represents your school!



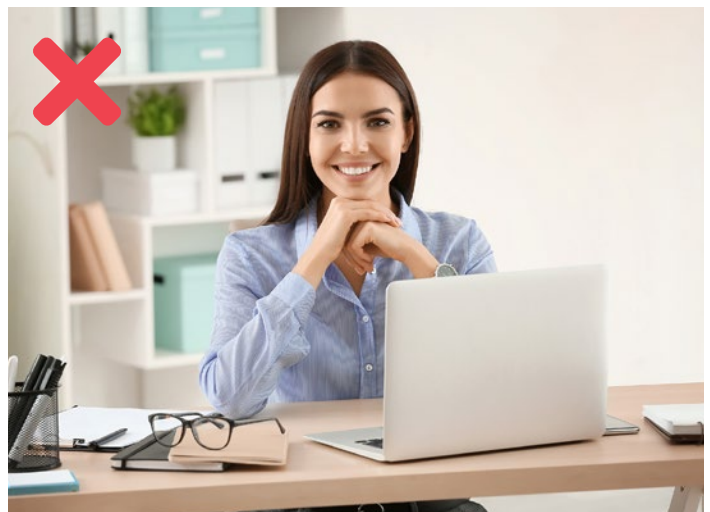
## QUICK TIP

- ➔ When in doubt, think of your video as something you may want to show off in a digital portfolio or on a professional social media profile like LinkedIn and dress accordingly.



## FOREGROUND

Make sure there's nothing in front of you that will block you from view or distract the viewer. Also, make sure there's nothing distracting you and that you are comfortable looking at the camera as you speak.



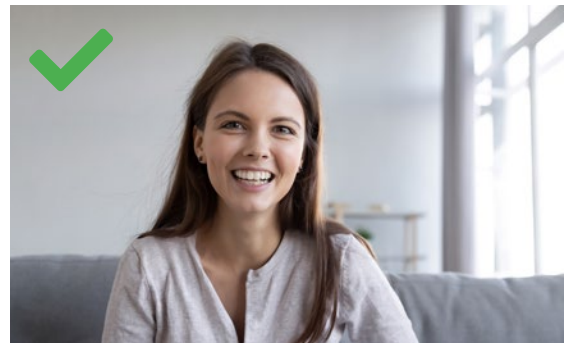
# CAMERA POSITION

## ANGLE AND DISTANCE

The camera on your recording device should be **level with your eyes**—not above you and facing downward or below you and facing upward.

You should **face the camera directly**. Don't record yourself from the side or from an angle.

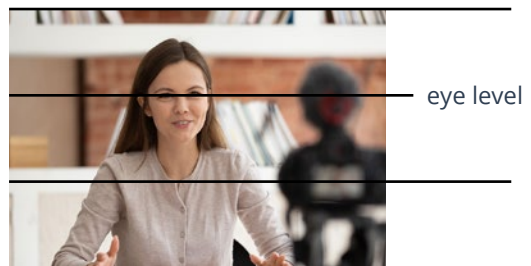
The video should also be centered on you, and you should take up about 1/3 of the frame.



## QUICK TIPS

- ➔ Imagine that the video frame is divided into thirds with horizontal lines. Your eyes should be right about where the top and middle thirds of your video frame meet.

- ➔ **Avoid using a script.** If you need one, don't hold it or put it on a table in front of you (it should not be visible). Position it as close to the camera lens as you can without blocking the lens, so you can continue looking at the camera while speaking/reading.



## STABILITY

Be sure the device you use to record is stable and secure. **Ideally, you want to record with an HD digital camera and tripod or an HD webcam** that is mounted to, or built into, your PC or laptop.

If a smartphone is your only option, try to use a tripod, stabilizer, or other means to secure your phone when taking video.

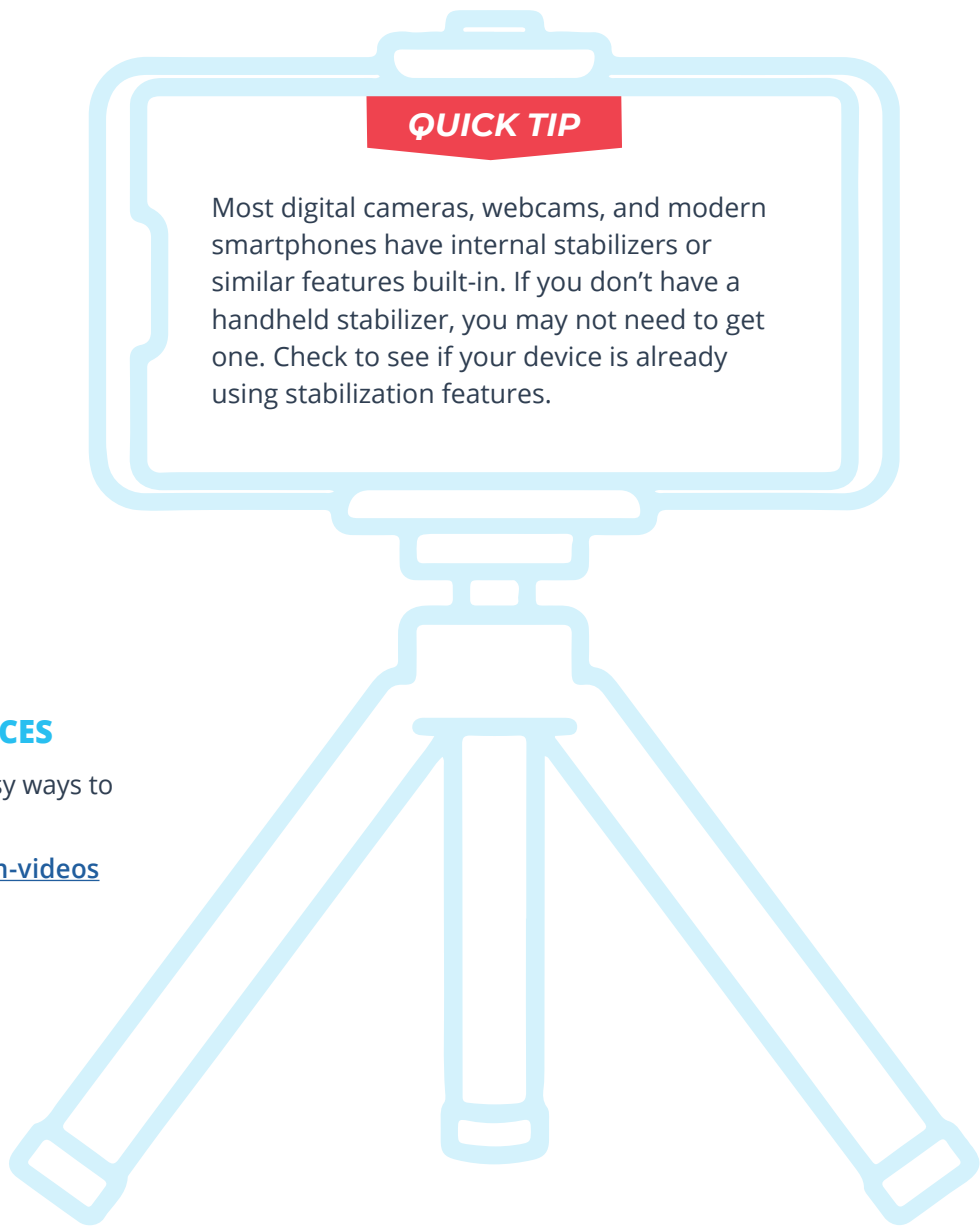
## MORE TIPS, TRICKS, & BEST PRACTICES

Check out the following link for quick and easy ways to improve webcam video quality:

[www.videoschoolonline.com/great-webcam-videos](http://www.videoschoolonline.com/great-webcam-videos)

### QUICK TIP

Most digital cameras, webcams, and modern smartphones have internal stabilizers or similar features built-in. If you don't have a handheld stabilizer, you may not need to get one. Check to see if your device is already using stabilization features.



# LOCATION AND LIGHTING

## GOOD LOCATIONS ARE:

### ✔ Well lit

Bright, but not overexposed, and not too dark. This almost always means the best setting is indoors, where you have the most control of your lighting. Keep in mind that light sources should be off-screen, indirect, and not too close or too far away from you. Natural light, or a desk lamp positioned behind your camera, works well to light your face.

### ✔ The right size

Small enough to focus on you but large enough to avoid feeling cramped or too zoomed in.

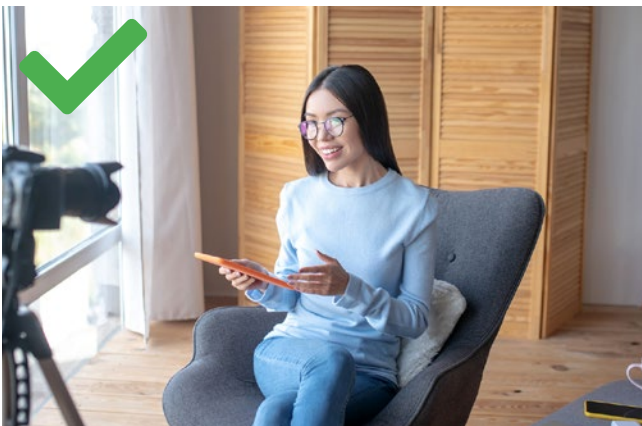
### ✔ Quiet

Little to no chance of distracting background sounds and minimized echoes or other distortions.

### ✔ Natural, but not distracting

Not a bare, unfurnished space, but not an untidy bedroom. Make sure your background isn't messy, and avoid things like ceiling fans, bright or flashing lights, pets, other people, windows with views of traffic or changing scenery, and so on.

## Examples of good locations:



A small, tidy space (daytime) with room for you to sit comfortably while still able to move, such as an office desk, dorm/study desk, dining table, sofa and coffee table, etc.

## BAD LOCATIONS ARE:

### ✘ Poorly or unevenly lit

Too bright, with too much exposure, or too dark, with strong shadows or grainy detail. Outdoor settings are usually not good for taking the best videos, as certain times of day produce poor natural lighting conditions, e.g., noon on a sunny day, or sunset/late evening, etc.

### ✘ The wrong size

Too large, with distracting backgrounds, or too small, forcing you to be too close to the microphone and camera.

### ✘ Noisy

With background or off-screen sounds that drown out or distract from your voice.

### ✘ Unnatural and/or distracting

Locations that are bare or empty make for a video that feels dull and uncomfortable, while locations that are cluttered, loud, or too active tend to look unprofessional and poorly planned, and draw attention away from you.

## Examples of bad locations:



Large/busy public places such as cafes/shops, transportation hubs, parks and beaches, gyms, etc. Small or poorly lit places such as inside a car, a small kitchen or small bedroom (especially at night), etc.

# EXIT INTERVIEW AND UNBOXING VIDEOS

## EXIT INTERVIEW VIDEOS

See the videos below for good examples of exit interview videos.



## UNBOXING VIDEOS

See the two videos below for good examples of unboxing videos. The first is one of our Campus Reps unboxing their Campus Rep materials, and the second is one of our Campus Reps unboxing their Gleim CPA review course.



*Unboxing Campus Rep materials*



*Unboxing Gleim CPA Review Course*



# GENERAL TIPS FOR UNBOXING VIDEOS

Be sure to follow our general guide for shooting videos, including best practices for quality, your appearance, camera positioning, and location. In addition...

## **Don't try to fit the box itself in the shot.**

This will allow you to focus more on the contents and to put yourself in the frame where viewers can clearly see and hear you.

## **Make sure the contents are within reach.**

This helps you to stay in frame and close to the camera as you pick up, put down, interact with, and talk about the contents of the box. Also, make sure you are far enough away from the camera that you can hold up the items in the box to the side to avoid covering your face.

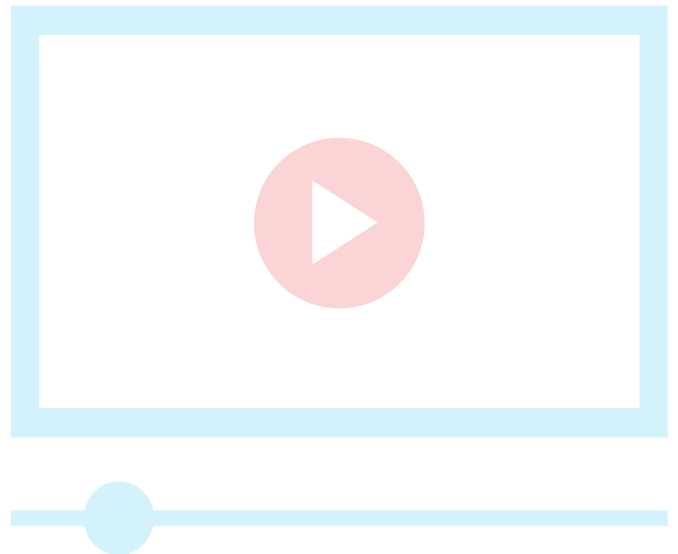
## **Be natural!**

Don't just list what's in the box, take some time to share your reactions and comments on each item as you unbox your materials or course.

## **Be informative!**

If you're unboxing Campus Rep materials, assume the viewer knows nothing about what a Campus Rep does. Briefly describe the uses of each item, or mention some key information they'll find in the items. If you're unboxing Gleim review materials, mention things the viewer may want to know, including the layout of the textbook(s), what other tools/resources come with the course, and so on.

- ➔ Use the information about the fliers and booklets that is included in the Welcome Letter in your Gleim Campus Rep marketing materials box. For example, for the CMA Exam Guide, you can say something like, "This is going to help students learn all about the CMA exam, including how to register for the exam, exam topics, and tips on how to study for the exam."
- ➔ You can also mention the types of events you will be using the materials for. This can give other Campus Reps ideas on how to use the materials. For example, "I will be using these materials at campus events, such as Meet the Firms, club meetings, Focus Groups, etc."



## Name & Likeness Agreement

The undersigned hereby irrevocably consents to and authorizes the exclusive use by Gleim Publications, Inc., its officers, employees, subsidiaries, and affiliates ("Company") of the undersigned's photograph, name, and written and/or video testimonial provided by the undersigned as follows: The company shall have the right to publish, re-publish, or exhibit, either the entire version or a redacted or edited version of the undersigned's photograph, name, and written and/or video testimonial provided by the undersigned pertaining to any product or service related to the Company's exam preparation materials in all markets, media, or technology now known or hereafter developed in the Company's products, services, or promotion efforts, as long as there is no intent to use the photograph, name, and written and/or video testimonial provided by the undersigned in a disparaging manner. The undersigned expressly agrees that they are providing their photograph, name, and written and/or video testimonial on an exclusive basis to the Company, and that they will not provide and have not provided similar testimonials of any kind to any other exam prep or review provider, or any organization deemed by the Company to be a competitor in the exam preparation marketplace. The undersigned also agrees that they will make no monetary or other claims against the Company for the use of their photograph, name, and written and/or video testimonial, and that they waive any right to inspect or approve the finished product, including written copy or edited video, wherein their likeness, name, or testimonial appears.

**Please indicate your agreement to the foregoing by signing below:**

Print Name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_