



Deutscher Akademischer Austauschdienst
German Academic Exchange Service

TESTIMONIAL GUIDE FOR STUDENTS

EUROPEAN UNIVERSITIES WEEK



**EUROPE IS YOUR
CAMPUS?**

Become a testimonial
for the European
Universities!



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GEFÖRDERT VOM

Bundesministerium
für Bildung
und Forschung



Dear student,

You are an important part of the campus, and you contribute to cultural exchange, linguistic diversity and the academic work done at your university and in the European Educational Area! But that's not all: you are also an important voice when it comes to making the European University Alliances and your university better known to the public. As a testimonial, you can share your experiences, perspectives and show others why European University Alliances are important.

That's why we want to encourage you to take part in this social media campaign. We have created a guide for you that will help you create a video. Take this opportunity to share your thoughts and ideas and show others how valuable studying at a European Universities is.



Possible topics

Think in advance about what exciting story or interesting experience you would like to tell your community. Your video could also answer a question or entail a report on your everyday life.

A selection of topics:

- What moments at your European University do you remember especially well?
- Which encounters will you probably still remember in 20 years?
- Share personal stories or experiences that helped motivate you during your studies.
- How is cultural exchange practiced at your European University?
- Tell us how European University Alliances can change everyday student life in the future.
- How is multilingualism promoted at your European University?
- Describe the cooperation between the individual universities within your European University Alliance.
- How are cross-university courses made accessible in your European University network?

You have an even better topic you want to talk about or a relevant question you want answered for your community? No problem! You can freely choose your topic. The only important thing is that it has something to do with your European University.



Video structure

1. At the **beginning of the video**, briefly introduce yourself and mention at which university and European University Alliance you are studying at. This helps your community to get to know you better.
2. Then dive into the **story** you want to tell. Make it clear why this topic is important and relevant.
3. You can use viewing materials or interesting locations as **tools** to enhance the quality of your video. However, pay attention to background noise that can affect the listening experience.
4. **End your video** by smiling into the camera for a few seconds. This ensures a harmonious conclusion and leaves a positive last impression.



Tips and tricks to make your video the best it can be:

- Background:** Make sure the background is calm and tidy. A busy background can be distracting. However, if you need to film in a busy environment, use your phone's "Cinema Mode" to blur the background.
- Camera:** You don't have to use a professional camera! Most smartphones have good video resolution these days. An authentic video can even be more likeable for your audience.
- Video format:** Take the video in portrait format, since this format is preferred on most social media platforms.
- Position:** Position yourself halfway from the camera. You should be visible at least from head to hip and an empty space above your head should be left. This way the exclusion zones, that some platforms have for videos, are not a problem.
- Briefness is key:** That's why it's best if your video statement is around 90 seconds long. If you need a few seconds less or more that's no problem!
- Story:** In addition to the length of the video your personal stories are crucial for social media.

Impulse: exclusion zones

An exclusion zone is an area within a picture/video that should be avoided to ensure important content is not cut off or obscured.

For example, on Instagram the restricted zones are at the top and bottom of each video. Instagram places logos and control panels there.

Paying attention to exclusion zones is also important to ensure your video won't get cut off on its sides on social media. This way different screen sizes and device sizes are also taken into consideration.





More tips and tricks:

- Clothing:** Please make sure that your clothing does not have stripes or large brand logos that can distract your audience from what you are saying.
- Tripod:** Use a tripod or a stable surface to avoid wobbling. Make sure your smartphone is in the correct position.
- Light and Sound:** Use a ring lamp or an alternative light source behind the camera for a good illumination level. You can use a microphone to get the best sound. If a microphone is not available, make sure there is little background noise.
- Music:** Do not use music while filming, since it can be added at a later point in time.



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Recording variants



easy – with smartphone camera
in familiar surrounding



well lit position

Do you have any questions?

We are happy to answer your questions. Simply get in touch via:

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