

# Detroit Institute of Gastronomy – Video Essay Guidelines

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## Self-Recorded Video Essay for DIG Application

If you choose this option, you will record the essay by yourself and then submit a link for video review. We are interested in your manner of speech, essay content and personality. Your video must be an unedited single-take recording. However, the advantage of a self-recorded video essay is that you can reshoot it as many times as needed and upload the best one.

## Video Essay Guidelines

*Feel free to use the following tips and guidelines for video essay submission purposes or to go viral on YouTube and social media.*

### The video must include:

- Why you want to go to school: You will have a very small window to build your hook into a case for why you belong in school. Use your introductory sentence as the basis for the lesson that set you on the course toward higher education.
- Share your true motivation

### Tips for Quality Video:

- Make sure that the audio-visual quality of your essay is good enough. No noisy audios, and shaky selfie-style or mockumentary-style videos.
- Put your smartphone on a tripod. Even a cheap one will perfectly do if you set it up correctly.
- Check the frame format. You can go ahead with 16:9 frame (1280 x 720) as it looks cinematic and gives you a possibility to fill the frame with some important ambient details, for example, your bookshelves, pictures on the wall, etc.
- Find a good place where you can be seen clearly. It is not necessary to be in the frame in your full height; eye-level angle will be enough. To get some inspiration, take a look at the frame compositions used for professional interview shootings.
- Take care of the light. There should be a proper lighting in the chosen location, and you can even use a few sources simultaneously.
- Make sure the place is quiet, and there are no strange sounds. Listen to your audio take: there should be no pre-echo, post-echo, or audible noise on the background.
- Practice speaking for 1 minute, avoiding too long and confusing sentences. Remember to keep it simple and do not try to use uncommon words or constructions.
- Rehearse your performance as many times as you can. Practice, record, watch, and analyze your recordings several times. Ask your family or friends to evaluate them and to help with the shortcomings you may find.



## Don't Overdo It

While the guidelines for making your video essay are quite simple, they will be effective. The main thing to remember is that while you should pay proper attention to your look and hairstyle, as well as your ambiance, light, and sound, it is crucial to keep in mind that your video essay is being filmed with a specific purpose. Therefore, focus on what you are going to say first, and then think about the technical part. Your video-essay is designed to present you as a confident and skillful professional.

## Personal Advertisement

- View the video essay as an advertisement: Your video essay is, in some ways, a brief advertisement for yourself. Your audience is the admissions committee that is attempting to select a capable and diverse cohort of students.
- Some people might define advertising as a form of lying. Certain advertisements certainly fit this mold, but the best ones present the truth in the most favorable light possible.
- Hook your viewer: Begin your script with a short sentence that captures your viewer's attention. The ideal hook is a concise introduction that suggests a larger story.
- Resist memorizing your script: The script you prepare will be your guide to the video you ultimately create. However, when you are filming, it is imperative that you do not read from a script.
- If you must memorize your script word-for-word, ensure that you can recite it with life and energy in your voice. If you continually pause to remember your next word, take a break and start over. Regardless of how much practice you complete, it is important to sound fresh when you record.

