



#worldipday

Guidelines for Video Production

Videos and other audio-visual assets are a great way to boost engagement in the World Intellectual Property Day campaign and to get target audiences thinking and talking about the campaign theme – **Innovate for a Green Future** – and of course to spread news of the campaign to their friends.

Videos are also a great way to:

- capture expressions of support (especially among thought leaders and other high-profile personalities for the campaign);
- draw attention to the scale of local environmental challenges and how innovation can address those challenges;
- demonstrate how people in your area – inventors, creators, young people, companies, policymakers and more – are making a difference, addressing local environmental challenges and carving a pathway to a green future.

Producing a compelling video can be a relatively straightforward and low-cost task. But to be effective, it needs to be shot in a way that looks professional. Some tips include:

- shoot steady video;
- avoid unnecessary zooms and pans;
- ensure proper lighting;
- plan your interview;
- capture good sound.

Below is a template to support you in developing video clips on World IP Day campaign-related themes.

Template

First minute [focus on the work of the inventor/creator and its impact]:

Inventor:

1. Name of inventor/company [My name is/the name of my company is ...]
2. Inventor explains:
 - what her/his invention does and the need it addresses;
 - the impact/benefits achieved by her/his invention;
 - how IP rights have been useful in supporting the invention's development.



Creator:

1. Name of creator [My name is]
2. Interviewee explains:
 - the type of creative activity he/she is involved in;
 - what inspired their work;
 - why IP rights are important to him/her (e.g. enable him/her to earn a living and to continue creating, etc.).

Second minute: [commentary on IP and endorsement/message for World IP Day]

Interviewee comments on:

- Why it is important for inventors/creators to think about protecting their work.
- Why people should celebrate World Intellectual Property Day and why it is important to support innovation for a green future.

Notes:

1. The video should be no more than 2 minutes;
2. The inventor or creator should be filmed in their work space;
3. The clip should include shots of them at work;
4. The video should be sub-titled.

You are free to share your best videos with WIPO for possible use on WIPO's channels*. WIPO reserves the right to select the videos it publishes on its communications channels.

Technical requirements for videos you wish to send to WIPO*:

- Minimum resolution: HD 1280x720, landscape mode, as a .MOV or .MP4 video file.
- For posting on your own World IP Day web pages, the edited video segment should be dressed with the World IP Day intro/extro assets available for download from the social media kit by mid-February.
- Any video assets that you may wish to send to WIPO must comprise:
 - your edited video; and
 - a clean master version (no intro, no title, subtitles/captions, no extro). An edited video segment sent to WIPO is a clean master version (no intro, no title and subtitles/captions, no logo, no extro);
 - an English translation or transcript of the dialogue/narration.
- If a logo is to be incorporated into the video (e.g. end-credits), please send a high-resolution image file (.png) with transparent background.

How to send us your videos

We recommend you to use one of the following options:

- **Vimeo** (Vimeo.com);
- **WeTransfer** if you have a video file up to 2GB (WeTransfer.com).

Please send your link to our World IP Day e-mail address: worldipday@wipo.int

If you have any difficulties sending us your file links, please contact us through our World IP Day e-mail address worldipday@wipo.int