

ITP International Museum Day Film – The Future of Museums

Hints and Tips Sheet

To celebrate International Museum Day, the International Training Programme would like to put together a short film to showcase this year's theme, *The future of museums*, from a global perspective. We are inviting ITP network members to record a short 2-to-5-minute video of themselves responding to the theme of *the future of museums*. Please see the call for submissions document to see to see some suggested ideas for content of your video.

Each submission will be divided by a title card which will introduce your segment of the film. ***Please ensure you send the following details to ensure this title card is accurate:***

- Full/preferred name.
- Full Job title
- Institution

Your video contribution does not need to be very long – **a maximum length of 5 minutes**. There are no requirements as to where you record your video or the quality of camera you use. However, here are some useful things to consider when recording your video:

- ***Think about lighting*** – you do not need to have fancy lighting equipment for your video to look professional. Filming in front of a window with good natural sunlight is an effective way to make sure your face is well-lit and not in shadow.
- ***Think about your surroundings*** – Try to record your video somewhere where there is not too much background noise.
- ***Use your smartphone*** – If you do not have access to camera equipment, do not let that deter you from creating a video. Modern smartphones are capable of recording video in a high quality.
- ***Record your video in landscape*** – Filming in landscape is better for uploading to social media platforms such as Twitter and Facebook. We ask that you film your content in landscape to ensure the ITP films are consistent.
- ***Images*** – If there are any images you wish to include in your video to highlight what you talk about, please send those by email with your video.
- ***Think about audio*** – Watch you video back to make sure you are happy with the sound. The volume of your voice is loud enough to be heard when watching back and there is not too much background noise.

Please send your videos via WeTransfer - <https://wetransfer.com/> - to gpeckham@britishmuseum.org