



In agreement with the Board of Universeum and in the current and exceptional circumstances in which we live, we suppose you have already been informed that the 2020 Belgium Conference and Pre-conference workshop have been cancelled.

In order to cheer up somewhat the general mood and still give some input about U-Museums we would like to see you express yourself with homemade videos or interviews. Under the main theme '**Beyond museum visits in the era of COVID19: 5 min meeting with university museum workers**', you as professionals will record a video to tackle university museum problems/limitations/constraints in the middle of this lock down period.

### **Content guidelines**

1. Start by presenting yourself, your museum, and your position in the museum or collection.
2. Then provide a short description of the collection you are in charge of.
3. Tell us how you manage day to day your museum/collections during COVID19 crises (lockdown, re-opening...). Choose only one or two issues you would like to discuss that can be safely shared online. Here are some examples: Which measures did you take regarding their conservation? Is the access of museum workers still possible? What are the restrictions and how do they impact the work? How does the lock down impact the museum activities? Are there digital alternatives? Were they cancelled or postponed? How does this situation impact the museum financial income? How does the museum communicate with the public? Through which channel? Have you re-open your museum/collections to the public or when do you plan to do so? How did you organised the re-opening?
4. Finally, add any advice or message you would like to share with the university museums community?

### **Some tips to record a homemade video**

1. Use English as the main language in the video to communicate with the UNIVERSEUM community.
2. Make short videos that last between 2 or 3 minutes and a maximum of 5 minutes. The video should be clear, concise and to the point.
3. Shoot with your phone or laptop following the instructions on your device. You don't need any expensive recording equipment in order to create a high-quality video.
4. Use your phone or laptop in the right way. Make sure you shoot with your phone set horizontally, or your laptop upright. If you're filming with your laptop, make sure the camera is at a 90-degree angle. Tilting the screen can look funny and distort your face. Furthermore, you don't need a tripod to elevate your laptop. You can stack it on a pile of books or boxes to reach face height.

5. Never use the zoom feature. Zooming in with your phone can make your video blurry. Instead of zooming, move your phone or computer closer to you.
6. Pay attention to your background. Nothing looks less professional than a messy or distracting background.
7. Use plenty of light. The sun is one of the best light sources for video.
8. Prioritize a clear audio. Try to record the video in a small room. A common trouble point is getting an echo from your sound. This can come from large rooms or empty rooms.
9. Make sure you speak slowly and clearly. Slow down slightly when you talk and make an effort to pronounce clearly.
10. Work on your body language. Use a calm and open body language.
11. Plan the content of your video in advance and practice before you start recording.

### **Technical details for videos**

Please send your video at the address [universeum2020@ulb.be](mailto:universeum2020@ulb.be) by **wetransfer**.

The free version allows you to send **2GB (2048 MB) of data**.

It is therefore possible to make a high definition video, with a resolution of 1080p, but it is not mandatory, so we let you choose the format that best suits your device settings.

However, the videos will be uploaded on the Universeum 2020 website via hosting them on a Youtube account. Here are the characteristics accepted - and to be respected - to post the files:

- Recommended resolution: 1080p or 720p
- Recommended size: 16:9
- File formats (extension): .MOV, .MPEG4, .MP4, .AVI, .WMV, .MPEGPS, .FLV, .3GPP

**We need your contribution to bring some life into the "UNIVERSEUM Belgium 2020" project!**

**Thank you so much and take care!**