

2020 ThisWayToCPA Video Competition

Video requirements and recording guidelines

Video requirements

Video entries must:

- Be in English
- Be a file size of no larger than 1 GB
- Be no longer than two (2) minutes long
- Be submitted in the .mov or .mp4 file format
- Not include the likeness of any individual other than the person entering the competition; no other person, image or likeness may appear in or have their voice included in the video
- Not contain any obscene language or content
- Not advertise or promote any brand (except ThisWayToCPA or AICPA) or product of any kind (for example, you may NOT wear clothing that displays any logo or image of any kind, including but not limited to, any slogan, name or logo of any product, college, school or university)
- Not include, copy, display or otherwise infringe on any material, property or image owned by, belonging to, trademarked by or copyrighted by any other person or third party, including but not limited to; a) any photograph, image, logo, work of art (such as a painting or sculpture), music, and b) any material or image that has been published on, or in, any website, social media channel, television program, movie, book or any other media of any kind
- Not include any background artwork unless it is an original work the participant created

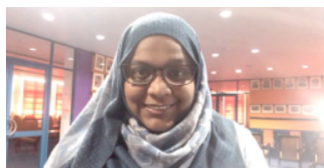
Video recording guidelines

You may choose to record your video using several devices, including a laptop or desktop camera, handheld video recorder on your mobile device. Whichever method you choose, please follow the below guidelines to ensure the highest quality recording for your entry.

Framing

- Consider having someone else record you.
- Hold the camera in landscape position (horizontally).
- Keep the camera steady. Consider using a tripod or other stand to hold your recording device.
- Keep the subject-centered. Do not let their head go beyond the top edge of the frame or have too much headroom (the space between the top of their head and the top edge of the video).

Examples of good framing:



Sound quality

- Remain within 3 feet of your subject/camera at all times, or sound quality will be compromised.
- Shoot in a quiet area where there is NO background noise (no one on the telephone or background conversations)

Lighting

- Make sure that the light source is in front of you and not behind you
- Refrain from shooting in front of windows. You can use the light from a window to record, but make sure it's not a day that where the light keeps changing as clouds go by.
- Look out for overhead lights as well, as they can cause shadows under the eyes and nose.
- Take a look at the person through the camera – you should be able to see if they look good!

Uploading video

- Copy footage to your computer, using a cable. Do NOT text or email yourself the footage as this will create a smaller file, with improper quality. Once onto your computer, upload the .mov or .mp4 online at **ThisWayToCPA.com/competition**. Entries are collected using WizeHive.
- Sign and return the attached consent form to **thiswaytocpa@aicpa.org** (or upload via WizeHive).

Reminders

- Post-recording editing or production is OPTIONAL. If you choose to edit your video, you may do so using a program of your choice. Please remember you should complete any editing.
- You are required to sign and submit an electronic copy of the MultiMedia Release form with your video entry. A copy of the form is on the competition homepage at: **ThisWayToCPA.com/competition**.

