

Technical Specification for the Presentation Video

Participants of the Festival are invited to create a presentation video showcasing their work. This video should effectively convey the core idea and uniqueness of the work while capturing the audience's attention. To achieve this, it is essential to consider several key content stages that will help structure the information, making it more accessible and engaging.

Goals and Objectives of the Video:

- Present the work in a concise and appealing manner;
- Capture the interest of the Festival's Expert Panel and other audiences;
- Clearly and concisely communicate the essence of the work, its purpose, and the results achieved;
- Highlight the relevance, uniqueness, and advantages of the work;
- Increase the recognition of the work and the team of authors.

Target Audience:

- The Festival's Expert Panel;
- A broad audience interested in the project's theme (schoolchildren, teachers, students, educators, representatives of educational institutions, and partner organizations).

Content Requirements: The video must be short (recommended duration: 3-5 minutes). Information should be presented clearly, concisely, and in an easily understandable language.

Video Structure:

1. Introduction:

- Begin with the logo or a photograph of the educational institution;
- It is recommended to capture the audience's attention from the first seconds using an interesting fact, a provocative question, or a vivid visual that reflects the essence of your work.

2. Introducing Yourself and the School:

- Briefly introduce yourself, state your role, and provide information about your School;
- Ensure the audience understands who you are and why your work is important.

3. Project Description:

- Provide a brief yet meaningful description of the project's essence, its goals, and objectives;
- Use simple and clear language to convey the main idea to a broad audience.

4. Problem and Solution:

- Clearly define the problem your work addresses;
- Describe the proposed solution and explain why it is effective and relevant.

5. Advantages and Uniqueness:

- Emphasize the key advantages of your project compared to competitors;
- Highlight its innovative aspects and unique features that make it significant.

6. Results and Future Prospects:

- Showcase the results achieved (successes, feedback, statistics);

- Discuss the future development prospects of the work, possible implementation stages, and future plans.

7. Contact Information:

- Conclude the video with the project's logo, the team's name, and provide the website and social media links (if available).

Key Messages:

- Clearly articulate the core problem your work addresses and emphasize the unique value it offers to the target audience;
- Highlight the potential for growth and development of the work to inspire viewers and generate interest in your initiative.

Visual Elements:

- Use of high-quality graphics, animations, and video materials;
- Visualization of data and results (charts, graphs);
- Use of stock videos and graphics (with compliance to copyright regulations);
- Demonstration of the problem-solving process (prototypes, developments).

Language of the Video:

- Primary language: Russian;
- Subtitles: For the convenience of international viewers, English subtitles should be available at the bottom of the screen;
- Alternatively, if participants prefer to use their native language, they may record the video in their language while also adding English subtitles to ensure understanding.

Technical Requirements:

- Format: MP4;
- Resolution: At least 720p;
- Audio: Clean and clear sound without background noise;
- Frame rate: 25-50 fps;
- Minimum bitrate: 6 Mbps.

Style and Tone:

1. **Professional and Confident:** Demonstrates expertise and confidence in the work.
2. **Positive and Energetic:** Highlights the team's enthusiasm and the project's prospects.
3. **Informative and Clear:** Provides precise and accessible information about the work.