ETH

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Guidelines for creating MOOC trailers

To advertise your MOOC you will need to create a video trailer. This trailer will introduce the MOOC's instructors, provide a brief summary of the MOOC's content and learning objectives – and, of course, invite students to take part. Your trailer should be as short as possible (not more than 1½ minutes). Trailers are produced by ITS Multimedia Services. Ideally, your trailer will be finished three months before the course goes online, and you should begin planning it three months before that, i.e. six months before the course goes online.

You will begin with a script.

What is a script/storyboard?
A script is the written basis for a film, and describes the figures and progression of the film using text and images. It is an extremely helpful aid because it verbalises and visualises your ideas for the camera team and clarifies the length and technical complexity of individual scenes. The thread running through the script is the commentary, whose length for a 90-second trailer should run to 60-70 seconds, i.e. will contain 120-160 words. Use the script models to help you create your trailer.

Writing your script

1. First consider the following:

    *   What should stay in the minds of the audience after the trailer? What, in one or two sentences, is the most important thing about the course? What should participants be able to understand and do after the course?
        -> Keep the answers to these questions in mind when you create your script.

    *   Who will appear/speak in the trailer?
        -> The main course instructor(s), ideally the professor
        -> If possible, use a talented speaker who speaks fluent English.

    *   What MOOC themes are associated with interesting images?

    *   Do certain locations/spaces/rooms suit the MOOC particularly well?

- What information should be better left out and integrated into the written description instead?

2. Basically: less is more. The trailer serves as a brief invitation and is meant to attract attention. It should not and cannot describe the whole course.

3. Give your script to MMS, LET and Corporate Communications for editing.

4. Plan enough time for filming – stress is visible on the faces of your speakers!

Structure/template

Publicity videos should be structured as follows: (1) Relevance; (2) Introduction; (3) Content; (4) Invitation.

Relevance

5. The first 20 seconds should grab the audience's attention and convey the relevance of your MOOC, in part by answering the classic question: "What's in it for me?" Begin with one or two core questions addressed by the MOOC. If the course builds on another course, or is its prerequisite, tell the audience this.

Goals: (1) Demonstrate the relevance of the theme for the professional competence of the target group. (2) Motivate the audience to reflect.

Important: Here you are concerned with presenting the basic issues – the social, scientific and personal relevance of the course – and not the content.

> "How can we feed an ever-growing number of people? How can we make sure food is safe and healthy? How can it be produced to be affordable for everyone?"

Introduction

Transition to a description of MOOC content and the speaker: (ca. 20 seconds)

6. Transition as per "These are the precise issues addressed by the course … You will learn how x and y work, and that will help you with a and b …"

7. Present how competent the instructors and ETH are: "ETH Zurich has been conducting research into this for years …", "I have been studying this phenomenon for a long time."

8. Introduce the speakers briefly: "My name is XXX and am a professor of XY at ETH Zurich. My colleagues XY and XY and I will be teaching this online course."

> "These are just some of the questions guiding our latest course on biomechanical food production. My name is … and I would like to invite you to attend this MOOC. The institute for health and food here at ETH Zurich has been looking into the food production process for almost twenty years now and we would like to share ..."

Content

Present concrete examples and applications (ca. 20 seconds)

Elaborate your themes concretely using authentic examples.

Invitation

Why should you attend this course? (ca. 10 seconds)

Speaker's concluding statement: Describe the results and/or insights gained. Invite potential participants to sign up for the MOOC.

> "I look forward to having you in the course. I am convinced that it will bring you further in the area of XY and enable you to do xxxx and xxxxx independently."
>
> "This course offers you the unique opportunity to share in the knowledge of a top international research team. Register today! I look forward to our virtual communications."