NYU Shanghai Reads Video Project

This Fall, all incoming first-year students at NYU Shanghai are being asked to read *Shark's Fin and Sichuan Pepper: A Sweet-Sour Memoir of Eating in China*, written by Fuchsia Dunlop. In order to help promote the book, the NYU Shanghai Reads Implementation Committee is reaching out to the

NYUSH community to create content for social media platforms.

If you would like to participate in this project, you would be required to film footage of yourself talking about food, similar to food vloggers on social media. For this project you can either (a) talk about a dish from your culture, or (b) talk about a dish that you like from another culture. When you are making the recording you have the option of (a) taking us on a journey to get your dish, maybe this means walking to a street vendor or going to a restaurant, or (b) cooking the dish at home.

If you have not yet read the book, you can still participate in the project. **However**, **when you record the video, we would prefer that you reference the book or the NYUSH Reads Initiative in some way.** If you would like to read the title along with the students, there are limited copies available in the NYUSH Library. If you would like a copy of the text for yourself, it is available from Chinese sellers online as well as Book Depository. You can access the book at Amazon and use the *Look Inside* feature if you would like to browse the book. You can also learn more about the book on GoodReads, or by watching this short video produced by the *Chengdu Plus* YouTube Channel.

We hope you will participate in this project. The University Communications team at NYUSH will be doing all of the editing and producing for the videos. All that is required of you is to provide footage that they can use. Final videos will be pushed out via social channels related to NYU and NYU Shanghai Reads. We will also send you the link to the video once completed.

*Instructions for submitting files*

* We will be accepting submissions all year on a rolling basis and pushing out new content to help promote our on-campus events.
* We have created a unique submission link on NYU Box for file submission.
* Please follow the link to NYU Box and create a new folder with your name on it. All media, including the *video release form* included at the end of this document, can be added to your folder.
* You can submit multiple video files. We are also accepting any media, pictures or drawings, that you would like to include.

*Instructions for Recording*:

* Show us one of your favorite foods! The video should focus on both the food and your reason for liking to eat and/or prepare the food.
* You do not need to edit the videos. We only require “raw footage” and you may upload more than one clip. Do not worry about making a continuous video. The video clip(s) you send us will be edited and produced by University Communications for distribution on social media channels.
* It is better to give us more content than less content. However, a maximum of 10 minutes is appropriate. This will provide enough footage to create an engaging video.
* Please speak in English. All videos will be subtitled in English and Chinese by the UC team. *If you speak in a language other than English, for example because you are doing a task for a language course, please consider also providing a text file with subtitles in that language.*
* If you have any NYU Shanghai clothing, feel free to wear it for the video.
* Your video should have a clear Introduction. Tell us your role at NYU Shanghai, where you are currently, and what country you are from originally. Tell us why you have chosen the food or dish you have chosen to talk about. Tell us what we are about to do, “Today, I’m going to take you to my favorite street vendor.”
* Be descriptive during your video while also remaining engaging, “I like to cook in my kitchen because it reminds me of when my mom made this dish and I would sit in the kitchen with her.”
* Your video should have a clear Conclusion that expresses gratitude toward the audience and how you feel about the experience, “Thank you for listening to me talk about my favorite food from my home country. I really enjoyed sharing this with you.”

*Tips for recording:*

* Do not record a vertical video. Most videos are best viewed on a landscape screen.
* The built-in microphone on your mobile phone is probably good enough to pick up clear sound. But feel free to use a microphone, even the microphone on your headset. If you have two smartphones, you can submit an audio file plus a voice memo file and we can possibly sync them in production.
* Speak directly to the camera, like you are speaking directly to a person.
* You can submit any format of video file, e.g. the default format from your phone.
* Avoid zooming in on anything in the background because this will lead to a pixelated video.
* Try to shoot outside if possible. Natural light is the best light source. If you are inside, do not put any lighting behind you.
* Use a tripod, or keep your device stationary (leaning against a sturdy object), to cut down on shaky camera work.
* Please be respectful of capturing images of people in public.
* Please include as many visuals as possible to make the content more engaging. If you have media files (pictures, drawings, etc.) that you think will add to your video, please send those along with the video clip(s).

If you have any questions about this project, please send us an email at shanghai.reads@nyu.edu



**PHOTOGRAPH AND RECORDING RELEASE**

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Address/地址:

Event/活动: NYU Shanghai Reads Video Project

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