**Science By You – Video Guidelines and Ideas**

Below are some general ideas for ‘Science by You’ videos. These are just thought starters, if you have other ideas you would like to explore, let us know!

**Potential Video Content:**

* **Step-by-Step** **Demonstrations:** Show how you would conduct an activity in the classroom. Mention how you would set up and if you have any tips/tricks for easy preparation. Mention how you would conduct the activity in your classroom. Do you have any suggestions for how to better engage students? Mention the post and pre-lab discussions that should take place. What should students understand before this demonstration versus afterwards?
* **Product Discussions:** Highlight the benefits of a Ward’s Science product and how it will help you in the classroom. Comment on the other materials provided beyond just the product itself (teaching guides, classroom manuals, etc.).
* **Standards Discussions:** Talk about the application of this product in alignment with NGSS and common core standards.

**Video Tips:**

* Try to keep the video around 3-minutes. If the activity or topic warrants a longer video, that’s ok, but people can typically understand the general concept within the first 3-minutes.
* Shoot the video with your phone or tablet horizontally (versus vertically). If you have other video-capturing programs, that works too.
* The video doesn’t have to be perfect! Don’t worry about missteps here and there. It makes the content more authentic.

**Written Requirements:**

* Make sure to state your first name, what you teach and how many years you’ve been teaching
* Include a name or title of the video – could be the name of the activity, lesson, or topic.
* Recommended grade level
* Teaching topics and concepts covered
* 2-3 sentence overview of what is covered in the video
* For activities – It is best if there is a step-by-step write-up of the activity to go along with the video

**Video Requirements**

* Please do not include students’ faces in the video, for legal reasons.
* Avoid showcasing competitor brands. If you are using equipment that is not Ward’s Science branded, please do not show the competitor’s brand name/logo.

**Example (this video was submitted by a teacher as part of our Science By You program):**

* [Enriching Case Studies with Hands-On Lab: Blood Typing](https://wardsworld.wardsci.com/science-by-you/ws-science-by-you-activity-blood-typing-2)
* [Magnus Flyers](https://wardsworld.wardsci.com/wards-world-activity-guides/ws-science-by-you-magnus-flyers-2)