



### 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. If you have older videos that you'd like to share, we'd appreciate seeing those too.
- 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! It makes the content more authentic. Your peers are more interested in hearing your thoughts anyways.

#### 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. Our activity template is available on the main submission page. Please follow this format for the write-up accompanying your 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](#)
- [Magnus Flyers](#)