UA&M Folk Art Scholarship Video Application Procedure Document

We are excited to offer a video option again this year for our Folk Arts Scholarship. In the interest of making our funding more accessible and equitable, we have decided to create an alternate means of applying for the Apprenticeship grant that allows applicants to explain their project scope and goals verbally rather than entirely in written form. We welcome your feedback about this new application procedure, and if video is not your preference our traditional text-based application is also still available.

Our staff is happy to assist you with this new process! If you have questions about technology accommodations or need an access point for video or internet services, please contact Adrienne Decker (801-246-7286 or adriennedecker@utah.gov) to make arrangements. All video portion technical assistance requests should be initiated at least two weeks before the published deadline.

If you are planning to submit a video application for the Apprenticeship you must contact the Folk Arts Manager (801-245-7286 or adriennedecker@utah.gov) no later than February 14, 2022 to schedule your virtual meeting.

Once you contact Adrienne she will schedule a time to conduct virtual meeting for the video portion of your application. You will need to have access to a computer with a camera or a cell phone with a camera so that you can access Zoom, Google Meet, or other video conferencing software. Once your meeting has been recorded you will be sent a link to the video to add to your application. If you need assistance with this process, please contact us.

Helpful Hints and Tips for Video

Plan Before You Film

Think about how you'd like to respond to each question, and consider what video recording technology (cell phone, web camera, video camera) works best for you. If you are comfortable with a traditional camera-shot video, consider having a friend or colleague "interview" you. Or if you prefer, make a slideshow with a voiceover using Microsoft PowerPoint or a similar

program. There are multiple options, so choose something that feels natural to you. Please reach out to our staff if you have questions about acceptable formats!

Work From a Script If Needed (But Avoid Reading Directly From It)

Once you've finalized what exactly you want to cover in your application responses, plan the main talking points and write them down clearly and concisely. Writing out your ideas ahead of time improves intention and clarity and helps eliminate run-on sentences and excessive verbal pauses like "um" and "like."

Make Sure Your Video is Clear and Audible

Reduce background noise, choose a well-lit setting, and avoid having the camera angled in a direction where it's hard to see and hear you. Use a tripod to stabilize your camera or phone if one is available.

Shoot Several Takes If Necessary

If your video footage has bad sound or lighting, you can shoot another version or edit several takes together for a finished product you are happy with.

Edit Your Video (Optional)

There many free video editing programs available online and video editing programs like iMovie and Windows Movie Maker are easy to use. If you have questions about how to make an edit to your video, there are free YouTube tutorials that will provide directions.

Watch Your Video Before Uploading

You should watch the full video to catch any mistakes or things you would like to revise before uploading. Consider having someone else review it as well as having another set of eyes will help identify any issues or errors you may have missed!