

# **Making Impactful Videos**

for **Scientific Presentation**

# Some Important Points

- **Typography**

- Formality

- Mood of Types (Fonts)

- Font Personality

- **Where to look for** – Fonts

- **Psychology of Color**

- Making **scientific videos** using Zoom + PPT

- Layout – how screen is arranged

- Visual elements

- Making a **thumbnail** for your video





We use our voice, facial expressions, gestures and posture to convey a wide range of **emotional cues**.

Typefaces and the way they are used also typographically provide **emotional cues**.





**Font choices** have an impact on how your message is communicated and how people feel about the words on the page.

Not only about how the letters look, or about serifs and sans serifs.

**Typography** is the strategic arrangement of types in order to make written language readable and visually appealing

# Typography Rhythm

*Derived from the Greek word for "flow", rhythm is an essential attribute of all art forms. It is moving force connecting the elements within a composition. While the principle of transition is based on maintaining flow, providing for gradual change, rhythm is the heartbeat of flow. At the same time rhythm is a subtle, poetic trait.*

In music, rhythm refers to a definite, orderly movement that can create various moods from excitement to sadness, depending on the tempo. Although different instruments may play different notes of varying duration and intensity, the composer weaves the individual rhythms into a whole. The graphic designer, can also employ several rhythms simultaneously using different lines, shapes, colors and textures, each compatible with the other.

Rhythm is a state of movement that is generated from within the composition. It need not to be formal, but it must convey the graphic designer's intent.

All rhythm is supported by secondary forces - undercurrents that often go unnoticed, but nonetheless energize the overall dramatic intent.

In typography these secondary forces are the eddies found within the shapes

of letters.

CRITIC CATCHER

# QUICK TIPS

TIPS FOR LEVERAGING NOT FIRING YOUR INNER CRITIC!



## NOTICE

- What is your "Inner Voice" or "Critic" saying?
- What Circumstances bring them out most?
- Who or What do they remind you of?



## BEFRIEND

- Describe them in detail
- Name them
- Draw or Picture them



## LEVERAGE

- List 2 or 3 things to send them packing
- List 2 or 3 things to gain strength from the message

Source: [www.ppcoaching.net](http://www.ppcoaching.net)

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# Font choices driven by the nature of your content

**Minimal fonts** with a focus on readability and legibility

To educate, inform, or simplify, such as reports, statistical infographics, training posters

**Playful fonts** with a focus on style and uniqueness

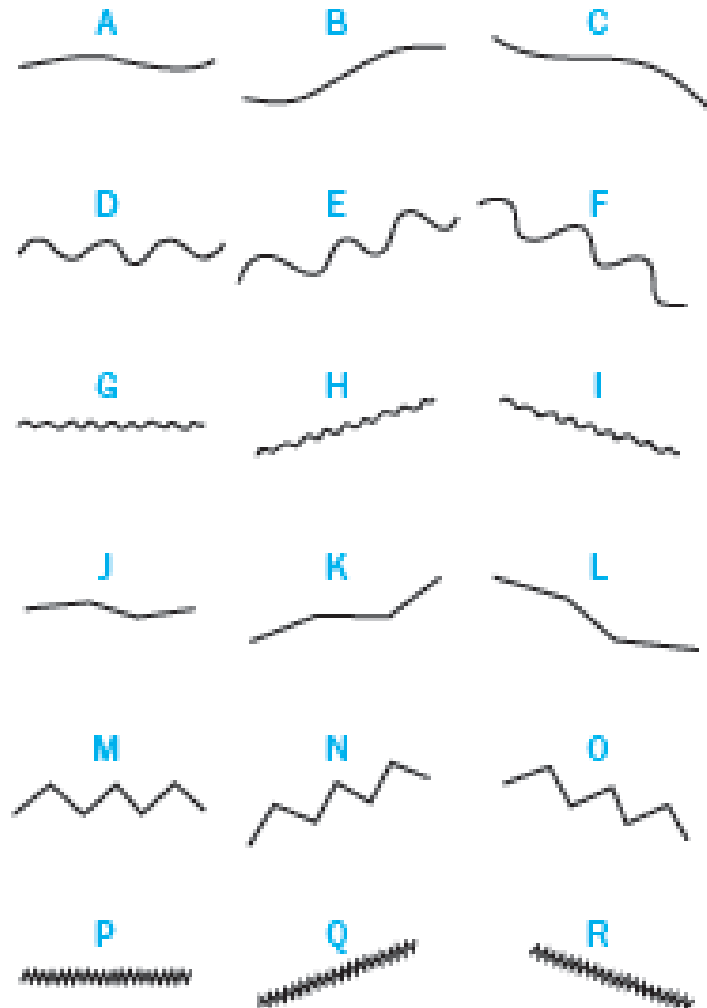
To entertain, engage, or inspire, such as promotional flyers, social media marketing

# Emotional Cues of Shapes

Shapes reflect **emotional cues**



## Simple lines can convey emotions



Emotion	Feeling value of lines	Suggested typeface equivalent	
Angry, agitating, furious	 Angles, sloping forwards	<b>angry</b>	<i>Cinema italic</i>
Harsh	 Sharp angles, either direction	<b>harsh</b>	<i>Klats</i>
Playful, merry	 Tighter curves, sloping forwards	<b>playful</b>	Modified <i>Badoni Poster italic</i>
Sad, weak	 Gentle curves, sloping down	<b>sad</b>	Modified <i>Cooper Black</i>
Happy, friendly	 Gentle curves, balanced	<b>happy</b>	<i>Cooper Black</i>
Calm, gentle	 Gentle curves, balanced	<b>calm</b>	<i>VAG Rounded</i>

Happy

**Happy**

**Confident**

Confident

Trustworthy

Trustworthy

Glamour  
Absolute.

A TWO FACED CLASSY SERIF  
FROM NICKY LAATZ

Glamour  
Absolute.

Times is Formal

Fontin is Informal

Goudy Old Style is Classic

Verdana is Modern

Benton Gothic is Light

**ChunkFive is Dramatic**

Helvetica is Neutral

# Font Personalities

## font personalities: BODY FONTS

The fonts you use for body copy should be easy to read at 14 pt or smaller, but that doesn't mean they can't have personality! Use the categories below to find the perfect body font for your next infographic.

### playful

Quicksand  
Arvo  
Dosis  
Cabin  
Varela Round  
Trebuchet MS  
Oxygen  
Asap

### professional

Arimo  
Times New Roman  
Verdana  
EB Garamond  
Arial  
Merriweather

### modern

Montserrat  
Open Sans  
Lato  
Nunito  
Roboto  
Roboto Condensed  
Source Sans Pro  
News Cycle  
Poppins  
Abel  
Dosis

### classical

Expletus Sans  
Averia Serif Libre  
Overlock  
Philosopher

### sophisticated

Simonetta  
Alegreya  
Lora  
Raleway  
EB Garamond

### dramatic

Roboto Condensed  
Archivo Narrow

### delicate

Dosis  
Simonetta  
Alegreya  
News Cycle  
EB Garamond  
Quicksand  
Abel

### minimal

Open Sans  
Source Sans Pro  
Roboto

### futuristic

Abel  
Quicksand  
News Cycle

# Google Fonts

fonts.google.com/

Search fonts

Sentence ▾ |Type something

36px ▾



Roboto  
Christian Robertson

12 styles

Almost before we  
knew it, we had left  
the ground.

Kaisei HarunoUmi  
Font-Kai

3 styles

Almost before we  
knew it, we had left  
the ground.

IBM Plex Sans Arabic  
Mike Abbink, Bold Monday

7 styles

Almost before we  
knew it, we had left  
the ground.

Open Sans  
Steve Matteson

10 styles

Almost before we  
knew it, we had left

Noto Sans JP  
Google

6 styles

Almost before we  
knew it, we had left

Lato  
Łukasz Dziedzic

10 styles

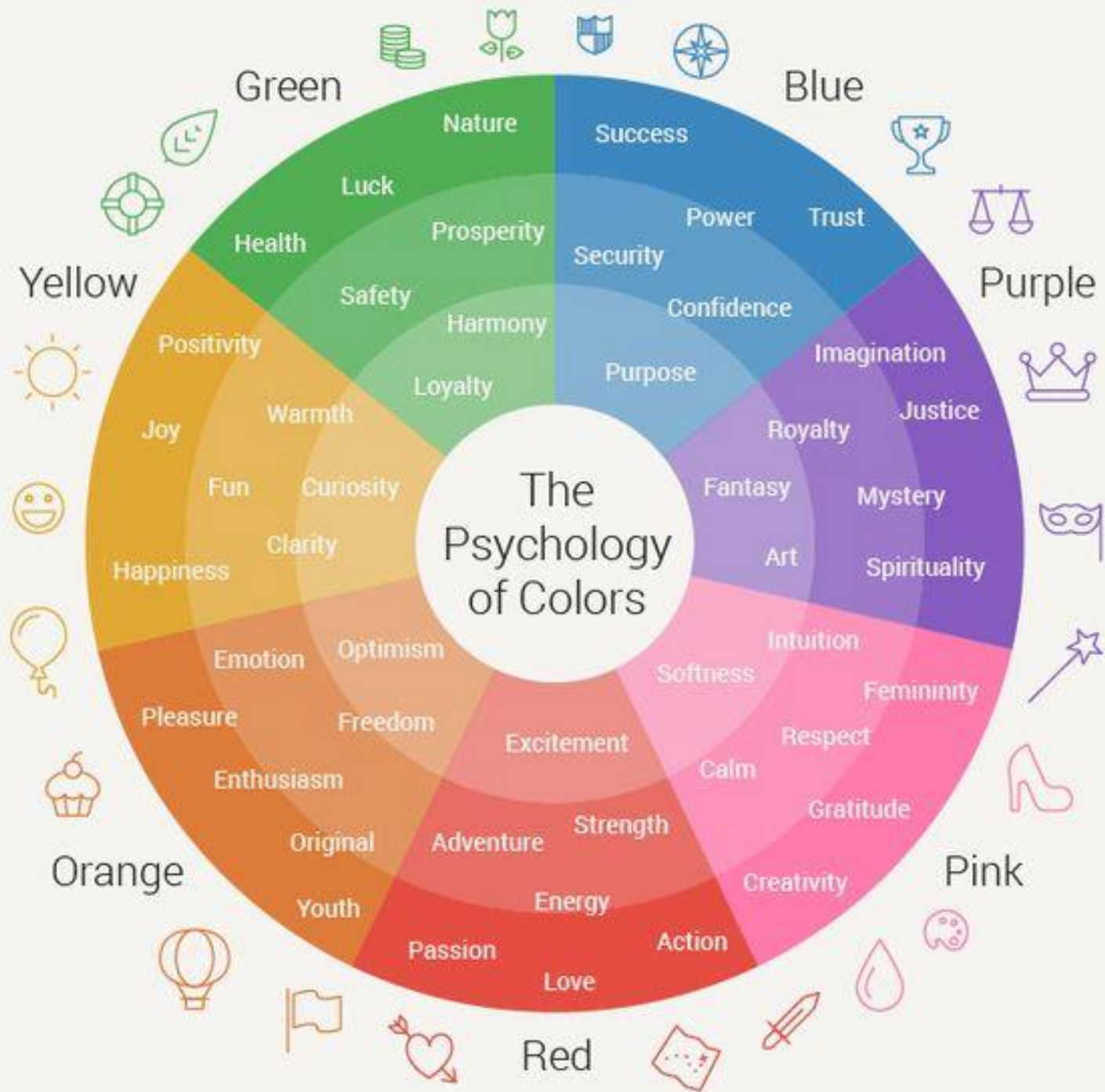
Almost before we  
knew it, we had left  
the ground

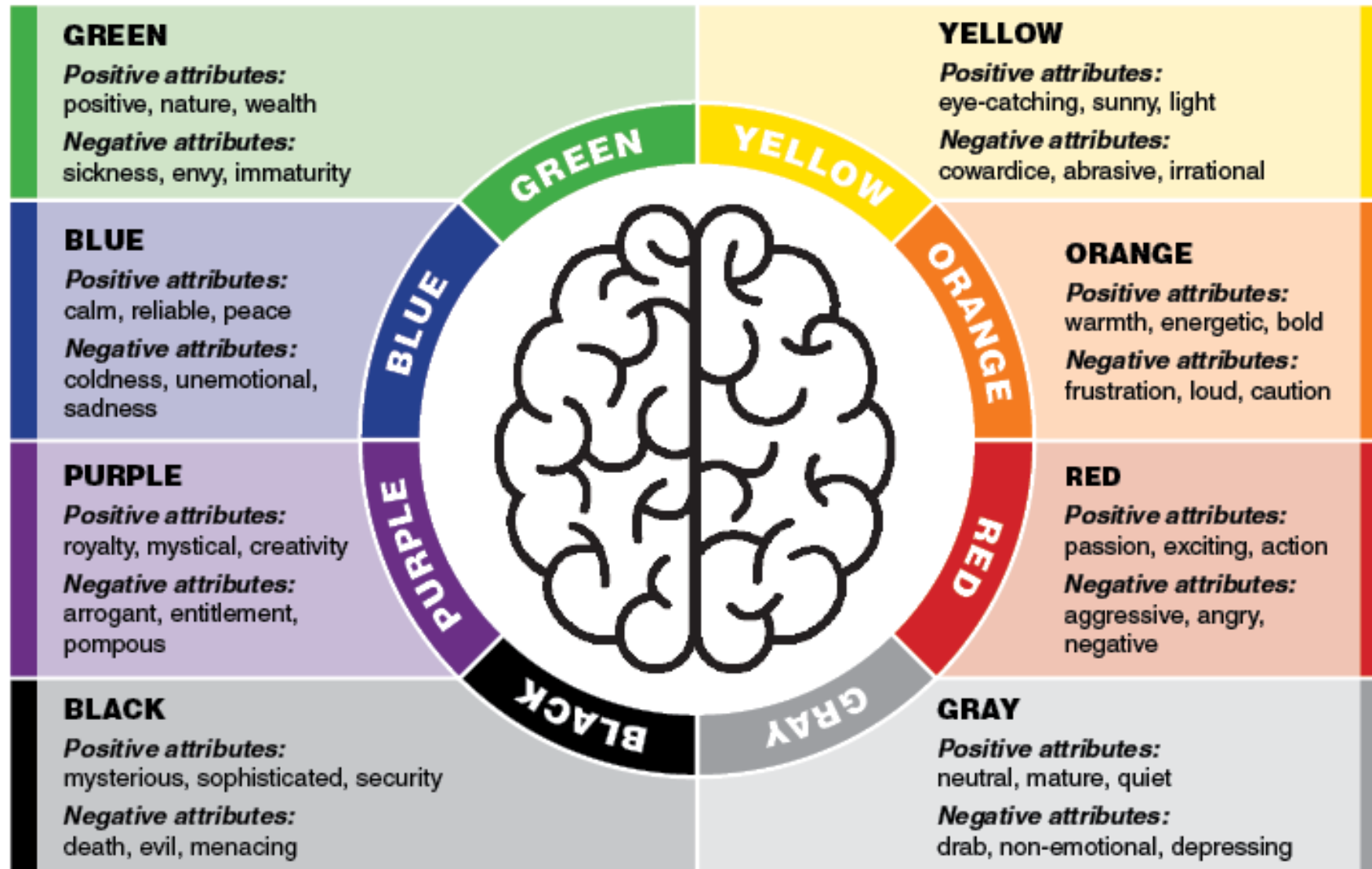




# Psychology of Colors

Shapes reflect **emotional cues**





# **Making a Video using ZOOM**

This is the simplest!

# Title Here

- Key points here
- add more points if needed



# Title Here



- Key points here
- add more points if needed

# Making Impactful Videos

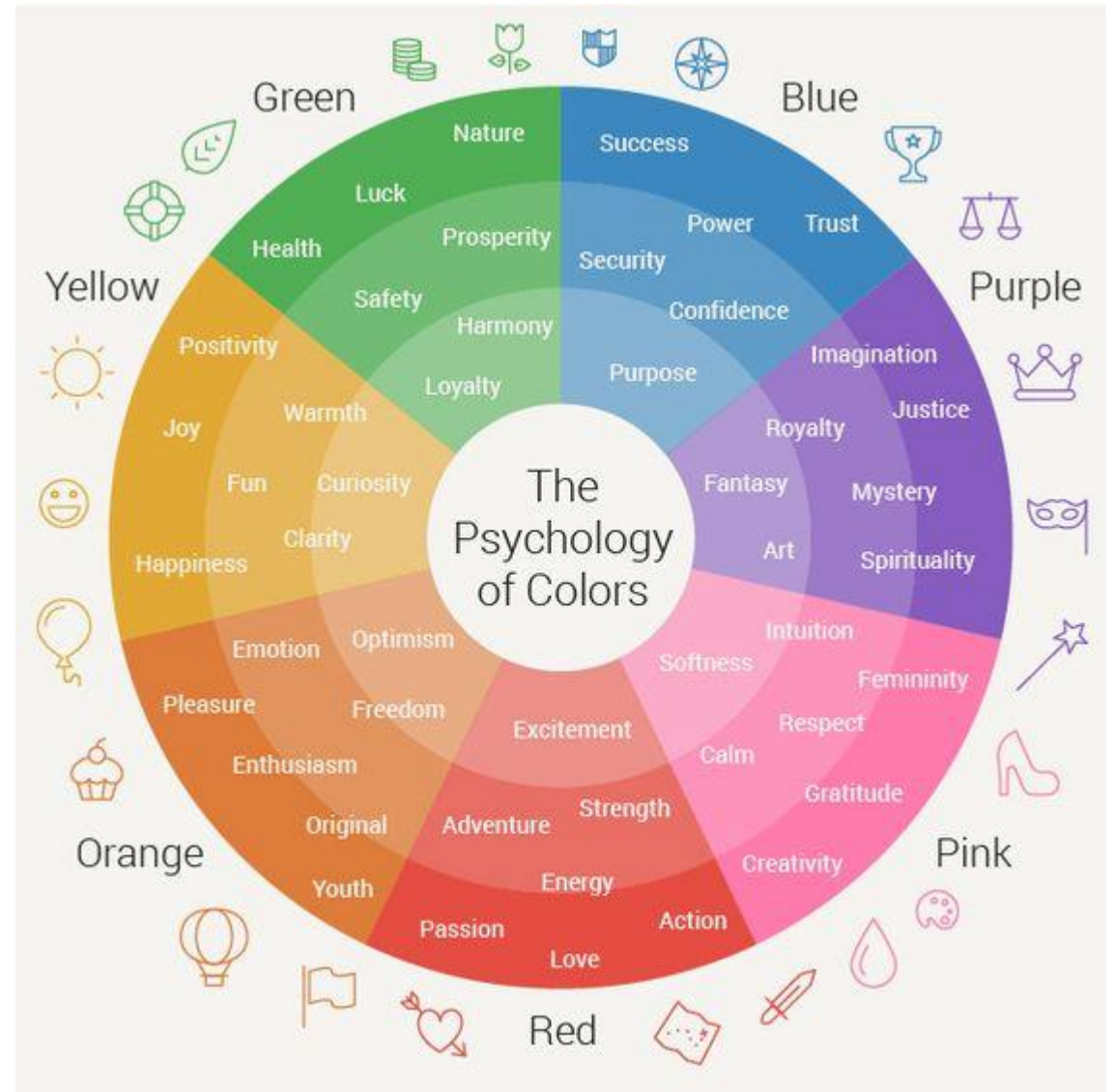


- Put key points here
- Use **Bold** if you want to emphasize
- Add more points if needed

# Making Impactful Videos



# Making Impactful Videos



Play with picture[s]

# Create a Thumbnail

This is **the face** of your video.





# Academic Collocation List

Apa itu? Buat apa?

#AcademicVlog  
ardian.id



# Being Critical

## in Academic Writing

#AcademicVlog  
ardian.id

**Good luck!**

Thank you.