

Please refer to these video guidelines before submitting your entry.

Recording Your AR Experience

Framing

- Horizontal (landscape)
 - o Fill screen with AR subject
 - If you need to go closer to focus on a certain aspect of the AR experience, keep that focus in the center of the screen
- Vertical (portrait)
 - o Center your AR subject to fill middle third of screen
 - If you need to go closer to focus on a certain aspect of the AR experience, keep that focus in the middle of the screen
 - o Avoid fast side to side movements

Location/Lighting

- Choose a clutter free environment with plenty of light
- Avoid pointing camera directly at windows or into direct sunlight or dark shadows

Steady Camera

- Try to stabilize footage with slow movements
 - lock your elbows into your body for added stability
- Use tripods, selfie sticks, and gimbals where possible

Editing Your AR Experience

- Utilize appropriate voice over and text to explain your experience
- Do not obstruct video with text

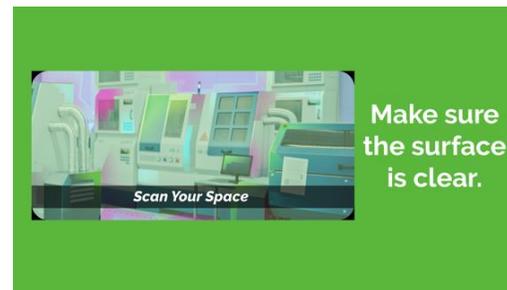
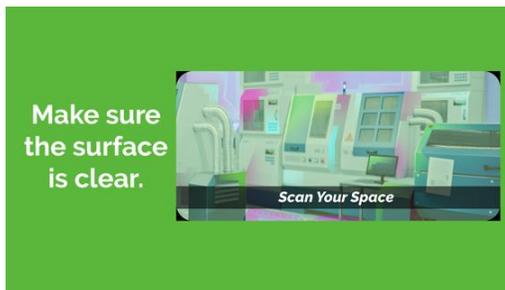
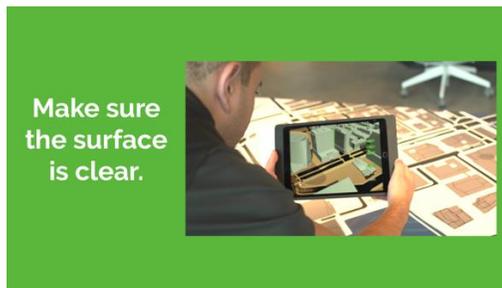
Videos with voice over and no text:

- Fullscreen video as much as possible



Videos with text:

- Align text to the left, right or bottom of the AR video



Exporting Your AR Experience

File type: MP4 or MOV

File shape: 1920x1080 (landscape)

File size: 2GB MAX

YouTube Upload Encoding settings

Uploading & Sharing Your AR Experience

Once you've uploaded your video to Youtube, please fill out an entry on our official submission page to be considered for the contest: [Contest Submission Form](#)