# **How to Create an Effective Figure 360**



#### What Is a Figure 360?

A Figure 360 is an enhancement of one figure in your paper—essentially, a brief video that highlights the figure's take-home message through a combination of animation and textual or spoken narration. The aim is to help the reader quickly grasp the major points of a figure, and the video will appear within the article online.

# **Examples of Figure 360s Created by Cell Press Authors**

See our Figure 360 portal here: http://www.cell.com/figure360.

#### **Creative Guidelines**

- Keep it short—ideally 2 minutes.
  - o Prepare a script and rehearse it alongside your animation.
- Keep it simple.
  - Only display content already shown in the figure. Do not introduce new elements except for the purpose of highlighting key points (arrows, colored boxes, etc.).
- Focus on just a few key points of the figure.
  - o Choose a figure that contains a clear take-home message or lesson.
  - o Focus your comments and video on those aspects of the figure that zoom in on this key message.
  - Provide a brief statement of background significance—make it clear WHY you are focusing on these one or two points.
- Picture your **audience**.
  - Your audience members as scientists but not necessarily specialists—picture walking an audience through your figure at a scientific conference.
  - Speak (or write) in plain language, avoiding jargon—"embryos did not survive" instead of "resulted in embryonic lethality."
- Watch your timing.
  - Keep things moving—minimize periods of inactivity (2+ seconds) during which the image is unchanging.
  - But do allow time for your audience to read any text and follow any animations that you
    present—typical reading times are 4–5 words per second.
- Consider your approach.
  - O Do approach the Figure 360 as a way to add your voice to your paper—perhaps adding speculation, opinion, enthusiasm, surprise, or humor—the way you would in a talk.
  - o Do not approach the Figure 360 as an opportunity to add technical detail to a figure.

#### **Technical Guidelines**

**Length:** 2 minutes (3 minutes max.)

**File Size:** 150 mb max.

**Legibility:** Avoid small text—some resolution may be lost during compression of the video. **Software:** To create the video, please use whichever software you are most comfortable with.

\*Instructions for Powerpoint (Mac or PC) and Keynote (Mac) are included below.

**File type:** .MP4, .MOV, .AVI, or .WMV are best.

<sup>\*</sup>You can use Powerpoint to create a video but will need to save the file as a .WMV before sending it to us.

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### **How to Record a Video with Common Presentation Software**

Many tools for producing video files are available, and you should work with whichever software suits you best. Below are instructions for three common approaches.

## Recording a Video in PowerPoint 10 or Later on a PC

You can create a movie that includes your voice narration and animations from directly within PowerPoint on a PC. When you record a narration, you run through the presentation and record each slide. You can pause and resume recording any time.

- 1. Ensure your microphone is set up and in working order prior to recording your slide show.
- 2. On the Slide Show tab, in the Set Up group, click Record Slide Show.
- 3. Select one of the following:
  - a. Start Recording from Beginning...
  - b. Start Recording from Current Slide...
- 4. In the Record Slide Show dialog box, make sure the Narrations, ink, and laser pointer box is checked. Select the Slide and animation timings check box if you want to, but you don't have to.
- 5. Click Start Recording.
- 6. You can right click the slide and experiment with features such as Zoom In and Pointer Options.
- 7. To pause your recording, right click the slide, and then click Pause Recording.
- 8. To end your recording, right click the slide, and then click End Show.
- 9. The recorded slide show timings are automatically saved and the slide show appears in Slide Sorter view with timings beneath each slide.
- 10. When you're ready to save your video, click File, Save & Send (PP10) or Export (PP13), then Create a Video. Choose where to save your video and that's it—you've created a WMV video file of your presentation.

For more detailed instructions or help troubleshooting, please see the Microsoft Office Support page: <a href="http://bit.ly/1DclTAz">http://bit.ly/1DclTAz</a>.

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### Recording a Video in PowerPoint 11 on a Mac

Creating a movie from your PowerPoint presentation in PowerPoint 11 on a Mac is a bit less straightforward than on a PC. You may find that when you try to create a movie from the presentation within PowerPoint, that your animation and audio is lost. To get around this you will need to do a screen/audio capture using QuickTime while PowerPoint is in presentation mode.

This video gives a nice walkthrough on how to do this: <a href="https://www.youtube.com/watch?v=2ceZiRtSd">https://www.youtube.com/watch?v=2ceZiRtSd</a> M.

If you have already recorded the audio narration, you would just hit play on the presentation rather than narrating live as the man does in this video.

What this video does not tell you is how to trim off the first and last few seconds from the video that will show you setting up and exiting the PowerPoint presenter mode. Fortunately there is a way to remove those bits: there is an option in QuickTime to "trim" the video, which will allow you to edit out the first couple of seconds and last couple of seconds when you are setting up the recording and ending the recording.

Directions on how to trim in QuickTime can be found under trimming here: http://support.apple.com/kb/HT4024.

## Recording a Video in Keynote for Mac 6.0

- 1. Select the slide on which you want the recording to start.
- 2. In the Audio pane of the Setup inspector, click Record.
- 3. The recording mode shows you the current time, current slide, and next slide. To change the layout and see your presenter notes, a timer, and more, click , then select features.
- 4. To start recording your presentation, click at the bottom of the window.
- 5. The timer starts counting down from 3 before recording begins.
- 6. Speak clearly into the microphone to record your narration.
- 7. To advance to the next slide, click the slide or press the Right Arrow key.
- 8. You can pause the recording at any time by clicking the pause button. Click to resume recording.
- 9. When you're done recording, click to stop the recording.
- 10. Press the Esc key to save the recording and exit the presentation.
- 11. To delete a voiceover narration, click Clear in the Audio pane of the Setup inspector. If you add a new slide after recording the voiceover narration, an alert appears warning that the recording may be out of sync with the presentation.

For more details, please see the Mac Keynote support page: <a href="http://www.apple.com/support/mac-apps/keynote/">http://www.apple.com/support/mac-apps/keynote/</a>