

## Build a Better Mousetrap Competition

### Photograph and Video Guidance

#### PHOTOGRAPHS

- Provide high-resolution digital photos measuring at least 300 dots per inch (dpi). A camera that takes 3 megapixels (MP) or more will be fine. When shooting digital photos, ensure that the camera is set to take shots at the highest resolution possible. For instance a Samsung S5 will take 16 MP photos. An iPhone 6 takes 8 MP photos.
- Digital photos may be provided via e-mail to [rbh3c@virginia.edu](mailto:rbh3c@virginia.edu) or CD-ROM/DVD or contact us for an invitation to our secure file share folder. Please provide original source files, either in JPEG (Joint Photographic Experts Group) or TIF (Tagged Image Format), and *not* be only embedded in your Microsoft Word file.
- Photos should be interesting to view; support and illustrate the ideas and activities described in your entry; and, whenever possible, show people or equipment in action. Ensure that all photos respect OSHA principles and show safe and appropriate actions, such as workers who are wearing hardhats and safety vests.
- Each photograph should include a detailed caption explaining what is shown and clearly identifying its relevance to the subject of the entry. Also include a photo credit (photographer's name and/or organization) or source (agency or company name).

#### SPOTLIGHT VIDEOS

The Spotlight Video is an optional addition to your entry. It should demonstrate your entry's problem, its development, and your entry's working solution. It should be no more than five minutes long and be in MP4 format. Deliver it via CD-ROM/DVD or contact us at 434-982-2897 or [rbh3c@virginia.edu](mailto:rbh3c@virginia.edu) for an invitation to our secure file share folder.

- **Plan your script.** Write it out on large white board so the narrator can easily see it.
- **Turn the phone sideways.** Use landscape or horizontal shots.
- **Hold your phone steady.** Use two hands with arms in close. Tripods are good too.
- **Compose your shot.** Place your scene in the middle. Avoid background distractions.
- **Lighting is critical.** Avoid harsh sunlight, dark and light contrasts, backlights and windows. A bright but cloudy day is great.
- **Shoot straight, slow and close.** Match the height of your image. Gently glide in for close-ups.
- **Sound matters.** Shut down motors, fans, hammers, and conversations.
- **Editing is ok.** Download and edit your video with free or commercial software. Cut, crop, adjust color and brightness, add music or special effects – be creative!

Please request a Release Form (see the next page) from each person you photograph, record, or video. Include a copy along with your entry.

**Release Form**  
**US Department of Transportation**  
**Federal Highway Administration (FHWA)**

Name: \_\_\_\_\_

Location: \_\_\_\_\_

Date: \_\_\_\_\_

I hereby grant to the FHWA and U.S. Department of Transportation (DOT), its agents, contractors, and employees the absolute and irrevocable right and permission, in respect of the photographs or audio or video recording and their transcripts, that it has taken or has had taken of me, or in which I may be included with others, to use, reuse, publish, and republish, and otherwise reproduce, modify and display the same, in whole or in part, individually or with other photographs, in any and all media now or hereafter known, for illustration, promotion, art, advertising and trade, or any other purpose whatsoever, and to use my name and identity therein or by descriptive text or commentary in connection therewith if it so chooses.

I hereby release and discharge FHWA, DOT, its agents, contractors, and employees from any and all claims and demands arising out of, or in connection to, the use of the photographs taken on and ending on in whatever media format used, including without limitation any and all claims for libel or invasion of privacy. I also understand that there will be no financial or other remuneration for recording me, either for initial or subsequent transmission or playback.

I am of full age and have the right to contract in my own name. I have read the foregoing and fully understand the contents thereof. This release shall be binding upon me and my heirs, legal representatives and assigns. I further release the FHWA from any responsibility for injury incurred during the photography or audio or video recording session.

I represent that have read and understand the foregoing statement, and am competent to execute this agreement.

Signed: \_\_\_\_\_

If minor, parent or legal guardian must sign and indicate both the child's name and the parent's name to constitute consent.

Printed Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Date: \_\_\_\_\_