

► GEM Building Taxonomy – Video Contribution Guideline

Goal:

Describe a type of building that is typical for your country/region, and its attributes, in a short video.

Preparation:

- Select a type of building that is typical for your country/area
- Please make sure you have the rights to show the building from its owner, explaining the purpose of the video.
- Before making the video, make sure you have seen and understood the GEM Building Taxonomy; which contains 13 attributes to characterize a building.
- Before making the video, it would be great if you can download and use the GEM Building TaxT tool to describe the building and produce a 1-page 'building description'. You can share with GEM/WHE through our websites; find more information on www.globalquakemodel.org/what/global/building-taxonomy
- Use a video camera you are comfortable with—this includes smart phones
- You can record by yourself, but it is nicer in two. Especially if you would like to show your face in the beginning, standing in front of the building, find a friend who can record you there.

Shooting the video:

- 1. Stand in front of the building of your selection and introduce yourself**
[10 to 20 seconds]
 - Your name, background/occupation
 - What this video is about and why you are making it [are you an engineer, architect, builder, are you passionate about houses, are you a student, etc]
- 2. Short description of the context**
[2 minutes]
 - Introduce the area where you are taking the video [country/state/city]
 - Introduce the building in general terms (this should explain why you are choosing this type of building). It would be informative if you can highlight some statistics [for example, in all cities in our country you will find these types of buildings, in total there are about xxx in my city and xxx throughout the country]
- 3. Short description and footage of each of the 13 attributes of the GEM Building Taxonomy**
[on average 20 seconds per attribute]
 - It is no problem if this is a bit messy, but if you need to move a lot between spaces, turn the camera off.
 - Describe each attribute and zoom in where possible.

Editing:

- Use iMovie (for Mac) or Movie Maker (for Windows) that are included with these operating systems, or another editing programme you are comfortable with.
- Start by adding the images slide 1 and 2 before your video. Show slide 1 for about 6 seconds, then fade in slide 2 for about 10 seconds. The images are created for a video of 1920 px by 1080 px.
- Then add text that introduces your building; for example 'Office Building, California, USA' . Use the font-type Calibri, colour white throughout the video.
- Add your footage taken in step 1
- Add your footage taken in step 2
- Add in the beginning a text overlaying the footage with your name / the name of the speaker.
- Add your footage taken in step 3. Introduce each attribute with a (sub)title. If you want you can add a thank you or other short text
- End with the images slide 3, 4 and 5. Show them 3 and 4 for about 10 seconds and then fade out with image 5 for about 10 seconds in total.

Time:

- Schedule around 2 hours for creating a building taxonomy video
- It takes about 30 minutes to plan the movie, understand where you can find all 13 attributes and if needed background information.
- It takes about 30 minutes to film individual clips around the building (including looking into the ceiling for desired features, walking outside of the building etc.)
- It takes about 45 minutes to edit the movie.

Sharing the video:

We encourage everyone to upload their video onto youtube (or vimeo if you prefer), so it can be easily shared with a large audience.

After a quick review, videos will be added to GEM's youtube channel: www.youtube.com/gemwrlld

If you prefer to send it directly to us, that is possible too, by submitting your file on the Testing and Evaluation website ([Submission Page](#)).

Questions:

If you have any questions about preparing a video, please contact Hannah Gallagher at EERI: hgallagher@eeri.org.