ATTENDEES PLEASE:

THIS MEETING IS BEING RECORDED

CAMERAS OFF ALWAYS

MICROPHONES MUTE
UNLESS ASKING QUESTION

Zoom Meeting Attendee Display Suggestions

avoid virtual backgrounds

“Hide non-video participants”

in gallery view, side-by-side mode, scale speaker & slide windows by moving the partition between them left-right

Bandler, 2020

McMaster University

GradFlix

The Art of GRADflix:

TO SHOW THEM OR TO SNOW THEM?

John Bandler and Megan Vierhout

via Zoom, February 8, 2022

https://tinyurl.com/artofgradflix

Land Acknowledgement

McMaster University recognizes and acknowledges that it is located on the traditional territories of the Mississauga and Haudenosaunee nations and within the lands protected by the Dish With One Spoon wampum agreement.

Bandler, 2021

“Just because you can, doesn’t mean you should.”

—Common saying

Bandler and Vierhout, 2022

Why Do American Pharma TV Ads Snow You With . . .

fast-talking narrators
distracting background music
smiling humans
fine print
low contrast text?

What are they hiding?

Bandler, 2019

Speakers

Photo: Beth Bandler

John Bandler

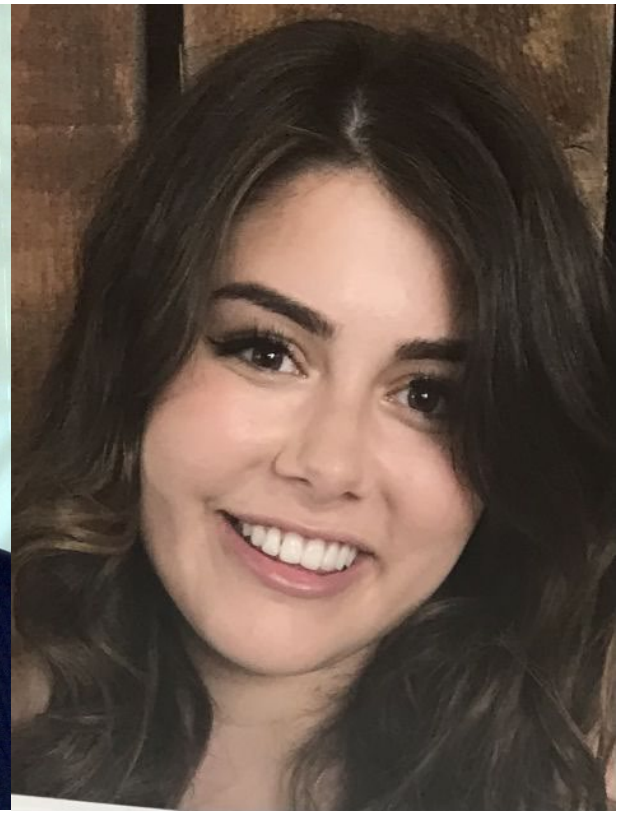


Photo: Wayne Vierhout

Megan Vierhout

Bandler and Vierhout, 2022

Special Acknowledgement

School of Graduate Studies, McMaster University
Catherine Maybrey, Judi Pattison

Acknowledgements

Beth Bandler, CFMU, Erica Dao, Aline Eid, Rachael Finnerty, Adam Fortais, Rachelle Ho, Erin Kiley, Anna Murynka, Michelle Ogrodnik, Sawayra Owais, Valentina Palazzi, Daniel Shields, Nicholas Simard, Daniel Tajik, Mahmoud Wagih, Doug Welch, Elaine Westenhoefer, Emily Wood + many more

Q&A Guests

Erica Dao is a PhD candidate in Radiation Sciences - Medical Physics in the Department of Physics & Astronomy, McMaster University.

Nicholas Simard is an industrial PhD candidate in Electrical and Computer Engineering, McMaster University and COO of TBIFinder, an objective concussion assessment start-up company.

Emily Wood is a musician and PhD student working in McMaster University's LIVELab, where she researches interpersonal interactions during musical performances.

SHOWING…

Michelle Ogrodnik – “Sweat so you don’t forget” (One-minute version, 2018): 130 words

Opening: Hi, I’m Michelle Ogrodnik, and I’m a mind-wanderer. Come on, we’ve all been there.

Closing: So, with the goal of creating refined, feasible exercise prescriptions for students and teachers, one thing seems certain: students need to sweat so they don’t forget. Thank you.

Bandler, 2022

Agenda

presentation do’s, presentation don’ts

video do’s, video don’ts

story, titles, first impressions, opening & closing lines

subtext, authenticity, ethics, citation

images, staging, audio, filming, editing

GRADflix case studies

tips, recollections, experiences

Q&A

Bandler and Vierhout, 2022

Bandler, 2011

Google images

Are You Presenting . . .

in a physical classroom or auditorium?

to an online meeting?

one-on-one, in person?

one-on-one, online?

to a (recording) camera?

to an **off-camera** interviewer?

to an **on-camera** interviewer?

voiceover?

Bandler, 2021

Are “They” . . .

specialist in your narrow field?

expert in your broad field?

academic?

industrial?

general public?

friend/acquaintance?

family?

Bandler, 2022

What Is Your . . .

story?

purpose?

core metaphor?

core image?

core message?

What Do You Care About?

What Do You Want “<u>Them</u>” To Care About?

A BRIEF COMMERCIAL

Two extraterrestrials experience feelings for the first time

THE CAFFEINE RABBIT HOLE

Jaclyn Scobie as LENIK Steph Christiaens as DARA

Music by Emily Wood

A Short Film Written, Produced & Directed by John Bandler

Assistant to the Director: Megan Vierhout

Editor & Technical Consultant: Jeremy Major

Co-Producer: Beth Bandler

Coffee Shop Logo and Promo Image Design & Processing:
Rachelle Ho & John Bandler

www.bandler.com/rabbit

GRADflix CASE STUDY

Anna Murynka, First Place Winner

“Mediums for Self-help”

University of Waterloo GRADflix 2021

Voiceover, animation, with onscreen text, frame by frame drawings; moved images from Adobe Illustrator to Adobe Premiere

Bandler, 2021

affects mental model updating.

Anna Murynka – “Mediums for self-help”

148 words

Life is full of problems, and our capacity to face them is intimately tied to our mental health. So how do we do that? When we solve a problem, we draw from our past experiences and think of how we’ve overcome such obstacles before. These memories form our mental models, and we reference them to make predictions about the outcomes of our actions. Those predictions aren’t always correct. When we experience errors, we update our mental models. Sometimes this process is hard, sometimes we get help, and other times we're on our own. My research compares how input from different mediums affects mental model updating. Specifically, for self-help purposes. My experiments compare mental imagery, visual imagery, and visual-spatial imagery. Determining which one leads to the greatest improvement in self-efficacy: our belief that we can get over the wall. My goal is to improve mental health resources for everyone.

Bandler, 2021

Anna Murynka – “Mediums for self-help”

148 words

Life is full of problems, and our capacity to face them is intimately tied to our mental health. So how do we do that? When we solve a problem, we draw from our past experiences and think of how we’ve overcome such obstacles before. These memories form our mental models, and we reference them to make predictions about the outcomes of our actions. Those predictions aren’t always correct. When we experience errors, we update our mental models. Sometimes this process is hard, sometimes we get help, and other times we're on our own. My research compares how input from different mediums affects mental model updating. Specifically, for self-help purposes. My experiments compare mental imagery, visual imagery, and visual-spatial imagery. Determining which one leads to the greatest improvement in self-efficacy: our belief that we can get over the wall. My goal is to improve mental health resources for everyone.

Bandler, 2021

Anna Opens With…

“Life is full of problems, and our capacity to face them is intimately tied to our mental health.”

Anna Closes With…

“My goal is to improve mental health resources for everyone.”

—Anna Murynka, 2021

Bandler, 2021

2021 Waterloo GRADflix 1st Place Winner: Anna Murynka

John Bandler's Remarks:

- video feels "almost just right"
- relatable, substantive
- meaningful illustrations
- script makes complex content understandable
- text makes later study easy
- illustrations and script perfectly timed
- makes you want to watch again
- powerful imagery builds confidence
- well-articulated
- (but fast, monotone, speaker not visible, no name, no title)

Bandler, 2021

Anna Murynka – “Mediums for self-help”
125 words – revised script

Life is full of problems. Our capacity to face them is intimately tied to our mental health. We draw on experience, how we’ve overcome similar obstacles before. Our memories form our mental models, and we reference such models to predict the outcomes of our actions. But predictions can be wrong. When we experience errors, we update our mental models. This can be hard: sometimes we get help, sometimes we’re on our own. My research compares how input from different mediums affects mental model updating. Specifically, for self-help. My experiments compare mental imagery, visual imagery, and visual-spatial imagery. Determining which one leads to the greatest improvement in self-efficacy: our belief that we can get over the wall. My goal? To improve mental health resources for everyone.

Bandler, 2022

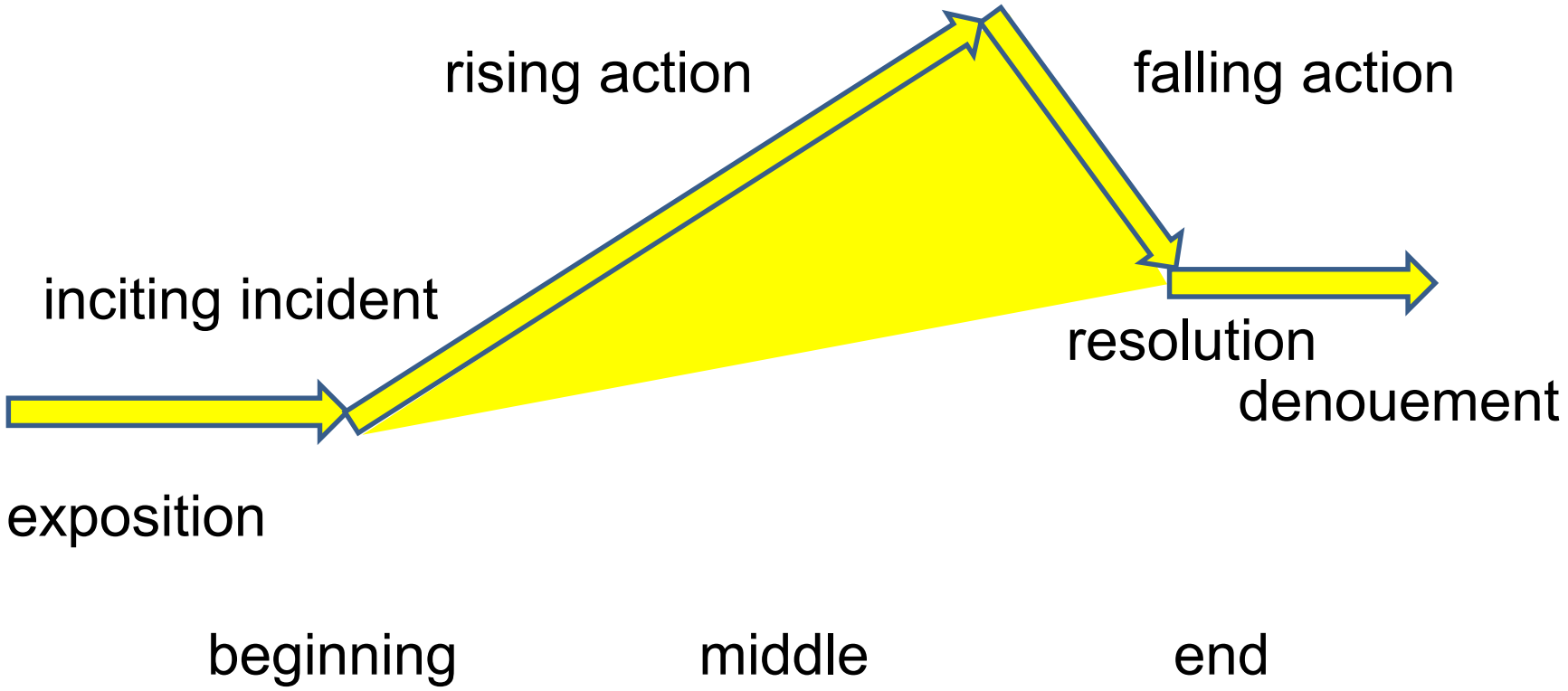
SNOWING…

Story

hook, show, tell, exposition, backstory, flashback, beginning, middle, end, inciting incident, plot point, 3-act structure, call to action, complication, rising action, falling action, narrative arc, protagonist, antagonist, turning point, climax, crisis, reversal, denouement, resolution, linear narrative, nonlinear narrative, interactive . . .

Bandler, 2018

Freytag's Pyramid



Bandler, 2018

GRADflix
University of Waterloo, 2018

McMaster University GRADflix (Since 2021)

“GradFlix is a video competition where graduate students have one minute to share their research story for a chance to win prizes and be featured in McMaster’s GradFlix showcase.”

2022 GRADflix Video ELAINE 2022: https://www.youtube.com/watch?v=Y0OAqAkvolo

Bandler, 2021, 2022

GRADflix Judging Criteria (McMaster)

40% Communication

explain complex ideas to non-specialist

…

40% Creativity and visual impact

use of time, script & image design

20% Technical quality

audio, sound, images, citations/credits

Bandler, 2022

GRADflix Video Must Include

movement (moving subject, transitions, animation …)

sound (voiceover, music …)

Consider . . .

just because you can, doesn't mean you should

you know your script/story, "they" don't

music, images, data, jargon … can overpower

run script on your video?

animation, live action, photos, screencast …?

script, story, storyboard

your memorable "core" image

Bandler and Vierhout, 2022

Take Note! . . .

don’t be impersonal or generic

be memorable, be visible, introduce yourself

if a picture is worth a 1000 words…

60 seconds buys 130-150 real words max

audio quality & clear articulation paramount!

be kind to your judges

there is no right/wrong genre/style/medium

Bandler and Vierhout, 2022

GRADflix Dangers And Don’ts

no story

irrelevant images/animations

attention-splitting content

overlooked citations & credit

fake graphs

too much “data”

too many words (more than 120)

rushed: too close to 1 minute

Bandler, 2021

MAKING YOUR AUDIENCE
CARE & WANT **MORE** **TAKES**
PRACTICE, AWARENESS,
EMPATHY

Be Clear

no jargon

no mind-twisting logic

sentences short, punchy

speak words clean, crisp, clear

Bandler, 2020, 2022

Be Authentic

be yourself

be sincere

be personal

don’t “act”

don’t “pretend”

kill your fake “speech mode”

Bandler, 2020

Communicate

your expertise
your sources (citations)
your commitment (to the long haul)
your journey (“story”)
your setbacks
your vision
your message
your humanity
your passion

Bandler, 2015, 2018

Engage With

their curiosity
their knowledge base
their needs
their experiences
their setbacks
their desires
their message
their humanity
their passion

Bandler, 2018

ARE WE SNOWING YOU…?

ON THE FENCE ABOUT GRADflix?

GRADflix Rewards Are Plenty

- Your video showcases you
  (Social Media, YouTube, a link on CV, …)
- “So, what’s your research about?”
- Career-boosting elevator pitch
- Communication skills
- Knowledge translation
- Video production…

Bandler and Vierhout, 2022

Filming Tips

- Experiment
- Practice your script in front of your camera!
- Rehearse on location
- Note exactly where you want to set up
- Use a tripod
- Make sure audio quality is high
- Film multiple takes with consistent lighting and audio
- Editing: pick best footage and clips
- Anticipate video not focused, camera angle off
- Anticipate cat meowing, audio distorted while moving
- Anticipate the unanticipated …

Bandler and Vierhout, 2022

GRADflix CASE STUDY

Nicholas Simard, People's Choice

"Big Data Analytics for Assessing Mild Traumatic Brain Injury"

McMaster University GRADflix 2021

Nicholas Simard – “Big Data Analytics for Assessing Mild Traumatic Brain Injury”

123 words

Concussion. Many of us have had one before, and you’re about to see one now. Incoming. But what if I told you a routine MRI of this brain shows up as healthy. Only severe brain trauma is visible with today’s techniques but more than 80 percent of concussions would go undetected. My name is Nick Simard and our research makes concussions visible using advanced MRI techniques. We dive deeper into the imaging data, investigating the microstructural integrity of the brain using intensive statistics. We classify brain regions on a severity scale where mild injuries are orange and severe ones are red. This delivers game-changing information on the presence, severity and location of injury, finally providing patients and clinicians clarity on concussions. Thank you.

Bandler and Vierhout, 2022

Nicholas Simard – “Big Data Analytics for Assessing Mild Traumatic Brain Injury”

123 words

Concussion. Many of us have had one before, and you’re about to see one now. Incoming. But what if I told you a routine MRI of this brain shows up as healthy. Only severe brain trauma is visible with today’s techniques but more than 80 percent of concussions would go undetected. My name is Nick Simard and our research makes concussions visible using advanced MRI techniques. We dive deeper into the imaging data, investigating the microstructural integrity of the brain using intensive statistics. We classify brain regions on a severity scale where mild injuries are orange and severe ones are red. This delivers game-changing information on the presence, severity and location of injury, finally providing patients and clinicians clarity on concussions. Thank you.

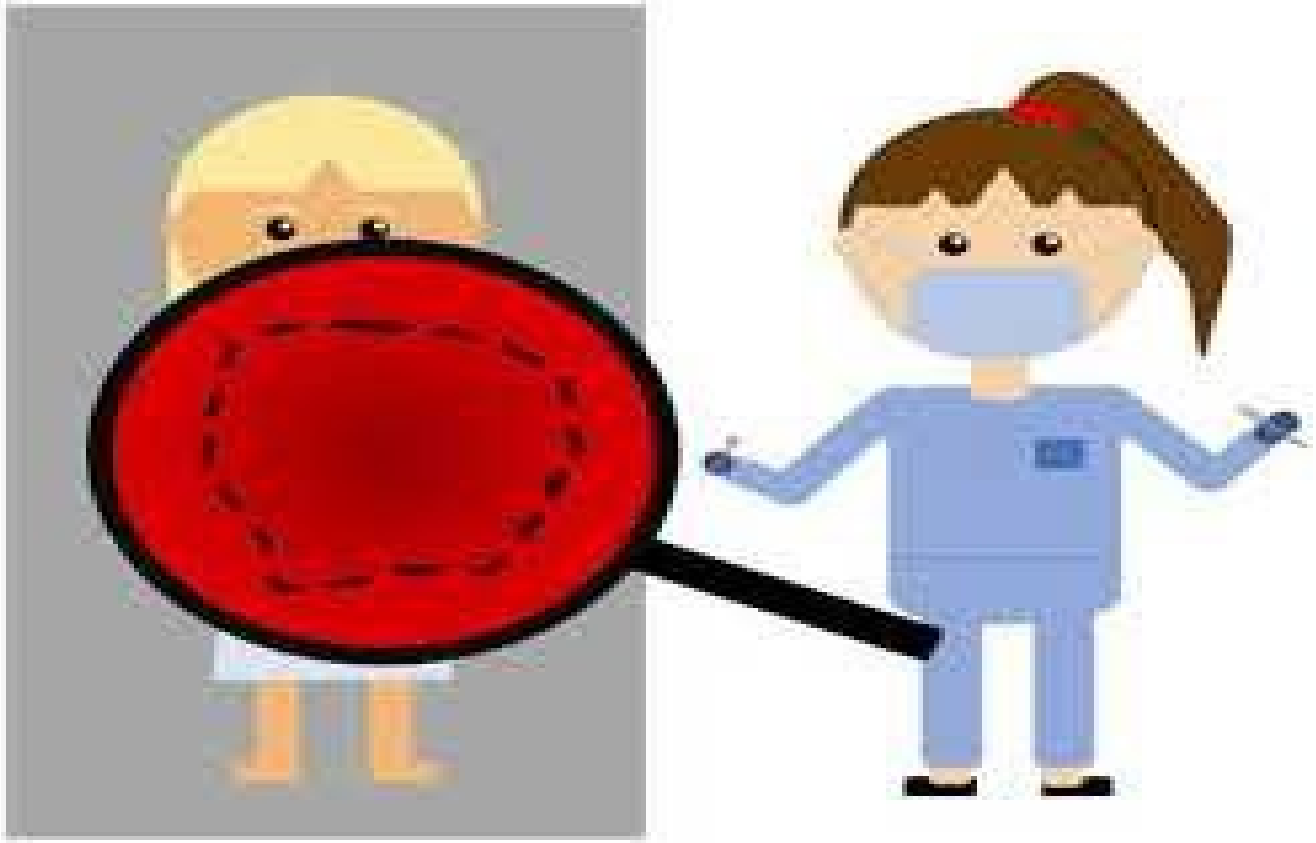
Bandler and Vierhout, 2022

GRADflix CASE STUDY

Erica Dao, Second Place Winner

“Breast Tumor Margin Detection”

McMaster University GRADflix 2021



How can we help them know exactly how much tissue to remove?

Erica Dao – “Breast Tumor Margin Detection”

164 words

Figuring out the exact size of a cancerous tumour is a tough task. With imaging technology, we have a pretty good idea of the size of the tumour but it could change by the time a patient is lying on the operating table. Surgeons will try their best but there's a risk they won't get all of the cancer. How can we help them know exactly how much tissue to remove? My name is Erica Dao and I'm developing a tool to detect the margins surrounding breast tumours during surgery. Breast tissue contains structural and metabolic compounds. If we shine light on the tissue, these compounds reflect and emit light of a certain intensity, wavelength and lifetime. When we measure these properties we look for trends that can be used to develop an algorithm that can tell if an unknown sample is cancerous or non-cancerous. This hand-held device will give surgeons the peace of mind of knowing that their patients are completely cancer free.

Bandler, 2022

Erica Dao – “Breast Tumor Margin Detection”

164 words

Figuring out the exact size of a cancerous tumour is a tough task. With imaging technology, we have a pretty good idea of the size of the tumour but it could change by the time a patient is lying on the operating table. Surgeons will try their best but there's a risk they won't get all of the cancer. How can we help them know exactly how much tissue to remove? My name is Erica Dao and I'm developing a tool to detect the margins surrounding breast tumours during surgery. Breast tissue contains structural and metabolic compounds. If we shine light on the tissue, these compounds reflect and emit light of a certain intensity, wavelength and lifetime. When we measure these properties we look for trends that can be used to develop an algorithm that can tell if an unknown sample is cancerous or non-cancerous. This hand-held device will give surgeons the peace of mind of knowing that their patients are completely cancer free.

Bandler, 2022

Erica Opens With…

“Figuring out the exact size of a cancerous tumour is a tough task.”

Erica Closes With…

“This hand-held device will give surgeons the peace of mind of knowing that their patients are completely cancer free.”

—Erica Dao, 2021

Bandler, 2022

Erica Dao – “Breast Tumor Margin Detection”

132 words – revised

Figuring out the size of a cancerous tumour is tough. Imaging technology gives us a pretty good idea but things could change by the time a patient is on the operating table. Surgeons try their best but there’s a risk they won’t get all the cancer. How can we help? I’m Erica Dao and I'm developing a tool to detect the margins surrounding breast tumours during surgery. Breast tissue contains structural and metabolic compounds. If we shine light on the tissue, these compounds reflect and emit light of a certain intensity, wavelength and lifetime. We can use these properties to develop an algorithm to indicate if an unknown sample is cancerous or non-cancerous. This hand-held device will give surgeons the peace of mind of knowing that their patients are completely cancer free.

Bandler, 2022

GRADflix CASE STUDY

Rachael Finnerty, Third Place Winner

“Music Therapy and Proactive Wellness”

McMaster University GRADflix 2021

Voiceover animation with onscreen text

Bandler, 2022

Rachael Finnerty – “Music Therapy and Proactive Wellness”

102 words

Engaging undergraduate university students in proactive mental health is critical. Negative stigma can be a barrier to reaching out for help, resulting in reactive care opposed to proactive care. What about music therapy for proactive wellness? Our goal is to provide evidence for the efficacy of online group music therapy to proactively manage stress and anxiety. Youth already participate in music on a regular basis and there’s no negative stigma associated with music. We are collecting psychological data, the biomarker data of cortisol through hair samples, and physiological data to measure changes in stress and anxiety. Let’s bring proactive wellness to campus.

Bandler, 2022

Rachael Finnerty – “Music Therapy and Proactive Wellness”

102 words

Engaging undergraduate university students in proactive mental health is critical. Negative stigma can be a barrier to reaching out for help, resulting in reactive care opposed to proactive care. What about music therapy for proactive wellness? Our goal is to provide evidence for the efficacy of online group music therapy to proactively manage stress and anxiety. Youth already participate in music on a regular basis and there’s no negative stigma associated with music. We are collecting psychological data, the biomarker data of cortisol through hair samples, and physiological data to measure changes in stress and anxiety. Let’s bring proactive wellness to campus.

Bandler, 2022

GRADflix CASE STUDY

Emily Wood, Finalist

“Understanding Communication in Musical Ensembles”

McMaster University GRADflix 2021

Bandler, 2021

Emily Opens With…

“Isn’t it amazing, how musicians play together, all at the same time, all without a single word?”

Emily Closes With…

“My goal is to understand how musicians communicate to coordinate, to create the music we love.”

—Emily Wood, 2021

Bandler, 2021

Emily Opens With…

“Isn’t it amazing, how musicians play together, all at the same time, all without a single word?”

Emily Closes With…

“My goal is to understand how musicians communicate to coordinate, to create the music we love.”

—Emily Wood, 2021

Bandler, 2021

GRADflix CASE STUDY

Megan Vierhout, Finalist

“Circulating Monocytes in IPF: Do They Take Your Breath Away?”

McMaster University GRADflix 2021

Bandler, 2021

Megan Opens With…

“Imagine your lungs are like an elastic band. They stretch and recoil as you breathe in and out. Now imagine your lungs are stiff …”

Megan Closes With…

“My hope is that someday … we can cure IPF, this terrible disease that robs us of something so simple as breathing.”

—Megan Vierhout, 2021

Bandler, 2021


I
P
F

Megan Vierhout – “Circulating Monocytes in IPF: Do They Take Your Breath Away?”

124 words

Imagine your lungs are like an elastic band. They stretch and recoil as you breathe in and out. Now imagine your lungs are stiff like a thick elastic band you just can’t stretch. If you live with idiopathic pulmonary fibrosis or IPF this may be your reality. I’m Megan Vierhout. My research explores possible causes for IPF. I study a blood cell called the monocyte, which, we believe, enters and leads to thickening of the lung tissue. I compare monocytes from IPF patients to monocytes from healthy people and aim to uncover differences in their properties. My hope is that someday when we better understand these monocyte cells we can cure IPF, this terrible disease that robs us of something so simple as breathing.

Bandler and Vierhout, 2022

Megan Vierhout – “Circulating Monocytes in IPF: Do They Take Your Breath Away?”

124 words

Imagine your lungs are like an elastic band. They stretch and recoil as you breathe in and out. Now imagine your lungs are stiff like a thick elastic band you just can’t stretch. If you live with idiopathic pulmonary fibrosis or IPF this may be your reality. I’m Megan Vierhout. My research explores possible causes for IPF. I study a blood cell called the monocyte, which, we believe, enters and leads to thickening of the lung tissue. I compare monocytes from IPF patients to monocytes from healthy people and aim to uncover differences in their properties. My hope is that someday when we better understand these monocyte cells we can cure IPF, this terrible disease that robs us of something so simple as breathing.

Bandler and Vierhout, 2022

Megan Opens With…

“Imagine your lungs are like an elastic band. They stretch and recoil as you breathe in and out. Now imagine your lungs are stiff …”

Megan Closes With…

“My hope is that someday … we can cure IPF, this terrible disease that robs us of something so simple as breathing.”

—Megan Vierhout, 2021

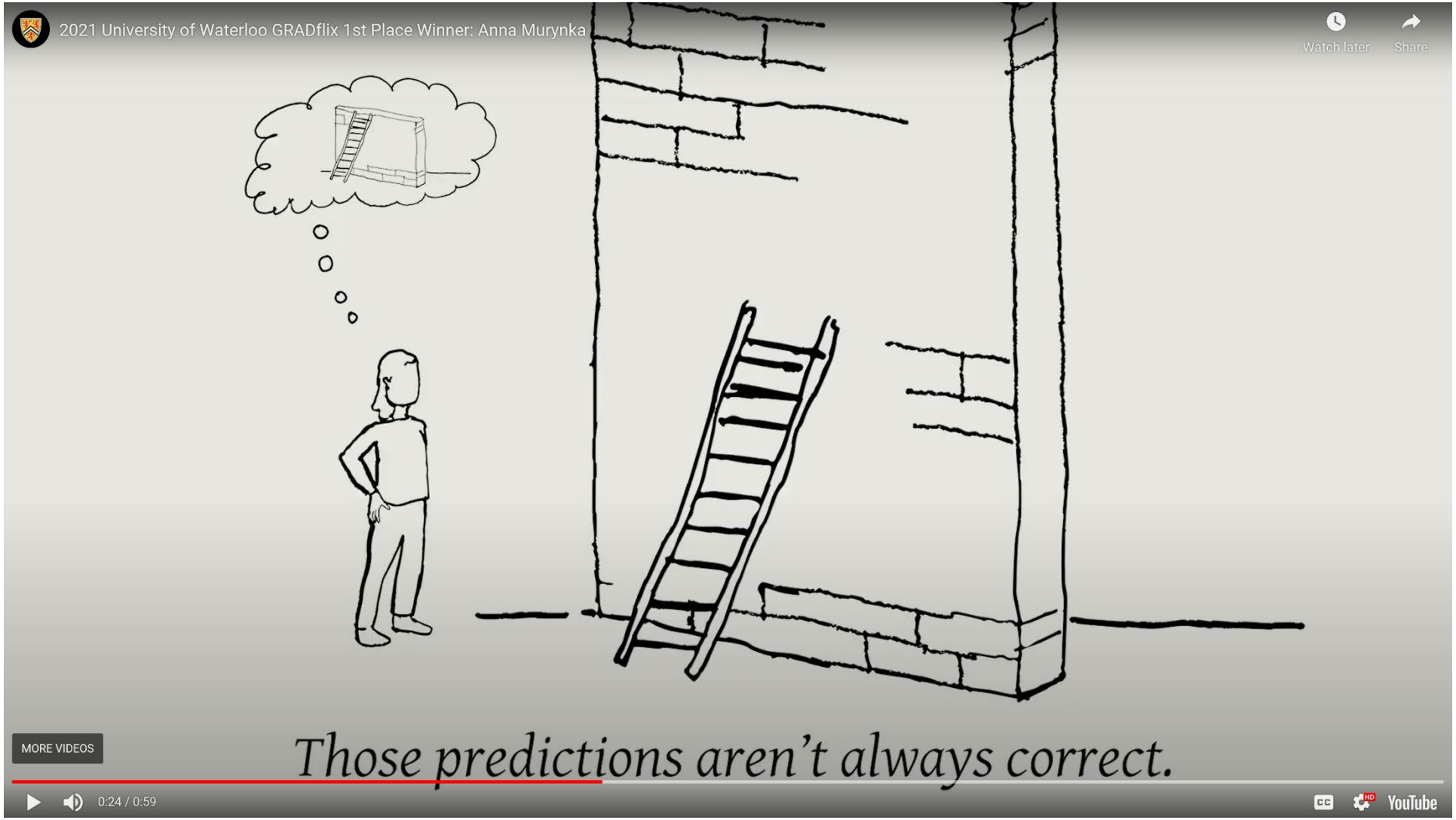
Bandler, 2021

FIRST IMPRESSIONS

Photo Credit: José Ernesto Rayas Sánchez, 2017

CORE IMAGES

Anna Murynka's Core Image



Bandler, 2021

Sitara Sharma’s Core Image

Bandler and Vierhout, 2022

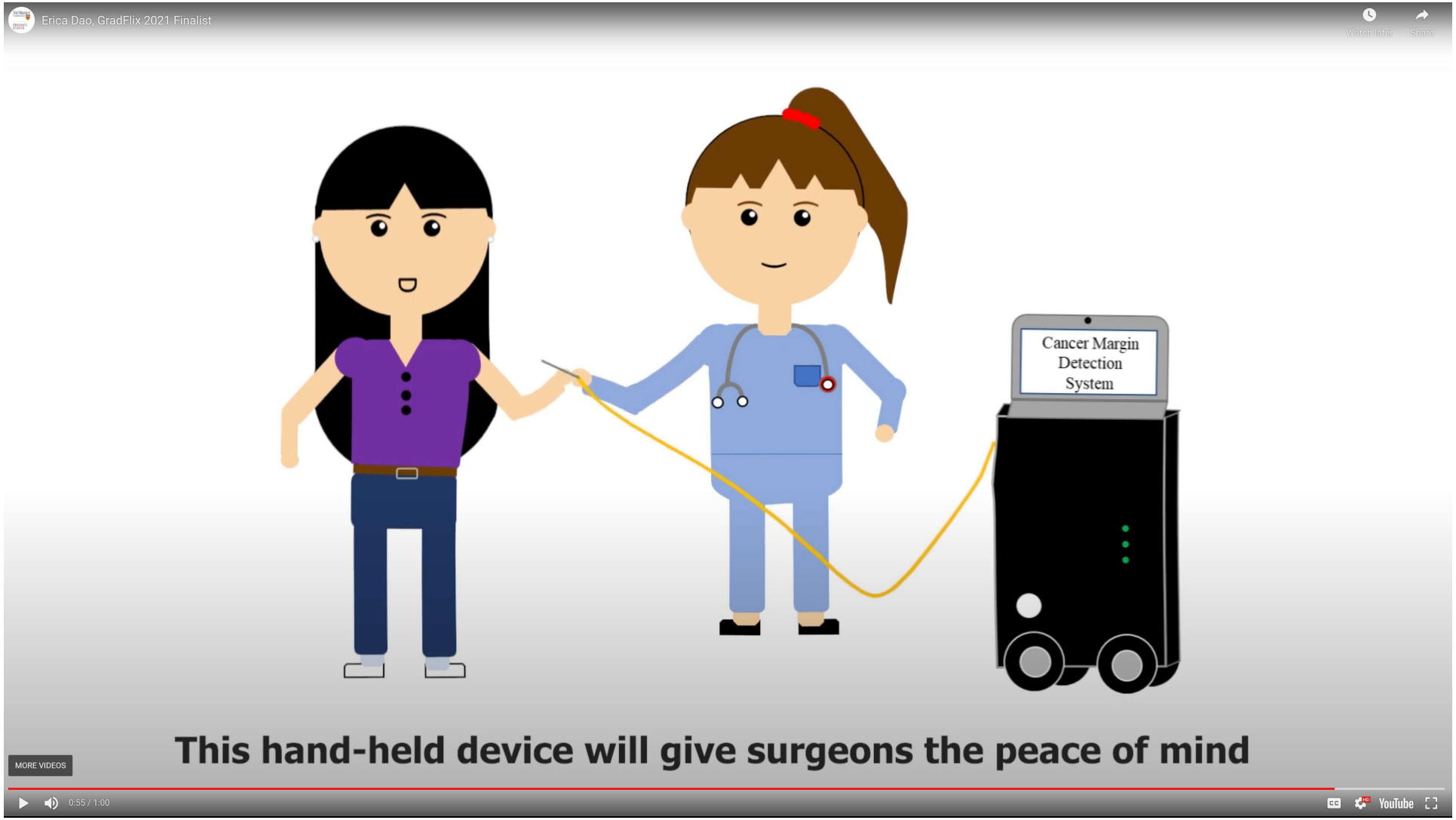
Emily Wood's Core Image

Bandler, 2021

Megan Vierhout’s Core Image

Bandler, 2021

Erica Dao's Core Image



Bandler, 2022

Rachael Finnerty's Core Image

Bandler, 2022

Nicholas Simard's Core Image

Bandler, 2022

TITLES:
CATCHY BUT MEANINGFUL!

3MT® Titles: Catchy, Meaningful ...

Sniffing Out Weapons With Microwaves
Aaron Pitcher (2018)
Origami: Unfolding the Future of Engineering
Syed Abdullah Nauroze (2018)
Are We Drinking Pharmaceuticals?
Arif Alam (2018)
Where Does Cancer Begin?
Erica Dao (2019)
Fighting Obesity With Fat
Julian Yabut (2019)

Bandler, 2020

CLOSING LINES: BRING YOUR STORY FULL CIRCLE

Why Do American Pharma TV Ads Snow You With . . .

fast-talking narrators
distracting background music
smiling humans
fine print
low contrast text?

Bandler, 2019

Why Do American Pharma TV Ads Snow You With . . .

fast-talking narrators
distracting background music
smiling humans
fine print
low contrast text?

Because it works!

Bandler, 2019

JOHN BANDLER

IS AVAILABLE FOR GROUP MEETINGS & CONSULTATION

bandler@mcmaster.ca

THANK YOU

School of Graduate Studies, McMaster University