



Better World Initiative Residency Program

[Video guidelines](#)

November, 2022

Video guidelines for your application to Better World Initiative Residency program

(Formerly Genpact Social Impact Fellowship)

Thank you for expressing interest in the program. This document will help you create an impactful video resume. Please be sure to read this document in its entirety before you begin.

What are we looking for?

2-minute video summary supporting your candidature and reasons for applying to the program

How should you record this video?

To get started, you are going to need:

- A partner to help assist you with filming - this is very important!
- A smartphone with a good camera preferably with 4K video capabilities
- A stable surface to prop your phone against, i.e. tripod, bookshelf, windowsill, etc.

Setup

1. Find a good location that is visually appealing but not busy.
2. Make sure your wardrobe is smart casuals:
 - ▶ Solid colors typically look best on camera. Avoid bright colors.
 - ▶ Avoid brands, logos, and any other proprietary elements.
 - ▶ If you wear glasses, you may need to remove them if you notice a visible reflective glare.
3. Open your phone's camera application. You will need to turn on the grid capabilities for your camera.
4. Once you set the grid on your phone, while you're in camera settings, make sure the footage is on 4k, 30fps video.
5. Once you have the correct settings, make sure you have adequate lighting by standing in front of a large light source, such as a window. If possible, you can film outside, but make sure you have a stable support for your camera.

Creative guidance:

- Look into the camera. We want the audience to feel like you're looking directly at them
- Make sure your partner keeps you in focus and avoids shadows on the eyes.
- Always shoot in horizontal/landscape orientation (as opposed to vertical/portrait).
- Be sure the image is level (parallel to the floor) and in focus. You should be clear and visible at all times.
- Lastly, please be sure there is more light in front of you than behind. Keep major light sources in front of you (behind the camera).
- Place the phone high enough so that the lens is level with the subject's eyes.
- Once the phone has been set accordingly, tap the record button.

Important: Please restrict the video file size to 20MB to ensure the mail does not bounce.

Email your updated CV and video resume to better.world@genpact.com marking your manager and HR manager. Please discuss your releasability with your manager before you apply.
Last date to apply – December 14, 2022.



Thank you

For further information, please contact:

Better World Program team

better.world@genpact.com

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