What to consider when creating your application video:

An application video might be useful if you want to stand out from the crowd of other applicants. However, the application video is not meant to replace conventional application documents, but to provide your application documents with an additional unique feature. Your application video should demonstrate your motivation for the advertised position as quickly as possible and arouse interest in you as a person. The creation of such an application video requires a certain effort and it is important that you consider some points when filming it:

Basic information about the application video
- Video length: no more than 2 minutes
- Very good visual and sound quality is essential
- Speak in a calm and correct way, smile in a friendly manner
- Choose a neutral background (for example a bright wall or an organized bookshelf)
- Customize your application individually according to the desired job vacancy
- Share your application video: Create a link to the video and add it to your application, or add your application video as a compressed file to your online application

What equipment do I need to create my application video?
- Camera and a tripod (as an alternative, the video can also be recorded with your smartphone, but only if the video quality is good)
- External microphone
- Possibly an additional light source
- Video editing software

What is the content of my application video?
In the application video, you demonstrate why you in particular are the right person for this position. Introduce yourself briefly, but don't simply repeat the details of your CV. Mention important key data from your life that is relevant for the position in question. Tell them about your strengths and what you like to do. Try to get the viewer interested in finding out more about you. Try to adapt the style of your application video to the company you are applying to. For example, look at the company's homepage to assess what might be important to them.

How do I prepare for the video shoot?
You can find plenty of examples of application videos on the Internet (for example, on YouTube), so use them as an inspiration. Start by thinking about the core message you want to convey in the video. Think about what you want to achieve with your statements and write down your initial ideas. In the next step, condense your ideas and write down the most important points. Practice the statements in front of a mirror or even in front of someone. Do you feel comfortable? If not, adjust the sentences so that it feels natural and good to you. Make sure that your main statements take no longer than two minutes. The key is to keep it short and simple. Choose a location with good lighting. Besides daylight, additional artificial light can be helpful. Do not stand directly in front of a window to prevent daylight from blinding the camera. The filming location should also not be exposed to any disturbing noises. So, choose a quiet place and install an external microphone for an ideal sound quality. Wear clothes that you would wear to a job interview. In other words, clothes that are appropriate

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for the job and that you feel comfortable in. If you want to wear make-up, make sure it's subtle. Powdering your face is recommended so that it does not shine too much on the video.

How do I film the video?

Try to approach the video shoot relaxed and light-hearted, make sure you breathe easily and don't forget to smile. It's best to record the video standing up but be sure not to shift from one leg to another restlessly. Speak freely, coming across as relaxed and confident. Look directly into the camera when you speak. You can add more variety to the video by changing the camera angle rather than shooting the whole video from the front. And now it's time to practice until you record the perfect version. We recommend showing the video to another person so you can get feedback and adjust it.

What happens after filming the video?

Now you can start editing the video. For this you can use any free software available on your computer (for example, Windows Movie Maker, imovie, Hitfilm Express), your smartphone camera, or the free app CapCut. Remove unnecessary parts and make sure that the transitions are coherent. You can also add additional text and music to your application video - there is no limit to your creativity. To ensure that your application documents do not exceed the maximum data size, we recommend sharing the application video via a link. Upload your application video to a cloud storage (for example, OneDrive, Google Drive, iCloud) and include the link in your application documents. You can also try to add the video in a compressed form to your application documents.

Further information

https://www.stepstone.at/Karriere-Bewerbungstipps/bewerbungsvideo-film-ab-fur-den-job/

https://www.jobs.ch/de/job-coach/10-schritten-zum-perfekten-bewerbungsvideo/

https://www.die-bewerbungsschreiber.ch/bewerbungsvideo

We hope you enjoy creating your application video and wish you good look in your job search!