

# Application Artifact:

## Video of Intent

The video of intent is a 1-3 minute introduction that gives application reviewers a bit of information about you and your goals for the program.



### Why do we ask for it?

At AOEU, we strive to humanize the online learning experience. Your video allows our application review team to see you as a real human rather than a collection of documents on their computer screen. We want to understand you as a person and as a professional.

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### Application directions

Please record and upload a 1-3 minute video of intent. In this short video, introduce yourself and your personal/professional goals, as well as your motivation for pursuing a master's degree.

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### Tips for success

- Plan what you want to say, and practice before recording.
  - Film in a well-lit space, and consider how your background setting helps convey your message.
  - Stabilize your recording device so your video isn't shaky.
  - Limit background noise.
  - Project your voice; speak slowly and clearly.
  - Be specific about your goals and confident in what you're saying.
  - Showcase your personality, but also remain professional. (Avoid talking about how many times you've tried to record your video!)
  - Watch your video before uploading to your application, and re-record if necessary.
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### Required file format

.mp4 or .mov, less than 200MB - Click [here](#) for video conversion information.