Reel Impact: Visualizing the Future of Pharmaceutical Sciences

The Leslie Dan Faculty of Pharmacy's **Reel Impact Competition** is a creative contest designed for Pharmaceutical Sciences graduate students and trainees to showcase their graduate research in a visual format for a wider audience. Students are invited to submit a video, photo, graphic, or data visualization reflecting their original graduate studies research. We understand that graduate students often encounter remarkable moments in their work that are challenging to capture— whether due to time, safety, or other constraints. That's why we're handing the creative reins over to you! This initiative is all about creating engaging, exciting content that sparks interest, rather than focusing on technical, scientific arguments. There's no set structure—you're the expert on how best to present your research, so get creative!

Eligibility

The Reel Impact Competition is open to current Pharmaceutical Sciences MSc, MScPhm, and PhD students.

Why enter the competition?

Cash prizes! Plus, the Reel Impact Competition offers a unique chance to share your research with the Leslie Dan Faculty of Pharmacy community in a dynamic, creative way. By submitting a video, photo, graphic or data visualization, you can present your work in a more engaging format than a traditional thesis, poster, or formal presentation. Winning entries and top submissions will be featured on our social media channels, boosting your visibility. It's also a great way to stand out on platforms like LinkedIn, helping you build your personal brand and set yourself apart when it comes time to land your ideal job after graduation.

How the submissions will be used

Qualifying entries will be shared on the Leslie Dan Faculty of Pharmacy's social media channels with proper branding, and credit will be given to the graduate student(s) and their affiliated labs. Students and their supervisors should review content before submission but will also be given the opportunity to review before public posting.

Qualifying

To ensure high-quality media standards, all submissions will be reviewed for technical quality, message clarity, and compliance with university policies before being accepted. Submissions can be individual or team based. If submitting as a team, at least one member of the team must be a current student in a Pharmaceutical Sciences graduate program. Approval from the principal investigator (PI) is required for participation, and ideation-based work is allowed with PI approval. If a submission is not accepted, the Communications team will provide written feedback, including suggestions for both minor and major revisions to meet the requirements. Edited pieces can be resubmitted within the submission deadlines.

Prizes

Gift Card Prizes will be awarded in the following amounts in the categories outlined:

- **Photography**: $100

- **Graphic/Illustration**: $100

- **Data Visualization**: $100

- **Short Video** (10-30 seconds): $150

- **Standard Video** (1-3 minutes): $250

Submissions

Fill out the Reel Impact Competition Entry Form and submit your project to pharmacy.comms@utoronto.ca by **May 8, 2025, at 11:59 p.m. (EST)**. You may submit anytime in advance of the final deadline. Winners will be announced at the 2025 Graduate Research in Progress (GRIP) Symposium.

General Conditions

Capturing Footage in Labs

When capturing footage in research and teaching labs, please follow these guidelines:

- U of T's Environmental Health and Safety (EHS) guidelines.

- Do not film controlled substances or animal work, and avoid filming neighbouring screens. Be mindful of project sensitivities (e.g., patents, publications) and publication restrictions.

- Anyone being filmed or photographed in the lab must wear a lab coat, eye protection (goggles or glasses), and gloves. If the techniques being demonstrated require additional PPE (e.g., thermal gloves or face shields for cryogenics), make sure to include these as well.

For any questions or further details on EHS PPE requirements for videos and photos, please contact ehs.office@utoronto.ca.

Model Release Form

If you are filming people, you must bring copies of the Model Release Form for them to sign. The release form lets participants know how and when the footage will be used or shared and, when signed, grants the university unlimited photo usage. Please also complete the Model Release Form if you are filming yourself as part of your submission. Additionally, we strongly advise you to send your video to your supervisor for feedback prior to submission.

Copyright

All footage, including music, must be originally created material or you must obtain proper, legal permission to use someone else's copyrighted material. Entrants grant the Leslie Dan Faculty of Pharmacy the right to use their names, photographs, and video submissions for promotion

purposes. By entering this competition, entrants agree to abide by these contest rules and regulations.

Planning Tools

Below is a list of useful tools to help formulate and plan your creative project

- **Boords**: A useful storyboard tool to create scene-by-scene layouts of your video. This can help you think about things like framing, setting, backgrounds, etc...

Illustration Software

Below is a list of illustration software suitable for professionals and beginners:

- Adobe Illustrator: Available as part of a Creative Cloud membership.
- Inkscape: a free vector graphics editor.

GIMP: a free tool used for image editing and free-form drawing.

Video Editing Software

To make great videos, you need more than a good camera, you need great video editing software! Below is a list of video editing software suitable for professionals and beginners:

- Adobe Premiere Pro: Available as part of a Creative Cloud membership.
- Adobe Premiere Rush: Shoot, edit, and share videos with this free all-in-one video editing app for mobile and desktop.
- DaVinci Resolve: is a powerful editing, video effects, and sound production suite. **Free version available.**
- iMovie: is a **free video editing application made by Apple** for the Mac, the iPhone, and the iPad. It includes a range of video effects and tools.
- CapCut: is a free all-in-one video editor and video maker application with everything you need to create stunning, high-quality videos.
- Canva: is a free-to-use online graphic design tool with free video templates.

Music

Stock music

Music helps to set the mood and tone of your video. One of the most cost-effective ways to add music to your video project is with royalty-free stock music. Some of the most commonly used royalty-free music sites include:

Adobe Stock: Royalty free stock music. Receive up to 10 music tracks with a free trial.

AudioJungle: Royalty free music and audio tracks from $1

Original music

You can also use original music. Before moving forward with this option, you must have a signed agreement with the composer defining the song's copyright and usage rights.

Equipment

The Leslie Dan Faculty of Pharmacy's Communications Office has oneGoPro video camera available for sign-out. These can be used to take time lapse videos to capture longer experiments. Video and photography captured by cell phone is also acceptable for submission. Please email pharmacy.comms@utoronto.ca for details and availability.

Questions?

Email pharmacy.comms@utoronto.ca.