

Guidelines for making your Video

Are you worried that your video skills aren't great enough to make it possible to win video contests? Don't let those worries hold you back. Here are some tips that will help you

- 1. Read the Rules Carefully:** You don't want to get your heart set on a video idea, only to realise after you've invested a lot of time in it that it can't win because it doesn't fit the rules. Here are some things to look for in the rules:
 - The Contest Themes: What is the sponsor trying to convey in the video? Are they trying to promote healthy living, how food affects your mood, nutritional guidelines, or something else?
 - End Date: How long do you have to put the video together before the contest ends?
 - Movie Length: How much time will you have to convince the judges/voting public that your movie is the greatest?
 - Format: Do you have to submit a tape, post your entry on YouTube, or upload it to the sponsor's site?
 - File Size: Are there restrictions regarding how large the file can be?
 - Other Considerations: Do you have to add music? Include a certain product? Avoid copyrighted material?
- 2. Review the Judging Criteria;** The next important thing to know is how the videos will be judged. Knowing what the judges are looking for can help you tailor your video to meet those expectations. Here is an example of the judging criteria;
 - Relevance to the theme
 - Quality of the video
 - Team work
- 3. Determine How the Winner Will Be Selected:** One last thing to consider before starting to write your script is who will be doing the actual judging. Will it be a panel of judges? Will the video contest winners be determined by a public vote? Knowing this ahead of time can help you create the most appealing video that you can.
- 4. Come Up with a good Story;** Now it's time to brainstorm. Try to think of a short but powerful message that fits in with the theme of the contest and really connects with the viewer. Humor is a good bet, since people love to laugh, and a video that makes them feel good will have an advantage. Most important is to have a gripping story that people will want to watch from beginning to end.
- 5. Start With a Strong Hook;** Once you have your basic storyline, think about a really gripping way to start your video entry. If you can really captivate your audience with a strong hook in the first few seconds don't be tempted to save your most moving shots for later in the video.

- 6. When Possible, Flatter Sponsors:** If it's appropriate, mention the video contest's sponsor in your story, use one of their slogans, have a picture of them even just have it in the background. Especially when the video will be judged by the sponsor, this can be an excellent and easy way to earn some points.
- 7. Write Your Script;** Now that you have a basic outline of what you want to talk about, write a script. A script will help prevent you from stumbling over your words when you film your video. Practice reading the script in front of a mirror until you have it down pat - you don't want to read directly from your paper while you're filming your video contest entry or you'll run the risk of sounding stiff and wooden.
- 8. Test for Timing:** After you've run through your script often enough that you are familiar with it, test how long it takes you to read through it. Will your script fit into the maximum length of the movie?
- 9. Rewrite as Necessary:** At this point, you'll tinker with your script to remove any awkward phrases, and to cut it down to the right length, if necessary. It's a good idea to practice your script in front of other group members, to see if they have a good reaction to your story.
- 10. Consider Your Setting:** No matter how great your video is, you will hurt your chances of winning contests if your background is messy, unattractive, or otherwise distracting. Choose a plain backdrop like a white wall or a solid-colored door, or consider filming in a pretty location outdoors.
- 11. Film Your Video:** After your script is polished and perfect and you've practiced it to the point where you can say your lines in a natural and animated way, it's time to actually do the filming. Make sure you have good lighting so that people can see you clearly, but without glare. You might want to try filming several different "takes" and selecting the one you like best to submit to the video contest.
- 12. Submit Your Video to the Contest - And Keep Your Fingers Crossed.** Once you've filmed a video that you're happy with, double-checked that you've followed all of the contest guidelines, and are ready to go - upload your video to the contest and hope for the best.

Tips:

1. You don't need an expensive video camera to participate in video contests. Many digital cameras, and even mobile phones, have the ability to record perfectly acceptable video.
2. Do some research. Check out the commercials that the sponsors have made to get a feel for their audience and their preferences. Check the following links for ideas about the initiative
 - Fuel your Body: <http://www.safefood.eu/Healthy-Eating/Food-Diet/Life-Stages/Teens/Fuelling-your-sport.aspx>
 - Healthy eating suggestions for teenagers: <http://www.safefood.eu/Healthy-Eating/Food-Diet/Life-Stages/Teens.aspx>
 - Boost your brain power: <http://www.safefood.eu/Healthy-Eating/Food-Diet/Life-Stages/Teens/Boost-Your-Brain-Power!.aspx>

- General advice for 13- to 17-year-olds about what to eat and drink to perform at your best in sport, stay healthy and feel great:
http://www.safefood.eu/SafeFood/media/SafeFoodLibrary/Documents/Publications/Consumer/M10005-SAFEFOOD_Teen-Sport-Leaflet_ROI_WEB.pdf

What You Need:

- Video camera, digital camera, or mobile phone with video capability.
- Good lighting.
- A clean and tidy area to use as a backdrop.