

## Shooting Your Video

### The Right Steps

- 1.** Write a script! All video productions begin with a script or, at the very least, an outline. You should know ahead of time what you're going to shoot, when you're doing it, who is talking, what they're saying and what is appearing on screen at any time.
- 2.** Cell phone videos are great. You don't need to borrow a high-production video camera. Director Spike Lee shot one of his movies entirely on an iPad.
- 3.** Put it all together. There is a ton of free video editing software available. Find your favorite. If you have music, make sure it doesn't overpower the people who might be speaking. It's all about balance.
- 4.** Send it in! The only way to win is to submit your video on time – and to make sure it's two minutes or less. The deadline is October 16, 2017 by 4:00 P.M..
- 5.** This is worth repeating – the video must be two minutes or less. No exceptions. Anything over is disqualified.

### Pump Up the Creative Juices

- 1.** Think of your message. How will you tell it? What will you show? Who will do the talking?
- 2.** You can sing it. You can dance it. You can draw it. No limits. Ok – maybe a few. Keep it clean. No off-color language or gestures. Be safe.
- 3.** Videos are all about the visuals. Nothing will convince the judges more that your science or chemistry lab needs a makeover than showing them how desperately it is needed.
- 4.** Music can help to tell a story. Does your video need music? What song or songs fit your message? Or are you going to be super creative and write your own?
- 5.** Videos aren't always about motion – it's also ok to use still images.
- 6.** It's all up to you. Be creative. Be original. We want you to stand out.

