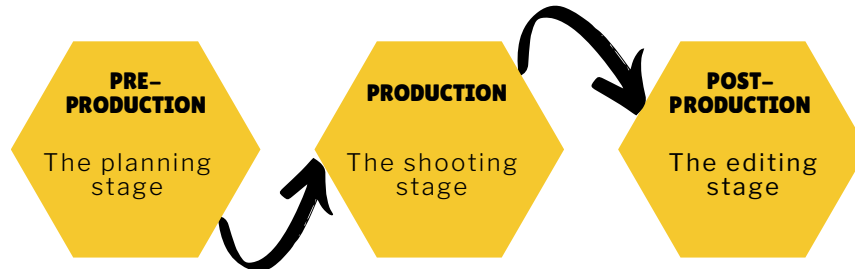


Tips for creating a great video

PLAN OUT YOUR PROCESSES



TIPS FOR PRE-PRODUCTION

- Decide which of the four contest prompts you will choose.
- Research the topic to support your stance. Check your facts and proofread any text. Major errors can remove an otherwise great video from contention.
- Mock up the flow of your video. Depending on the format of your video, this is the stage where you complete scripting, storyboarding, and shot lists.
- Decide which equipment you will need and ensure that you have enough storage capacity in your device and editing computer. Keep in mind that video can take up a lot of storage!

TIPS FOR PRODUCTION

- Lighting is key when it comes to recording video. If you are using natural light, make sure you are not backlit. Shooting in wide open rooms with light colored walls will help to reflect or bounce light, just make sure your microphone is close to you so your voice is not drowned out.
- If you are speaking into the camera, a ring light can be helpful.
- Bad audio may ruin your video and distract from your message. During production, keep two goals in mind: control your environment and keep the microphone as close to you as possible. You will get better audio if you record in a quiet, indoor space. Try to avoid big, empty rooms to avoid echos. If you are doing a voiceover and only recording your voice, a small space works best to drown out background noise from your refrigerator, television, or siblings!

TIPS FOR POST-PRODUCTION

- It's time to put everything together! If your setup was minimal, you might not have much post production at all. Your next step might just be to upload your video!
- Editing is subjective and depends on your vision. As you combine video, audio, and graphics, keep the final runtime under three minutes by tightening your script or trimming content—not by speeding up the video. Make sure music, graphics, titles, effects, and color correction align with the audio, and spell-check all on-screen text.
- When you're done editing, keep an eye on export settings. You want your video to be saved at the best quality possible.

Congrats on completing this process! Don't wait until the last minute to submit your video. It takes time to upload a video and that time could be the difference between meeting the deadline and missing it.

We look forward to your submission.

Visit sitc.org for full contest details or email contests@sitc.org