Civics Trek Contest
TIPS FOR CREATING YOUR VIDEO

Girls participating in the **Civics Trek Contest** will have an opportunity to increase their awareness of civics and citizenry, and express their thoughts about making a positive change for women and girls. They will also have the opportunity to learn how to create a video presentation that will educate and inspire others to join them in making civic change. **Here are some tips on how to put your video together.**

1. **Plan your video content**. Content is the most important thing!
2. **Identify the goal of your video**. What are you trying to achieve? For example, if your video is about women of color being more affected by the pandemic, select one woman to focus on and show how her life has been affected during this challenging time. You could show photos of her before the pandemic at places she lived and worked, and other images that help tell the story.
3. **Use the power of emotions**. Narrate the story or presentation in a way that keeps the viewer interested.
4. **Mix it up**: use different scenes and angles to make your video more interesting.
5. **Suggested video formats**:
   a. Interview video: you interview one or more people on the subject of your video.
   b. Narrator: you narrate the video while showing visuals.
   c. A combination of a) and b).
   d. If you are interviewing someone, prepare questions in advance.
6. **Lighting and background** are very important.
   a. Outdoor light: film on a cloudy day, or the hours before sunrise or sunset.
   b. Indoor light: add lights to your filming area if needed.
   c. Background ideas include plain walls, outside in a garden or wooded area, or hanging fabric.
7. **Camera equipment**: You can use your cell phone camera if you have a tripod.
8. **Sound is very important**. Use an external mic! Don't use the mic on your phone.
9. **Film short takes**. This makes editing easier. Each scene should change after ten seconds.
10. **Think in shots.**
    a. Look for something interesting. Shoot a little. When it gets boring, stop.
    b. Point the camera somewhere else. Repeat.
11. **Make sure you can see the person's face clearly while filming.**
    a. Faces tell the story. No face, no eyes, NO STORY!
12. **Keep the brightest light behind you. (Yes, people will squint.)**
13. **Treat the video camera like a still camera. Don't move it!**
    a. Hold camera steady or use a tripod.
    b. Think in shots, no zooming, no moving the camera. This confuses people who don't know what they're supposed to be watching.
    c. Move, point, shoot, stop.
14. **Don't use the zoom on your camera. Move closer to get close-ups.**
15. **Use the rule of thirds.**
16. **Use close-ups.**

17.Edit your video.
   a. You can use iMovie or another video editing software. Add titles, descriptions, and dates where relevant. Use music as part of the introduction, but don't let it interfere with the voices.

Some fun YouTube sites for video instruction:

HOW TO MAKE PROFESSIONAL VIDEOS (AT HOME WITHOUT PRO GEAR!)
A quick explanation of four easy filming hacks, including a DIY tripod.
https://www.youtube.com/watch?v=a2i-JwYufuA

10+ iMOVIE Editing Tips & Tricks! How I Edit My Youtube Videos + Tutorials for Beginners 2016!

Katie Tracy's 10 iMovie Video Tricks
https://www.youtube.com/watch?v=E3uN3R_8VdY

Videography tips for beginners
https://passionpassport.com/videography-basics-tips-for-beginners/

HOW TO SUBMIT YOUR VIDEO

1. After your application has been submitted, you will be given access to this Google Drive page (you still need to sign in to Google, though):
2. https://drive.google.com/drive/folders/13nWgPU4MKHWXymAK_ENWm-xErvvbdIVo . You should see a heading titled "Civics Trek Contest Folder." Click on that folder.
3. Drag your video to the screen or use the "New" button to upload your video.
4. You will see a window on the lower right-hand side of the screen that says "Uploading 1 file" and the estimate of how long the upload will take.
5. When the upload is complete, the message will say "1 upload complete."
6. Close the window. You're all done!