How do you see the world? What do you want to change?

The High Resolves and Network Ten *Videos for Change* Challenge is a fantastic opportunity to reach a national audience to raise awareness about an issue you feel passionate about fixing.

Videos can be an incredibly powerful way of reaching people to inform them about a campaign message. Through TV, social media and the internet, a video that connects with people emotionally will get shared and talked about.

Producing a successful video requires effective communication and strong leadership, which are key skills learnt as part of the High Resolves Global Leaders program.

This booklet has been designed to help you produce a short video (up to two minutes) that can inspire and engage a wide group of people through the *Videos for Change* Challenge. The winning video will be shown on Network Ten with the potential to reach an audience of over 1 million people.

The skills you will learn about communication, teamwork and leadership through taking part in *Videos for Change* will be valuable for making a difference in the world, and also for your life, study and work in the future. Communicating a message that people engage with is key to success in every area of life.

**Let’s get started!**
Who can enter?

*Videos for Change* is only open to students who have participated in the High Resolves Global Leaders program. You can include people in your team who didn’t take part in the Global Leaders program, but the majority of your team needs to be made up of High Resolves leaders. The Director of your video must be a High Resolves leader.

What’s the big idea?

*Videos for Change* is about working as a team to make a difference about an issue in society that you care about. Given the power of video to reach large audiences, this is one of the best ways you can really create positive change in the world.

I haven’t been to film school…

You don’t have to be professional filmmakers or have fancy equipment to have the chance to get your video shown on national TV! You just need to **clearly communicate** your message, using an **original idea** in an **engaging way**.

There are some important things to consider to make a video that can be shown on TV. In the pages that follow we’ve provided heaps of useful tools and tips to help you succeed. We’ve also got some useful links to resources that you will need to make sure that your video is good-to-go if it is selected as a finalist. We’d hate to see your video rejected because you did something illegal!
Where do I start?

Once you have selected a social issue you want to address, here are a few tips to get started and SCORE! (Hint...these are the criteria that the judges will be using to judge your video).

S  Simple
What is your key message? Try to come up with one key point. Effective videos focus on one specific message so that they don’t overwhelm or confuse their audience.

C  Compelling
Know your topic inside and out. Figure out what you think is the most important part of the social issue that you want to focus on.

O  Original
Be creative and original. What is an unexpected or unique way of looking at or explaining the social issue? Remember to be respectful of people directly affected by the issue.

R  Relatable
Why should people care? Is there an analogy or metaphor you could use to make something more REAL or relatable to the viewer?

E  Emotion
What do you want people to FEEL when they watch your video? How do you write the script and use sound/music to support this?

Most importantly: have a clear call to action
What do you want people to DO after watching your video? Be specific! Do you want them to to sign a petition, treat people differently, tweet, go to a Facebook/Instagram/tumblr page, visit a website, or make a donation/pledge?
Assembling an effective team

Your team can be up to 6 people*. For the purposes of this project, these are the main types of roles and responsibilities of a typical crew:

<table>
<thead>
<tr>
<th>Role</th>
<th>Responsibilities</th>
<th>Personal qualities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>Makes sure that the overall idea is communicated well and helps the whole team to reach the end goal.</td>
<td>Good at communicating, creative, encouraging, good at seeing the “big picture”.</td>
</tr>
<tr>
<td>Producer</td>
<td>Makes sure that everyone does what they are supposed to, and that the team follows the competition guidelines and gets things done on schedule. This person may also assist the sound and camera person to borrow equipment/props/organise locations/permissions.</td>
<td>Good organiser, good at time management, reliable.</td>
</tr>
<tr>
<td>Writer</td>
<td>Writes the script and works with the team to produce the storyboard.</td>
<td>Good at communicating, and working with the team to refine the story.</td>
</tr>
<tr>
<td>Sound person</td>
<td>Makes sure that the best audio recording is collected during filming. This could be through an external microphone, or by recording the audio separately on a phone to sync with the video later. This person is aware of external noises during shooting that may affect the quality of the final product and may also be responsible for finding an appropriate soundtrack to the clip that enhances the emotion/intent.</td>
<td>Good at listening, interested in sound/music.</td>
</tr>
<tr>
<td>Camera person/Animator</td>
<td>Operates the camera and films the video. This person may ask friends/ the school to see if they can borrow cameras/trimods. They also need to be aware of how the choice of lighting affects the quality and mood of the clip. * if you are not doing a live action recording, this role and the next would be replaced by an animator.</td>
<td>Some familiarity with a camera or phone camera is ideal, but not essential, as is a sense of composition and lighting (see tips).</td>
</tr>
<tr>
<td>Editor</td>
<td>Compiles the final edited version of the clip through a video editing program. It's probably easier if this person has some prior experience. They will need to gather the video footage from the camera person, the audio from the sound person, and then work with the director (and team) to make sure that the idea is realised. They can submit a first draft to High Resolves for feedback, and then refine it for the final submission.</td>
<td>Some familiarity with video editing is ideal but not essential. Ability to work well with the Director and openness to take feedback from the group/ High Resolves.</td>
</tr>
</tbody>
</table>

* Your team can be fewer than 6 people, in which case you can multi-task and take on more than one role!
I’ve got my team together and a great idea, what now?

**Director**

Your job is to work with all the members of the team, during the planning, making and editing of the video to make sure the video communicates the idea well. Have the team all agreed on a clear idea/story/subject? Have you allowed everyone to contribute their ideas?

Does your idea fulfil the SCORE framework? Is it **Simple**, **Compelling**, **Original**, **Relatable** and **Emotive**? Does it have a clear call to action?

**Keep it G rated.** While it can be tempting make a video that is really disturbing or shocking to make an impact, bear in mind the reaction of your audience, particularly how someone might feel if they have first hand experience with your social issue.

Check your facts! If you are using facts or statistics in your video, you might want to note the source of these so that people know that what you’re saying is true and can do follow-up research.

**Producer**

Have you planned out how long it will take to do each part and scheduled it to meet the deadlines? Creating a video can be a time-consuming process once you plan, script, storyboard, shoot new footage, make graphics, find audio and edit. Make sure you have enough time!

One of the most important jobs as a producer is to make sure you keep track of all the details and forms required so that your film fulfils all the necessary criteria for it to qualify and win! Go to the High Resolves *Videos for Change* page [www.highresolves.org/videosforchange/](http://www.highresolves.org/videosforchange/) to download all the forms you need and have
copies handy when you do your shoot as it’s much easier to get it done then than to have to chase up people later.

**Copyright:** If you are making a video that you are going to share with people, all content in the video should be your own, or should have the correct clearance rights for you to use it. We know that this can be a bit confusing so please check out the Videos for Change webpage and download the guidelines and links if you need to source some music for your project.

**Permissions:** make sure that anyone appearing in your video understands how you are planning to use /share the video, gives you their permission to do so and signs a Talent Release Form. You also need to make sure that you get permission from the owner/manager of any location that you film in. Make sure that everyone in your team has filled out their Student Entry Forms and keep all the forms in a file.

**Writer**

Have you reviewed the script with the team to check if you are all happy with it and that it makes the audience think, feel and do what you intended?

Have you read the script aloud and timed it to make sure it is less than two minutes?

Have you worked with the team (especially the director and camera person) to draft a storyboard (see downloads on the webpage) to plan what shots you need to tell the story?

Before filming a scripted scene, make sure you have given your subjects the script in advance, so they have a chance to practice. But if you are interviewing people, it is often better to only give a general sense of the questions otherwise the answers can sometimes seem inauthentic or over-rehearsed. You can always give them a chance to answer the question again if necessary.
Camera person

See if you can borrow a video camera from your school or a friend for the shoot. But if you can't, don't worry, you can use a phone camera as long as you hold the camera in landscape format and follow the tips below to ensure the video is clear.

Be sure to hold the camera steady or use a tripod. Shaky video footage is very distracting.

Shoot your footage somewhere that has enough light so that you can see your subject clearly. Low light levels can make your video look grainy. Consider shooting near windows, turning all the lights on or going outside.

Make sure your subject is well lit from the front so they don't appear as a silhouette - unless that's the look you are going for!

Sound person

Make sure that the space where you’re recording is as quiet as possible to avoid distracting background noise. Beware of things like wind and rain that can ruin your sound. Try to get the microphone as close to the subject as possible. Like the camera person, see if your school or a friend has an external microphone you can use: it can really help.

The right music and backing tracks can give a powerful dimension to your clip, amplifying the emotion and lifting it to a whole new level. Your job is to work with the editor and director to discuss what kind of soundtrack is needed, and then create or find one. It’s important that the music you use is royalty and copyright free. Don’t worry, we’ve made this easy for you! Go to www.highresolves.org/videosforchange/downloads for some links to sites with free tracks that are OK for you to use, as long as you credit appropriately in your video (see specific details depending on which site you use).
Editor

Editing allows you to refine your video and make sure your message is as clear and powerful as possible.

Most computers come with built-in editing software such as Windows Movie Maker or Apple iMovie.

Make sure that your editing style suits your content. It’s tempting to add fancy transitions and bright colours but check that they are well-suited to the message that you are communicating. Simple is usually best! A fancy transition in the middle of a serious video about homelessness could be very off-putting!

Don’t leave too much empty time without video and/or visuals or your video might seem too slow.

Keep an eye on the length of your video. 2 minutes might sound like a short time but a two minute video can feel really long. If you make a 30 second story into a 2 minute video, it could seem boring to your audience. A commercial on TV is normally between 15 and 30 seconds and can convey a lot of information. The video doesn’t have to be exactly two minutes, just less than two minutes.

If you are using text or graphics:

• If you haven’t created the image yourself from scratch, make sure you have permission from the original creator. This includes modifying images or logos that were created by someone else.

• Don’t have too many words on screen at a time. Your statements should be short and to the point.

• Make sure you leave text up for long enough for the audience to read it: test your film with someone who hasn’t seen it before.

• Check your spelling and punctuation! If unsure, ask!

• Keep your graphics or text away from the very edges of your screen. Some displays crop the borders of the image.
Do I really need to make a storyboard?

Yes! Storyboarding your video is a very important step when planning your video to make sure that you are clear about your message and that you know all of the footage you need to film, pictures you need to take, music you need to find and facts you need to know before you start putting your video together. Often if you start filming without knowing what you want your end product to look like you may find yourself having to re-film things a number of times to get what you need to make your message clear.

We have provided a storyboard template on the High Resolves website that you can download. www.highresolves.org/videosforchange/downloads

Here's an example of how you fill it out:

<table>
<thead>
<tr>
<th>Images/Video/Graphics/Text</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Establishing shot - Jim and Darren outside Darren's house, talking - zoom in as they speak</td>
</tr>
<tr>
<td></td>
<td>Caption - Darren's house</td>
</tr>
<tr>
<td></td>
<td>Audio (Speech/Voiceover/Music)</td>
</tr>
<tr>
<td></td>
<td>Dialogue - Jim: How are you going today, Darren? Darren: I'm not feeling very well. Music - Piano softly playing minor chords to enhance drama</td>
</tr>
</tbody>
</table>

Timing: 10 seconds
Image/Video/Graphic/Text
A rough sketch of what will appear on the screen at this point during the film (e.g. shots of characters acting something out, a video of a talking head, photos, a graph).

Description
What is happening in the shot including what your characters are doing and anything important about the background or setting. You can describe how close the camera is to the characters (close-up, mid shot, establishing shot) as well as any moves you want the camera to make (zoom in, zoom out, pan left etc.)

Audio (Speech/Voiceover/Music)
The sound that will go over the images/video/graphic (e.g. a person being interviewed, a narrator explaining what the photos or graph shows, music tracks, sound effects).

Timing
How long this image/video/graphic will be on the screen.

…and it all has to be G-rated!
Remember, your video should be something that would be suitable for children to watch without supervision. For more detailed guidelines, check out the PDF on G-Classification on the Videos for Change downloads webpage www.highresolves.org/videosforchange/downloads.
Frequently Asked Questions

Can we just submit the video we made during our project in 2016?
Yes! As long as the whole clip is shorter than two minutes and meets the other criteria for the competition.

Can we submit a new video?
Absolutely. It’s fine to start completely from scratch. If you have a social issue that you feel more passionately about than the one you did for your school campaign, that’s fine. Just make sure you do your research!

How do we submit the video?
Videos must be submitted to the following site:
https://www.hightail.com/u/HighResolves
Your file name should include your school name and the word “FINAL”. Please make sure you have also submitted your Team Entry Form, your Student Entry Forms and additional Talent Release Forms where applicable.

Large videos will take longer to upload, so allow time for this. If it is taking too long you may want to consider reducing the size of your video—but keep a high-res version just in case you are a finalist!

When do we need to submit our video?
If you want to get feedback on your video before the final deadline, you must submit it before midnight, Friday 7 October 2016. Your video file name should include your school name and the word “DRAFT”.

Final videos are due before midnight Monday 7 November 2016.
How finished does our video need to be when we submit the draft?
You can submit your video at draft stage no matter how much you have done on it. You might want to send in your script or storyboard as well. However, you will be able to get better feedback on it if it is closer to the finished product.

What format does the video need to be submitted in?
All video entries submitted should be in one of the following standard file formats: AVI, FLV, MOV, MP4 or WMV.

Do we have to submit a script and/or storyboard for our video?
We highly advise you to produce a script and storyboard for your video as part of the process of creation. The best videos are usually based on a clear script and storyboard. To create a script and storyboard, please see the guidelines earlier in this booklet.

Who needs to fill in a Talent Release Form?
Everyone who appears in your video or creates music for you needs to fill in a Talent Release form (available on the High Resolves website). These can then be scanned or photographed and emailed to challenge@highresolves.org.

When will we find out who wins?
The winner will be announced on Network Ten’s The Project in late November/early December 2016. The exact date will be confirmed on the High Resolves website and Facebook page closer to the time.

Anything else?
If you have any other questions, please visit the Videos for Change webpage or contact us at challenge@highresolves.org

Go for it! We can’t wait to see your work!
## Challenge Checklist

<table>
<thead>
<tr>
<th>Task</th>
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<tbody>
<tr>
<td>You have put the key deadlines in your calendar, including the deadline to receive feedback on your video and final submission deadline.</td>
<td></td>
</tr>
<tr>
<td>At least half of the members of your team are High Resolves Leaders who have taken part in the High Resolves Global Leaders program.</td>
<td></td>
</tr>
<tr>
<td>The Director of the film is a High Resolves Leader who has taken part in the Global Leaders program.</td>
<td></td>
</tr>
<tr>
<td>You are clear on the different roles each of you will play in your team, and the skill sets required for each role.</td>
<td></td>
</tr>
<tr>
<td>Your school principal has signed the Team Entry Form for your group (download from website if you haven't got one).</td>
<td></td>
</tr>
<tr>
<td>Each member of your group has signed and completed the Student Entry Form (download from website if you haven't got one).</td>
<td></td>
</tr>
<tr>
<td>Anyone outside your team who is featured in your video (no matter how small a part or brief an appearance) has signed a Talent Release Form.</td>
<td></td>
</tr>
<tr>
<td>You have permission where necessary from the relevant parties for filming at your locations.</td>
<td></td>
</tr>
<tr>
<td>You have properly read and understood the student handbook, including video making guidelines, FAQs, list of criteria the judges will be using, G classification guidelines, storyboard instructions and storyboard template.</td>
<td></td>
</tr>
<tr>
<td>You have created a storyboard for your video using the storyboard instructions and template provided.</td>
<td></td>
</tr>
<tr>
<td>You have made sure that there are no branded products or branding shown in your video e.g. a Coke bottle.</td>
<td></td>
</tr>
<tr>
<td>You have made sure that any music, soundtracks or images used in the video are free from copyright restrictions.</td>
<td></td>
</tr>
</tbody>
</table>
This could be your team!

See beyond what is to build what could be.