Making your simple
video presentation to better your chances for
Public voting and Judging success!

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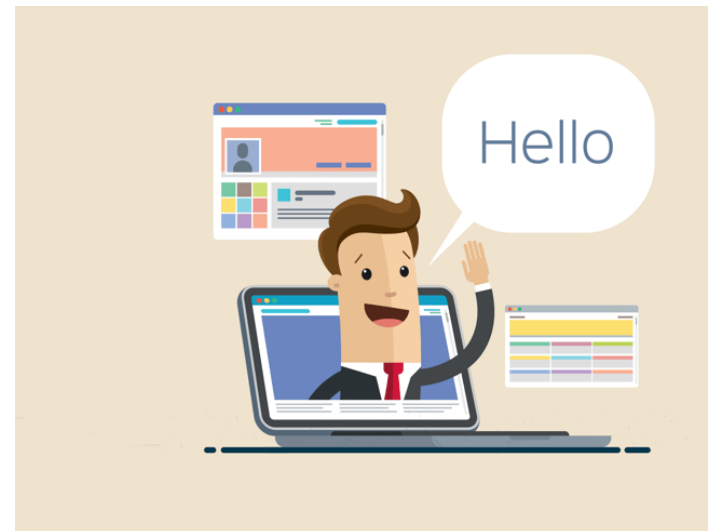We support the Sustainable Development Goals

Creating your Video for Judging Success!

- Hey everyone. I am Hari from KIS-Video.

- I am here to give you some tips on how to create a simple but awesome video without expensive gears.

- Making a video presentation does NOT have to be complicated, no need to be a professional video production expert.

4 most important aspects to consider:

- Your SOLUTION (your plan).
- Audio (quality of sound).
- Lighting (quality of image).
- Assure all props are working!

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Important

The Intro: hook the JUDGE / JURY!

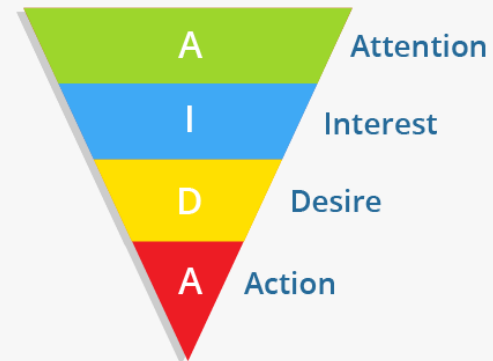Within the first 30 seconds

- Grab the judge's attention

- Introduce yourself and your SDG and clearly preview what's coming – <u>that you will show Judges how YOUR SOLUTION will benefit the SUSTAINABLE DEVELOPMENT GOAL YOU HAVE SELECTED!</u>

- (est. 1-1.5 mins!)

Remember - get their attention first, you'll explain details fully later

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A — Attention
I — Interest
D — Desire
A — Action

In your video, you have to

- Describe clearly the problem of the SDG

- State your objective (the Target chosen)

- Propose clearly your Solution BASED ON THE RUBRIC Judging criteria!

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Keep it short and Focus on benefits

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- You have to make a good use of the 8 minutes, the maximum length of your video. It can be less if you can cover all the points sooner!

- Make sure you talk about your Solution (SDG/Target problem and how you aim to improve or fix it!) – this should be the bulk of your video, likely 6.5-7 mintues!

Be real and personal – and credible!

- Judges get excited about your idea when they connect with the team behind it. So keep it real. A personal connection can be deeply rewarding for you. It also shows them that they can trust you to build and deliver on your idea for a Solution.

- So be sure to:

  - Speak directly to the camera

  - Be completely honest (never misrepresent yourself and your idea product)

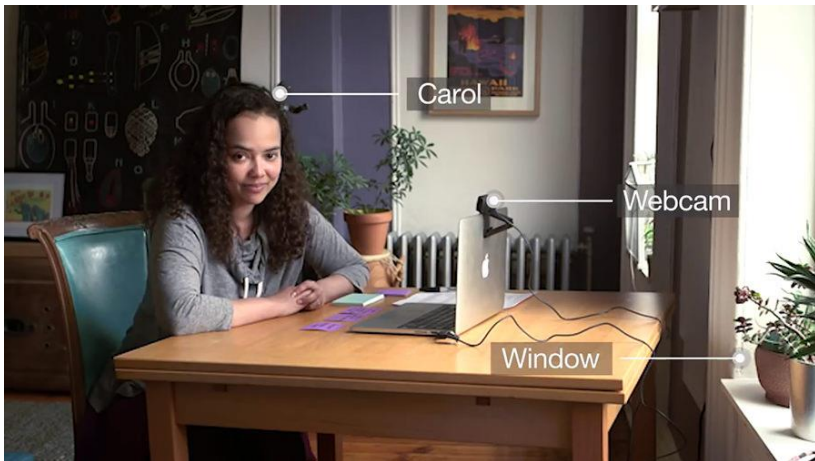 - Show your passion. If you believe in it, Judges will believe in it!

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Materials you will need: the simplest

- Laptop with a webcam
- or a Smartphone.
- A window or other lighting
- You and.or team members

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Materials: the fancier

- Laptop or a Desktop computer.
- A camera and a tripod.
- A lighting gears.
- Microphone
- You and/or other team members

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Clear Audio

- Shoot in a quiet place. Shut your windows and doors if needed.

- Be careful if you want to get away from your desk and go shoot outside.

- You can use your computer microphone or your smartphone's. They are powerful enough and can do the job fine.

- For a even better audio, use a headset microphone shipped with your smartphone.

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Ample Lighting

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- Lighting equipment is necessary if you're primarily recording indoors and in dimly lit areas. Even if you're shooting where there's ample ambient light, lighting equipment can modify the mood and even out the brightness of your setup.

- Poor lighting setup means execrable video. No one would care viewing a too dark or too bright video.

- Do not point the camera directly to any light source. Place the subject facing the sun, a great natural source of light, instead.

- If it's too dark, use house lamps.

Shooting action

- Ideally, stand 4-8ft from the camera.

- Avoid disturbing elements in your action field.

- Start shooting with the camera full automatic mode. Switch to manual mode to adjust the brightness (and the mood) of your video if needed. Some smartphones have these features, some don't, but it's ok.

- Do not worry about Bloopers, just do your best to present your idea.

- Make several takes. You will have more choices to choose from during the editing process.

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If you wish to do some editings

Here's a short list of free video editing softwares

- OpenShot
- VSDC Free Video Editor
- Movie Maker 10
- iMovie
- Shotcut

Once you are done editing, upload your video.

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Some do's and don'ts

- Record in a quiet space.

- Film in a clean location.

- Place the sun or the bright light ALWAYS behind the camera.

- Use some lighting gears if needed.

- Don't point your camera directly to a light source.

- Don't film in a dark and messy area.

- Never shoot in a noisy area

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More do's and don'ts

- Do not film vertically, **rotate your phone horizontally. CRITICAL!**

- **Keep your camera or smartphone steady**.

- Make sure your laptop is firmly "fixed".

- Avoid shaking your camera while filming. Use a tripod or tuck your elbows into your sides and hold the phone tight to your chest to stabilize shots.

- **Make sure your film has enough storage space and your camera fully charged. Also CRITICAL!**

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It's that easy!
When done, send the digital file using WeTransfer, Yousendit or another large file transfer app to:

17@SDGsChallenge.org

GOOD LUCK!!