

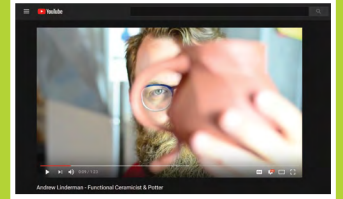


MORNING GLORY FINE CRAFT FAIR

Artist Video Template

Our goal is to create a video that's **intriguing**, **entertaining**, and has **unexpected** elements and artistry. We don't want a "how to" video that takes people through the steps, although we will show some steps.

The open of Andrew's video utilizes an interesting view of an in-progress piece. If you can provide a similar (but not the same) element, that would be wonderful.



Click to watch Andrew's video for inspiration!
(https://youtu.be/wCd1pA_RoY)

Video Specs

- Provide a **minimum** of 6 minutes of **quality** footage and **no more** than 20 minutes
- Make sure the background looks good and not cluttered or distracting
- If you work in a darker environment, bring in a light or 2
- DSLR cameras or even an iPhone can provide great footage
- Avoid background noise - dogs barking, kids playing, etc.
- Be sure to speak clearly and at a volume that your camera's microphone (or external mic) will easily pick up
- If filming alone, using a tripod will really help
- **Include footage working your craft**
Don't narrate your actions. Simply perform them
- Ideally have a 2nd person film you as you do your craft
- Include a few (extra) panning and or close-up shots to help add interest

Key Questions

Sit down and answer the following questions on camera.
If you stumble, no worries! Go back a few words and start again

- Please introduce yourself, tell us where you're located and what your medium is.
- Please brag a bit! Tell us about significant awards, recognition, exhibits or commissions you've earned.
- When were you first introduced to (your art form)?
- What appeals to you about (your art form)?
- What sort of emotions, feelings or sensations does creating your work stir in you?
- Tell me about your approach to (your art form).
- How would you describe yourself as an artist?
- Do you have a favorite piece and why?
- What's something about yourself that people might find surprising? (The Morning Glory brand is focused on *Look for the Unexpected* so we'd like to share something interesting, unusual, or unique about yourself.)
- What do you like about the Morning Glory Fine Craft Fair? Or in your opinion, what's different about the Morning Glory Fine Craft Fair or what makes it special?
- If you have additional information you'd like to share, please add it.

Press Send!

- Send video files to
mbaer@baercarlson.com
- Use DropBox or Google Drive to send files larger than 10MB