



Promote: Produce a video or vlog

Making a video is a great way to get your voice heard. It's also a fun and challenging creative project.

Resources:

- Smartphone or iPad

Individual or group activity

Things to think about:

- Who is your audience?
- How long will the video(s) be?
- What is the tone/style? Is it serious, informative, documentary style?
- How will people see your video once it is made?
- How will you tell people about it?
- What is its core message?

People involved in making a video or vlog:

Remember: you don't need a team of people you could do all of these jobs yourself.

- **Scriptwriter:** writes the words the presenter will say
- **Presenter:** needs to be confident to talk on camera
- **Director:** has a vision of how the finished video will look
- **Producer:** organises all of the props and equipment needed to help create the director's vision
- **Editor:** cuts together the video clips to make the final film

Sharing your video:

1. Will you post the video on social media? If so, which platform(s)?
2. Write a title and description for your video
3. Think of some hashtags that will help people find your video
4. How could you encourage your local newspaper to cover your project?
5. Can you encourage other social media accounts, eg those of your school or youth club, to share your video? Talk to your local contact at the Trust for help. Don't forget to tag us on social media

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Equipment you'll need to make a video or vlog:

1. **Camera** – If you use a smartphone, make sure you turn it sideways and film in landscape format. This is better for posting to social media, especially YouTube
2. **Tripod** – Professional video makers keep the camera as stable as possible by resting it on something, and also raise it to a good height (level with presenter's eyes)
3. **Lights** – Make sure the presenters have a source of light (like a lamp or a window) shining on their faces rather than positioned behind them
4. **Sound recording equipment** – A phone will record both audio and visual, but a digital camera might not, so make sure you capture both. You can record the sound separately using a voice recording app on your phone. Make sure you film the video somewhere without a lot of distracting background noise
5. **Editing software** – Once you have all the clips for your video you'll need to put them together

Using a computer: try the inbuilt video editor (Windows Movie Maker or iMovie), or download a free programme like Lightworks or Hitfilm Express

Using a smartphone: try the free KineMaster or Adobe Premiere Clip apps

Share your videos with us: We'd love to see what you create. When you are ready, share your video or vlog with us. We'll try and feature as many as we can on our website. All details are given at the end of the pack.