

# CLIMATE CHANGE VIDEO CONTEST GUIDELINES

Presented by Learning for a Sustainable Future (LSF)  
in Collaboration with the Canadian Teachers'  
Federation

This PDF contains  
contest requirements  
as well as helpful tips  
for producing video  
content that  
effectively tells a  
story.



# INTRODUCTION

*We are inviting K-12 educators, administrators and students from across Canada to submit a video to share their story about why climate change education is important to them and what they are doing to address climate change, personally and in their school.*

*Ten videos will be selected to be rolled out as part of a national social media campaign through LSF and the Canadian Teachers' Federation and their member provincial/territorial associations.*

*The top video in each category (teacher, administrator and student) will receive a prize of \$400 to be used to support a climate Action Project in their school.*



Video submissions are to be made via [Filmfreeway.com](https://www.filmfreeway.com) by Feb 28, 2020.  
[Click here](#) for submission instructions.

Please note that by submitting to this contest you are agreeing that your video content may undergo minor edits and be published in our campaign to promote climate change education in Canada.

# SUBMISSION DETAILS

## TECHNICAL

- ✓ **Length:** 30-60 seconds maximum
- ✓ **Format:** film horizontally and submit final video in either .mp4 or .mov format
- ✓ **Camera:** videos can be shot on either a smartphone or digital camera
- ✓ **Copyright:** no copyrighted materials (music, images, etc.) may be used for this contest unless the copyright is owned, or you have a license to use this material.
- ✓ **Media Release:** all submissions must be accompanied by [this signed media release](#) for everyone appearing in the video

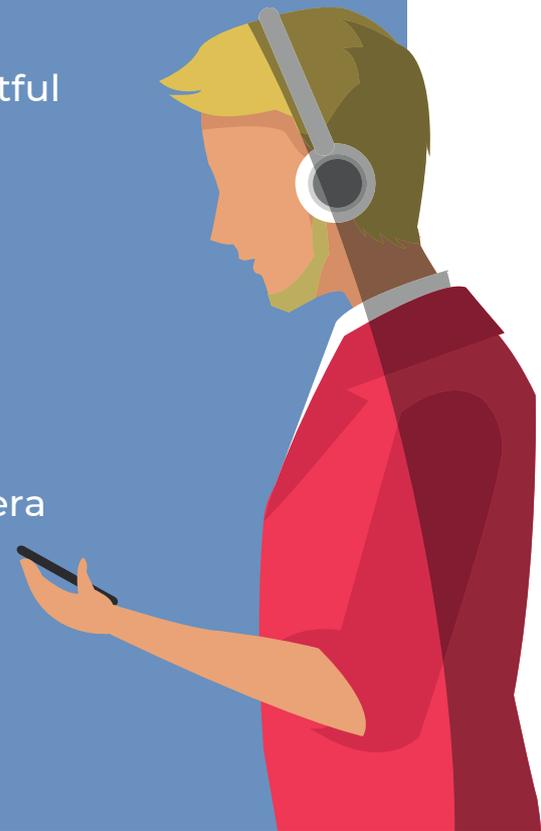
## CONTENT

- ✓ **Statement:** Why Climate Change Education is important to you
- ✓ **Visual:** Show what you are doing in your school to address climate change
  - What is the learning story of climate action in your school?
  - What concrete actions have been taken by your school to make a positive difference?
  - How have staff, student's and/or community been involved?
- ✓ **Videos should also include:** your name, school, city and province/territory at the beginning of video

# SELECTION CRITERIA FOR TOP VIDEOS

Video submissions will be graded out of 100, using the 5 criteria elements below.

- ✓ Passionate commitment to innovative, creative and impactful climate action
- ✓ An interesting story/narrative
- ✓ Demonstration of student engagement
- ✓ Effective visuals (lighting/camera angle/framing)
- ✓ Effective sound (quality/volume/levels/clarity)



## SUBMITTING YOUR VIDEO

Your video must be submitted via FilmFreeway by Feb 28. [Click here](#) for instructions for submitting your final video.

# CREATING AN EFFECTIVE VIDEO WITH BASIC EQUIPMENT

*This guidebook will walk you through 6 steps to producing an effective video. This is a universal workflow that can be applied with whatever equipment you have access to.*

*Before we dive in, there are two principles to keep in mind at each step of the way.*

*The first principle is "Put Your Audience First."*

*Consider how you will make your video enjoyable, not only for you to produce it, but for others to watch it.*

*The second principle is to Guide Attention and Remove Distraction.*

*Solid filmmaking is the process of guiding the viewers attention to what you want them to look at or listen to, and eliminating anything that might distract them. This applies to all of your visual and audio elements as well as the content itself.*

1

**Put Your Audience First**

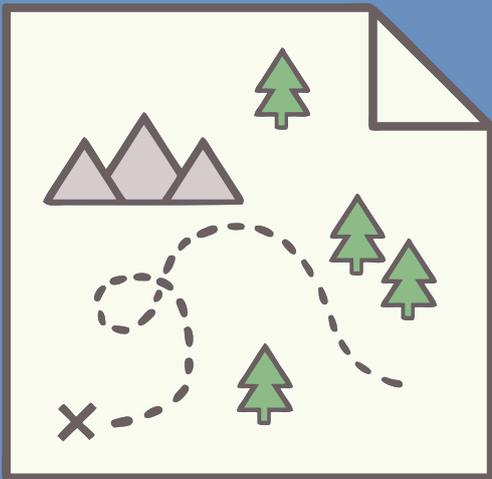
2

**Guide Attention,  
Remove Distraction.**

# 1. PICK ONE MESSAGE

Before you touch the camera mode on your phone, pick one clear message to communicate. The next 5 steps will drive towards communicating this message effectively.

CLEAR MESSAGE  
=  
CLEAR DIRECTION



## NO NEED TO GET FANCY

*The important thing is to maintain clarity on what you're communicating. Choosing one clear topic or message to focus on will help you focus on communicating it effectively.*

## OKAY, YOU CAN SAY MORE

*Your message can have sub-topics, but each sub-topic should reinforce the main message. Try to not have more than 3 sub topics or your video may start to lose clarity.*

## GUIDE ATTENTION REMOVE DISTRACTION.

*Everything you do in the following steps will work to clarify your main message..*

## 2. RECORD INTERVIEWS

Film interviews before you film anything else. This will help you decide what visuals you need later to reinforce the message.

Practice active listening and help keep the speaker on topic. Get them to answer questions a few times so you have options for editing later on. Keep in mind these final videos are short, so precise delivery is key!



1. Stabilize your phone or camera using a tripod or something stationary. Camera shake during interviews can distract the viewer.
2. Choose somewhere that's well lit, so the viewer can see your subject clearly
3. Make sure your audio capture device is close to the subject and you're avoiding any distracting background noises or rooms with an echo.

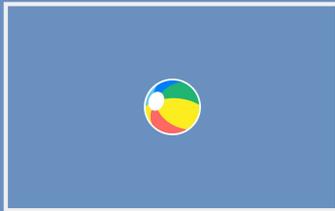
# 3. RECORD B-ROLL

B-roll is the video content you capture apart from interviews to help clarify the message. If your interviewee has talked about how the sky is blue, you might want some footage of a blue sky - that footage is called "b-roll." Good b-roll will add a lot to your video.

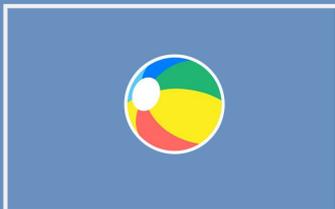
## VARIETY

Capture a variety of wide, medium, and close up clips to help reinforce the message and build a sequence

### WIDE



### MEDIUM



### CLOSE



## REINFORCE THE MESSAGE

*Shoot b-roll that reinforces your main message and helps to build on what the interviewees have spoken about.*

## SHOOT FOR SEQUENCE

A film is a series of short stories (video clips) combined to tell one long story. Consider how your clips will work together to communicate your main message.

## DOUBLE UP!

*A good rule is to capture twice as much footage and record longer clips than you think you'll need. You'll be thankful for it later*

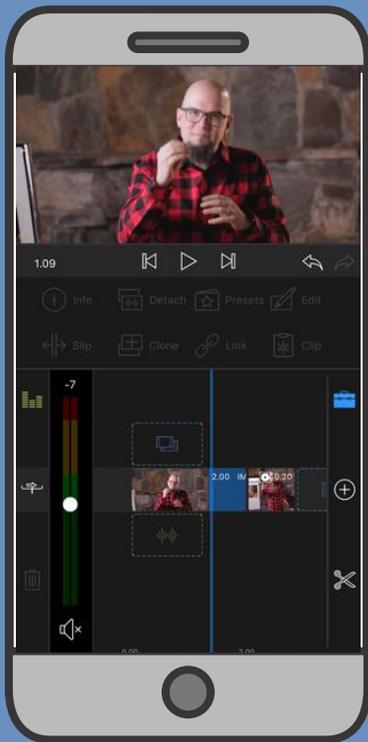
# 4. EDIT INTERVIEWS

## ORGANIZE THE DIRECTION

*Before getting bogged down in the dozens of b-roll clips you've captured, bring your interview clips into your editing app and get those organized.*

*Keep in mind the main message you're communicating, narrow the interviews down to only the parts that reinforce the message you're communicating.*

*Remember, a film is simply a series of short stories (video clips) combined to tell a longer story. Use each element together to create a narrative.*



LUMAFUSION IS A  
FANTASTIC IOS APP  
FOR EDITING

Brevity and clarity are  
close friends.

Don't drag interview  
content out longer  
than it needs to be.

# 5. ADD B-ROLL, MUSIC, FX

## WORKING TOGETHER!

Start with adding b-roll clips that help reinforce the message you're trying to communicate. Some b-roll might communicate a message more obviously than others. You don't need to spoon feed your audience with painfully obvious visuals. Get creative and use your imagination!

A new editor will be tempted to over-use effects and music tracks that don't fit or are distracting.

Use these elements together to guide attention and remove distraction, no matter how "cool" the effect is!

If you're not sure you're nailing it, get some feedback from a professional before sharing your video 😊



## 6. EXPORT & DELIVER

*Export/save your video to your phone and consider uploading a backup to a cloud service such as Dropbox or Google Drive in addition to submitting to the contest.*

Video submissions are to be made via [Filmfreeway.com](http://Filmfreeway.com) by *February 28, 2020*

Please note that by submitting to this contest you agree to have your video content repurposed and published in our campaign to raise awareness around the topic.

We're looking forward to seeing your submission!

### ONE STEP FURTHER

If you're brand new to filmmaking and photography, it'll be worth doing some reading or YouTubing about the following topics.

The Rule of Thirds

Lighting for video

Capturing good audio

Storyboarding and creating a shot list