CREATE A WINNING VIDEO

Teachers & Staff Tips

PICK A TEAM

SAME DISTRICT—NO WORRIES. Each school can enter independently. Can be one person (student, staff member, etc.) or combine visionary forces and become a Green Team. Remember signed consent releases will be needed for every participant in video.

SELECT A TOPIC OR TOPICS

TELL US, SING TO US, SHOW US, MAKE A PUBLIC SERVICE ANNOUNCEMENT.

Come up with a moving story and brainstorm. Try to think of a short but powerful story that will connect with the viewer. Humor is a good choice or better yet, try to tug on the heartstrings. Science teachers can promote and facilitate environmental learning and sustainability outcomes. Be creative. Have fun. Make a difference.

Topics/Themes

• Why do you need solar? Why solar energy is important. How will having a Smartflower Solar System make a difference at your school?
• What makes your school GREEN? Showcase sustainable actions already implemented, and why solar energy will help. Do you have solar on the roof? Do you have LED lighting?
• Does your school have a vision to become energy efficient? Will it make an impact both locally and globally?

WRITE A SCRIPT

ENGLISH TEACHERS, HAVE STUDENTS WRITE AN ESSAY. THEN TURN IT INTO A SCRIPT.

Pick best story and then write a script that can be used to create the video. Don’t forget to have participant/s practice. Try not to let them read directly from the script. Start off with a strong hook to captivate the audience.

VIDEO TIPS

1. You don’t need an expensive video camera. Digital cameras and smart phones, have the ability to record a perfectly acceptable video.
2. Shoot a landscape video. Computer monitors, social channels, and websites all have widescreen display. Video will look better. See Example
3. Don’t have steady hands? Use a tripod. A tripod stand will help create stabilized and less shaky footage.
4. Don’t zoom in. Digital zoom will actually distort your video. Just get closer to the talent instead.
5. Use a flash or better yet the sun! Proper lighting will make a huge impact on the end result. Consider filming in a pretty location outdoors or where you would want the Smartflower Solar System.
6. Any film or media related course available? Help students learn the basics of filmmaking. Film several videos and have students select the best one to submit.

• Be ORIGINAL and don’t use copyrighted music or content without permission.
• READ ALL RULES carefully and know the video and entry deadlines.
• DOWNLOAD rules and tips to help with your video preparation.