

The Rotary Four Way Test Video Contest

Tips to Help you Make Your Video

“How can I use the 4-Way Test to make good decisions in my life?”

First, figure out what it is that you are trying to communicate. Selecting how you represent the use the 4-Way Test to make good decisions in your life is one of the most critical parts of creating your video. It's very likely that you'll be able to create your video out of a personal experience that's happened to someone you know, or from something that's happened to you. Try writing it into a simple sentence that is precise and concise.

The Rotary 4-Way Test is a set of questions to help make good decisions. The questions are simple - though the options and the answers may be complicated.

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

HERE ARE SOME THINGS TO CONSIDER ABOUT THE 4WAY TEST:

The 4-way test was originally created for the workplace. Students could speak with regards to their own “workplace” - their daily life at school or in some other community. And apply it to a 24-hour period of their lives in that workplace. This could include perspectives on student life, teachers, administration, thoughts about discipline, bullying, social pressures, anxiety, substance abuse, and much more. Be sure to include all four components of the 4-Way Test - they work together as a package, not as stand alone considerations.

Once you choose your direction, think about the most effective way to present it. For example, tell a story about your own or someone else's experience, make a documentary, create and present a dramatic movie scene, use original music and voice, and more! But remember you've got only a short time. Keep it simple.

PLANNING YOUR SHOOT:

- Take a standard 8.5x11 paper; draw a vertical line down the center of the paper. Label one-column SOUND and the other PICTURES. Write your script on the SOUND side. This will be whatever is said during the video. Maybe it will just be music, or maybe some narrative. You really shouldn't need more than 2 - 5 pages, or your video will run too long. Now fill in the right side with notes on the visuals that will appear on screen as the words on the left are heard. You can include camera angles. Use some of your ideas that you jotted down. Pictures do NOT need to exactly match what is being said; in fact doing so may make your video too predictable. This process is often called creating a “treatment”.
- This may be enough for your video. However, if you want to complete a full, more professional script there is free script software download online. Or you can simply write your own. Make sure your script is detailed enough so you can plan each shot — but don't get overwhelmed with too many details. Review your script carefully. Look at the sentences you wrote, read through your script and imagine it with the visuals. Did you communicate your message effectively? Don't be afraid to make changes. They are easy on paper and much harder in the edit room! Have others read your script. Share it with others. Get ideas and criticism.



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- Once you're ready to videotape, make sure you have all your 'ducks in a row' -visuals ready and that anyone reading in front of the camera knows what they are going to say. We do not recommend lots of "talking heads," so "cover" talking with lots of visuals, that way the video is more interesting and there is less to memorize. Think about where you'll shoot each scene. Consider which locations at your school or in your community will make the best visuals. Which are most "do-able?" Make sure your production team, actors and editors are all on the same page.
Chart out the time you'll spend shooting and editing. Then - try to stick to the schedule!
- If you plan to shoot your video on school or private property, you'll need written permission. Anyone who appears on camera and can be recognized in any manner will need to sign a Release Form, If they're under 18, their parents or legal guardians will also need to sign the form. We recommend that you get support and advice from mentors, professionals and / or experienced videographers. This could improve your chances of winning.

USEFUL TIPS:

Here are a few tips for making sure your shoot goes smoothly.

Positioning the Camera

- ✓ You can make your shots more interesting by moving the camera around the scene.
- ✓ If you want a smooth, rolling shot, position your camera on something that rolls and is fairly stable, like a wheelchair.
- ✓ Keep the camera on a shot for at least five seconds, even if your subject exits the frame. Holding shots in this way will be a big help when you begin editing.
- ✓ When you finish a shot, shoot it again from another angle so you'll have more choices when you edit. If you're interviewing a person, always shoot "cutaways" that you can later edit into the scene to avoid long scenes of "talking heads."

Lighting

- ✓ If you're shooting outdoors, arrange people and objects to take advantage of available light. Early-morning or late-afternoon sunlight can give your video a beautiful "golden" look.
- ✓ If you're shooting indoors, place a few electric lights around your subject. (Lamps with clips, which you can find at a hardware store, are especially helpful.) Try to balance out any shadows on people's faces. Using a large piece of white foam-core can help you bounce light onto the shady part of someone's face.

Composition

- ✓ Think about what you want to convey before you frame the shot. For example, wide-angle shots show a person's location. Use medium shots and close-ups to show someone's expressions and emotions. You can vary your approach to scenes by using a wide, establishing shot that shows the viewer where you are, then cutting to a closer shot.
- ✓ Cover up any brand names and/or logos on clothing, background items, props, etc. or just use plain, generic non-branded items.



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Sound

- ✓ Avoid shooting in locations with lots of background noise (including wind). If you hear a sound problem when you're shooting, stop and fix it right away.
- ✓ In each location you use, let the mike record some silence, with no one talking or any background noise. You can use these "room tones" to bridge cuts from one scene to another when you edit.

Editing Your Video

Consider these tips as you edit your footage and put your video in final form.

- ✓ Use only the shots that you absolutely need to tell your story. Don't use filler for the sake of making a longer video. Often, less is more.
- ✓ Use edits to set the pace. In general, the shorter your sequences and the more edits you make, the faster the pace will be. How much you move the camera also plays a part in the tempo as do music and the composition of your images.
- ✓ The right music helps set the mood as well as the pace. At the same time, remember that some scenes work better without music. Silence is a kind of soundtrack, too.
- ✓ Unfortunately, you can't use pre-recorded or copyrighted music unless you have a Master Use and Synchronization license! But you can use royalty-free music or have friends who are musicians, create music for your video. You can even *make your own* with software programs on your computer. One royalty free music site that includes some free downloads of music and sound effects is: <http://www.sounddogs.com>
- ✓ Take a break after you finish a rough edit and come back later. It helps to see things again through fresh eyes. And don't hesitate to get feedback from others (like your parents or friends) while you're editing. It won't hurt - and might help the finished product.

Compressing Your Video

You'll need to compress your video into a digital file in order to submit it online.

We can accept video files from most digital cameras and camcorders in the .wmv, .avi, .mov, and .mpg file formats.

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