



The STUDENT VIDEOGRAPHERS

UTRUST APPRECIATION PROGRAM

GUIDE

LIGHTS, CAMERA ACTION!

Congratulations on being selected as the official videographer for your school's appreciation days. Although a picture can say a thousand words, a video can actually recreate a special moment.

Your video of your school celebrating the employee appreciation day may be posted on your school's website, the school system website and it could be chosen for the Utrust website. You can also submit it to your local cable news, public access station or even your local TV station for possible airing.

TIPS FOR SHOOTING A GREAT VIDEO!

1. **QUALITY:** *You don't have to have a video camera to shoot good video. Your smart phone does a great job of recording video.*
2. **BE STEADY:** *Try to keep the camera steady. You may want to use a tripod. Watching a shaky video can be distracting.*
2. **LABELS:** *To avoid mislabeling, try to show your school's name by filming a shot of the school sign.*
3. **SOUND & LIGHTING** *Check your sound and lighting. Make sure there is adequate lighting to showcase your subject(s). But try to film with the light behind you, shining on what you are shooting. Perform a sound check before you begin shooting your video.*
4. **BATTERY:** *Make sure your phone battery is charged. You don't want to miss the action because your battery is dead.*
5. **HAVE FUN!** *Get shots of fun things happening, employees being interviewed by the reporters, award ceremonies and any other celebration activities for that day.*

