

# TIPS ON HOW TO

# MAKE A WINNING VIDEO

- **THINK DIFFERENTLY** Your video will make more of an impression if it is not on the same topic as lots of others. Avoid using the standard music in any media package – the chances are that lots of other people will have used it as well. Be original!
- **I HAVE A PLAN** Use a story board to plan the video, rather than trying to make everything up on the spot.
- **LOCATION, LOCATION, LOCATION**  
Find a good place to film your video! Somewhere there is not a lot of background noise and that is interesting and relevant to your video theme.
- **MIX IT UP** Try to have a bit of variety in your video. For instance, don't have the whole video focussed on writing on a whiteboard or on one person talking.
- **CALCULATE** If your video includes any explicit mathematics, make sure that you check that the calculations are correct and that the mathematics is correctly laid out. No matter how engaging the video is, if it contains a mathematical error it will not be eligible for shortlisting. Run it by your teacher first!
- **WIPE ON - WIPE OFF** If you use a whiteboard, make sure that it's clean, that your pen is dark enough to be seen and that the writing is clear and legible.
- **WALK DON'T RUN** Don't rush or speak too quickly, people need to be able to understand what you say. Make sure any voice recording is clear and easy to hear.
- **CREDIT WHERE CREDIT IS DUE** If you use any material that is not original (e.g. music, stock photos and footage) you will need to credit the creators appropriately. You can find out more about how to do this on our website.
- **TIME'S UP** Make sure you stick to the time limit, the video needs to be between 3 and 5 minutes. Videos longer or shorter will be disqualified.
- **YOU CAN'T TOUCH THIS** Steer clear of anything that might be considered inappropriate for younger students to view. For example, avoid including scenes which depict heavy drinking or violence, or using soundtracks which include bad language.
- **STABILISE** Use a tripod, or some other way of stabilising your video. Shaky videos are not so good.
- **CHECK IT** Finally, when you've nearly finished your video show it to your family and friends and ask them to give you feedback on ways to improve it. Ask whether they understand it and if they found it interesting and engaging. If the answer is no or maybe, go back and see if there is a way to improve it.