

KEY TIPS FOR AN EFFECTIVE VIDEO



We are letting you choose the time-length for your video. It could even be as short as a Vine (see <https://vine.co/>). Remember though, you have to balance several goals: to win a people's choice award you need to get 'star' votes for it so it needs to be something people will want to watch and share! But to win an overall category award you also need to ensure your video is long enough to contain messages that will help to create commitment to a Smokefree NZ by 2025 – so short is good, but not too short. It still needs to make sense and be persuasive.

Here are some suggestions from our video category judge, Massey University's Dr Radha O'Meara:

- When you watch a video online, how long is it before your mind begins to wander? Make it short and sweet!
- Use colourful images and creative camerawork to engage the audience, but don't go overboard so that the style distracts from your message.
- Use text strategically with your images.
- Use all types of sound to keep it interesting: Voices, music, noises.
- You don't need the biggest cameras or fancy software to create a great video – there's lots of stuff that's easy to access and use, maybe even on your phone.
- Allow plenty of time to plan and organise your shooting before you actually start it. Have a clear idea of what you'll shoot and how it will fit in the finished video before you even begin recording.
- While shooting, think about how you compose and frame your images. In online videos, people tend to prefer more mid-shots and close-ups and fewer long-shots. A variety of different shots and angles will give you options to mix it up.
- Editing will take longer than you think. It can be frustrating. Even after you've created a cut you like, leave it alone for a few days, then look at it with fresh eyes and cut more. Repeat.