

KEY TIPS FOR A EFFECTIVE VIDEO

Steps to help you design a video with a health focus and a social message on helping New Zealanders to become Smokefree by 2025.

HAVE A CLEAR IDEA

It can be funny, sad, serious... inspired by Shortland St if you want, but it does need a message that will help to change ideas and attitudes for a Smokefree NZ by 2025!



TIMING IT TO WIN

You get to choose the time-length for your video, it could even be as short as a Vine.



Remember: to win a people's choice award you need to get 'star' votes, so it needs to be something people want to watch and share!

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.

KEEP IT SIMPLE

Keep it short and sweet!

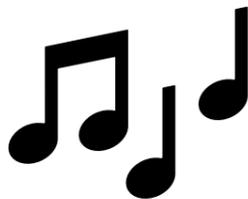
TIP

Use colourful images and creative camerawork to engage the audience, (but don't go too over-board so that people get distracted).

ADDING SOUND

Use text strategically with your images.

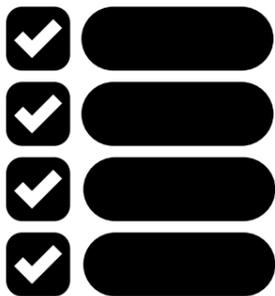
TIP



Use all types of sound to keep it interesting: Voices, music, noises.

PLAN AHEAD

Plan ahead! allow plenty of time to plan and organise your shooting before you actually start it.



TIP

Have a clear idea of what you'll shoot and how it will fit in the finished video before you even begin recording.

CAMERAS

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, try your phone camera!



SHOOTING

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.

TIP



A variety of different shots and angles will give you options to mix it up.

EDITING

TIP

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.

