



Extraordinary Times, Extraordinary Responses

Share Your Video Story

Guidelines for Video Entries

Requirements

1. Entries are to be no longer than 2 minutes in duration.
2. Please state your name at the beginning of the video. Organisation or location may also be stated if relevant.
3. Video file name must follow the following format: "FirstName_LastName"*, e.g. "Joe_Chill".
*If you would not like your full name to be publicly displayed, please email projects@themhs.org
4. Save in mp4 format (if recording on a phone or tablet, this will occur automatically).
5. Videos must be shared to Dropbox via the [Entry Portal](#).
6. Please ensure your video complies with the following [media guidelines](#).
7. Videos which include details about others that are not applicants must be de-identified* prior to submission.
*This means the removal of direct identifiers (names) and the removal or alteration of other information that could potentially be used to re-identify an individual (descriptors).
8. Non-English Video entries must indicate the language spoken and provide a written English transcript.

Tips for Filming & Speaking to a Camera

- Write a script and practice before filming.
- Set the camera to **landscape** orientation.
- Have the camera at eye level and keep the camera close. Keep your eyes at the top third invisible line of the screen. Consider the [Rule of Thirds](#) for the composition of your shot.
- Consider the background and what this communicates. Ensure that it isn't a distraction.
- Keep the light on your face. Don't have the light or a window behind you.
- Use a tripod or stable surface to film rather than by hand.

- If you are recording from a phone remember that the back camera rather than the front/selfie one is the better quality one.
- Look at the camera all the time.
- If filming at a location where you are moving the camera around, ensure any camera motion is as smooth as possible. This includes avoiding moving the camera too quickly, shaking it, or changing the direction of the image from landscape to portrait as you film.
- If filming in a location with other people, e.g. an office, make sure you have their permission for them to be in your video (even if they're in the background and not interacting with you or your video).
- Consider sound quality. Make sure you can be heard. Avoid places with background noise or an echo. Remember that rooms with soft furnishings, carpet, and furniture are less likely to create an echo.
- Keep energy in your voice but don't yell.
- Remember to use expression on your face and smile!
- Consider light and shade in your delivery. This includes your tone and pace. Emphasise key words and balance the use of your hands.
- Finish cleanly. Work out how you will end your speaking. When finished, stop and look at the camera for a few seconds.

For any questions or concerns please contact us at projects@themhs.org