

How to produce a fabulous video

A guide for the JTA Spring video competition

January 2020

EALING COUNCIL

Well done for finding out about our JTA Spring video competition! We're very excited about finding the budding cinematographers amongst us! The deadline is **Friday 20th March 2020**.

Why make a video?

- Making a video is a great way to promote your school travel activities and to communicate important messages, as they are a popular form of media.
- Designing and creating it is a fun activity for the JTAs!
- Cover many different curricula, from Drama (acting in the videos), to Design and Technology (using the technology), PSHE (messages of road safety and active travel), ICT (using apps to edit), English (creating story boards, writing scripts) and even Art (set making). You could even use it as a whole year group activity (depending on the number of devices you have available).

Why enter our JTA Spring video competition?

- Gain the chance to win one of our awesome prizes for your school and JTAs!
- It counts as an extra story on your STARS travel plan. Add it under 'Other travel competition' - <https://stars.tfl.gov.uk/Explore/Idea/Details/1080>
- Have fun being creative, for example, by learning how to master video making technology and techniques such as stop motion and time lapse.

What we are looking for in these videos:

- Contribution from at least 5 JTAs (or all JTAs if you have less; they don't need to feature)
- At least 1 minute in length
- Mention of your STARS travel plan/accreditation if you have it
- Introduction of the JTAs and their roles
- Mention of at least one travel issue that your school is trying to tackle

What we will use these videos for:

Mainly we want to encourage schools to creatively promote their JTAs and active travel. However, upon culmination of the competition and photo permission pending, we may share the videos on any of the following platforms:

- The Ealing Grid for Learning: <https://www.egfl.org.uk/services-children/school-travel-plans-stp/ealing%E2%80%99s-junior-travel-ambassador-jta-annual-programme>
- Ealing News Extra (Ealing Council online news platform): <https://ealingnewsextra.co.uk/about/>
- @EalingSTARS twitter account (the school travel twitter account)
- Schools in Ealing (via email)
- Ealing Council You Tube Channel <https://www.youtube.com/channel/UCoI9fzIsjNbPOOMnTO6fxhQ>
- Your school might want to put it on their website

How to enter

Simply make your video with the help of your JTAs/pupil council and send it to us via email to sta@ealing.gov.uk by the end of Friday 20th March 2020. More information on how to send it to us on page 5. One entry per school. The winner will be announced by the 27th March 2020.

How to create a fabulous video - A guide

Equipment

We recommend using a school iPad, tablet or smartphone if there are some available. This document will include guidance for both users of Android and Mac devices. If you have other more specialist equipment (e.g. DSLR camera) and are comfortable using it, then feel free. Other equipment it might be helpful to use includes:

- Tripod
- Table mounts for ipad/tablet
- Selfie stick

Planning your video

1) Before you do anything, **make sure you get photo permission for any pupil that might feature**. Please take note of our/your potential uses, as noted above.

2) Register your JTAs using the form below:

<https://schooltravelteam.wufoo.com/forms/z1eqnb8z00labhq/>

3) Aside from the above criteria, **choose your message**. What do you want to communicate to parents and the school community? Do you have parking problems? High numbers of families arriving by car? Or maybe just the bike shed is a mess and you need to encourage pupils to put their scooters and bikes away properly? It could even be a road safety message, such as the importance of looking both ways before crossing the road.

You could promote important messages such as the Green Cross Code:

[Hacton Primary JTAs 'Using the Green Cross Code'](#)

Why walking to school is great:

[Queensmead Youth Travel Ambassadors 'Walk to School'](#)

The importance of behaving well on public transport:

[Wren Academy Youth Travel Ambassadors 'Passenger Experience'](#)

Why not have a look at the 2019 winning video for some tips:

<https://www.youtube.com/watch?v=x0YRBVCOKJI>

Our lovely Victoria Willis has put together a roundup of 2019's JTA events. Her video has examples of stop motion (the awards on the desk), time-lapse (the JTA Awards Day comings and goings) and slide show as well as a short clip from last year's winning video. Check it out:

[Ealing Council Junior Travel Ambassadors 2018/2019](#)

4) Choose your style:

- a) **Storytelling** is a highly effective method of getting a message across and lights up the imaginations of pupils.
- b) **Documentary** – this could follow the style of typical TV documentaries or could be a simpler straightforward message (e.g. don't park on our zigzags).

When planning your **message and style**, the easiest way will be to write a **storyboard**. Get the children to do this!

5) Choose your film method. Following are five different, easily accessible, methods of film making:

Traditional film

This allows maximum flexibility. Here are some general tips on filming:

Framing – always in LANDSCAPE mode when using smartphone/table. When choosing how to frame people, try to leave space above their heads but not too much, and then put people in left or right third.

Stability – Use both hands, a solid surface like a desk or cupboard, for example, or a tripod if possible. When panning (moving the camera from left to right or vice versa, do it *very* slowly!).

Lighting - film with the light/window behind you. Exposure – AE Lock (automatic exposure) you can adjust the exposure on your screen. Tap where you want to improve the exposure – then press and hold to lock, or slide up and down to adjust exposure

Audio – Close windows, close doors; film away from sources of noise.

Set – keep it simple

[A short video of some filming tips](#)

Filming techniques to consider:

Close ups

Long shots

Pans (move the camera across the scene, as opposed to static filming)

Angled shots from above or below

Other elements you could include:

Interviews

Multiple locations

Moving around between different scenes

Get Moving

Video editing software

iPad/iPhones (iOS)

iMovie – this can be downloaded for free on the app store. This is simple software and easy to use, and can also be used on a PC.

[Beginners editing guide to iMovie](#)

Android

Adobe Premiere Clip is another free app that you can use on Android as well as iOS.

[How to use Adobe Premiere Clip](#)

The above guidance is technically for those using an LG V20 phone, but most of the guidance should be applicable to other Android devices.

Stop Motion

Stop Motion allows you to be very creative and do things that can't be done with traditional filming. It can be done easily just using an app on a smart device. The free 'Stop Motion Studio' app can be used with both iOS and Android.

[Studio Motion App Tutorial](#)

[Stop Motion Filming Tutorial](#)

You will need a **tripod** or something to hold your device still for long periods of time. You can of course use a combination of cable ties or heavy objects to hold the device in place if you don't have a tripod.

Stop Motion allows you to do things not possible with traditional filming. Why not consider using:

- Drawings/ pictures [Stop Motion animation 'Road Safety'](#)
- Plasticine e.g. [Morph/Wallace and Gromit](#)
- Lego [Lego riding a scooter](#)
- Scooters, tricycles/bicycles with stabilisers (things will need to be able to stay up without support to make this work, hence the need for stabilisers)

Or you can do wonders with some transparent string here if your models don't stand up by themselves - [Stop Motion Lego 'ride safely'](#)

Time lapse

Time lapse videos are a fun and very easy way of showing progress of something that in live action would be very slow. In essence, they are many photos taken over a long period of time played together in quick succession. The resulting effect is what looks like a sped-up film.

You will need a **tripod** or something to hold your device still for long periods of time. You can of course use a combination of cable ties or heavy objects to hold the device in place if you don't have a tripod.

[How to create a time lapse video using an iPhone/iPad](#)

[How to use the Framelapse app for Android to create a time lapse](#)

Some ideas of time lapse videos that you could include in your videos:

- JTA creating some artwork from beginning to end
- The school run outside the school gates
- The bike shed in the morning showing everyone arriving with their bikes/scooters
- Families using a , pedestrian island, zebra or pelican crossing outside your school

Slideshow

If time and expertise are lacking, then why not make it extra simple and use photos to make a slideshow? There are plenty of great techniques to make photos blend in and out of one another, and you can even add backing music and text! You can use iMovie to do this as well.

Combination of the above

By all means, you can use a combination of all or some of the above techniques. Be creative!

Editing techniques to consider

- Titles

Titles and subtitles can be added on most apps and are really useful tools to clarify your message. If doing an interview, consider adding subtitles, as this aids those who have English as an Additional Language or those with hearing impairments. Try to keep the text to a minimum to avoid distracting from the film itself.

- Music

Why not put some funky music underneath your video? On some apps there is music you can choose from, or you could use your own tracks. With iMovie if you don't want music throughout, mute it during the sections where you don't want it, as it is more difficult to select sections to have music and some without.

- Narration

All devices will have built in microphones, but you may get better results using the kind of microphone that is built into earphones. You can also record your voice after the video using a 'voice memo' and then lay the track over the top of the video.

How to send your video to us

If you have email on the device that you used to take the video, this is the most convenient way to send the video to us. Simply click 'export' from within the app and email sta@ealing.gov.uk.

If you don't have email on your device, or the file is too large to email and you need to get the video onto a computer, see the below guidance, including how to transfer using a USB cable:

[File transfer between iPhone and PC and PC to iPhone](#)

Please do not 'zip' the files as council software does not allow us to open them.

An alternative is to download '[WeTransfer](#)' which allows you to upload/download up to 10GB for free and then email us the link to your download.