



VIDEO TOOLKIT

So you want to make a video? In this guide, you'll find quick tips to get started and instructions on how to submit your video to the Humanize Not Militarize Youth Film Festival.

BEFORE YOU START

- Give yourself plenty of time. There are many steps to making a video, so avoiding the need to rush can help a lot.
- Think about the story you want to tell. Will it be one person's story? Will you hear from many voices?
- Consider whose help you might need. Maybe it's friends to be in the video or a family member to interview. Do you have equipment to film and edit? If not, where could you borrow it?
- Watch other videos to get ideas. What are other videos about serious issues that you've seen and really liked? Are there techniques you could borrow for your own video?

"Nothing is original. Steal from anywhere that resonates with inspiration or fuels your imagination. Devour old films, new films, music, books, paintings, photographs, poems, dreams, random conversations, architecture, bridges, street signs, trees, clouds, bodies of water, light and shadows. Select only things to steal from that speak directly to your soul. If you do this, your work (and theft) will be authentic. Authenticity is invaluable; originality is nonexistent."

—JIM JARMUSCH, INDEPENDENT FILMMAKER

5 BASIC STEPS FOR MAKING A GREAT VIDEO

1.

PLAN IT

2.

FILM IT

3.

EDIT IT

4.

SUBMIT IT

5.

SHARE IT

PLAN IT

Get your ideas down before you start filming.

What will you say in your video? Here are some possible prompts to get you thinking:

- I see militarization around me when...
- The police in my neighborhood make me feel...
- I feel most safe when...
- What does society need to heal?
- Who in my community inspires me to resist militarization?
- My vision for a demilitarized future is...

What will your video look like? Here are some suggested approaches to making your video:

- Write poetry, spoken word, or a song
- Visualize your ideas in a short skit or dance
- Make a commercial promoting your ideas on how to “humanize” not militarize your school, neighborhood, world...
- Interview your family or neighbors on what they think it would take to demilitarize society.

Pick a good location.

Make sure you have enough light.

But if you're indoors, try to avoid filming with a window behind you. It will usually end up looking something like this...

Pay attention to background noises. Pick somewhere quiet so that you can get good audio without distracting noises (like air conditioners, phones ringing, or other people talking).

Think about what's in the background. Do you really want a blank wall? Or could you use the images/location in the background of your video to make your message stronger?



Plan to take different kinds of shots

Variety makes a video much more interesting to watch than a single talking head. Here are some examples of different kinds of shots you can use in your video:

- Extreme close-up shot (shows intense emotion)
- Close-up shot (shows emotion)
- Medium Shot (standard for interviews)
- Wide shot (shows the environment)

Another option is to create a storyboard to draw out your shots before filming them. Here's an example:



1. Wide shot of both Sarah and Callum illustrating where they are and what the film is about
Props: Megaphone, Clapper board



2. Close-up of Sarah speaking directly to camera
Script: Sarah
'One thing you must remember...'



3. Low angle camera pointing up at Callum
Props: Mustache, Paintbrush
Script: Callum
'Oops! Sarah is right...'

FILM IT

- Make sure that everyone is ready and knows their role before you start filming.
- Make sure the shot looks right before hitting “record.”
- **Rehearse and retake shots as much as you want!** It is always better to have many versions to pick from than to only have one version, because something may have not recorded properly the first time.

EDIT IT

- Use whatever software you have available to you (iMovie, Windows Media Maker, and Final Cut Pro are all examples). There are also many apps for iPhone & Android that work (Video Editor FREE, VidTrim, VideoShow & more)
- Find a friend who likes to edit videos, and get them to help you! This is a great way to involve more people in your project and raise awareness. It can also save you a lot of time and frustration if you don’t have experience with editing.
- Use music to add emotion and intensity to your video. But make sure that you can always hear whoever is speaking over the music.
- Consider including a title at the beginning and credits at the end of your video.
- Once you think you’ve finished, show it to several friends and get their feedback. Consider making the changes they suggest to make the video stronger.



SUBMIT IT

Done with your video?

1. Upload your video to YouTube.
2. Go to humanize.afsc.org, click on the Youth Film Festival tab on the menu, and submit your video!

SHARE IT

Here are some quick tips for using social media effectively:

- Post the link to your video on a variety of social media sites and tag friends that you want to watch it.
- Encourage others to share it with their networks.
- Write comments on related blog posts or articles, and include a link to your video.
- Connect with #HumanizeNotMilitarize on Facebook and Twitter!

 @AFSC_Peace

 #HumanizeNotMilitarize Festival page