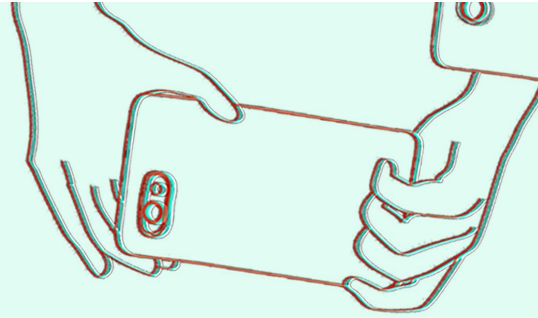


SMITH FILMS

video
challenges



In Partnership with [Augustana College](#)

July Video Challenge: “2020 CENSUS”

Be Counted

CENSUS 2020 Video Challenge

Create a :30 second PSA commercial for the US Census (**MUST BE 30 SECONDS**)

Winners will win a mobile filmmaking package (\$100 value) and may have their work shown on TV!

#2020Census #ShapeYourFuture

MUST HAVE A CALL TO ACTION!
via phone or at my2020census.gov!



Overview of the Project:

1. Census
 - a. Everyone needs to be counted
 - b. Why create this video?
 - c. Ideas to think about while creating your video
2. Create your video
 - a. Outline/Story Arc
 - b. Production Process

Everyone Needs to Be Counted

The government needs your help! They need to get people to fill out the 2020 census! That's why we want you to create impactful, accurate, inspiring, funny, creative, and culturally relevant videos that will educate your community about the 2020 Census and motivate **hard-to-count** communities to fill out the Census reminding them that **it's not too late to respond** online, by phone or mail

Everyone needs to be counted. The more people who fill it out, the more funding your community gets for healthcare, education, roads and other services!

Videos can be any style (music video, narrative, documentary, etc!) We encourage you to get creative! **All videos must be :30-seconds in length and include a call to action to take the census (via phone or at my2020census.gov!)**

Why create this video?

Do it for prize money, do it for the possible TV showcase but most importantly, do it for the good of your community!

The results of the 2020 Census will determine how congressional representation and billions of dollars in federal funding are distributed to states and cities for schools, roads, hospitals and more.

Some **hard-to-count** communities such as racial and ethnic minorities, young and mobile populations, and families with young children could miss out on their fair share, but we can change that just by encouraging people to fill out the census.

When you respond to the 2020 Census you help ensure that your community receives the funding for healthcare, emergency support, education and roads & highways that it deserves. More info is at 2020census.gov

You can do it online, you can do on the phone, don't be afraid - you're not alone (Did these bad music lyrics inspire you to get creative?! We hope so!)

Ideas to think about while filming:

Speak another language? Awesome! Create your video in both English and another language. The online questionnaire itself (my2020census.gov) is available in 13 languages (Arabic, Chinese [Simplified], English, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese).

The census counts every person living in the United States, regardless of age or citizenship status, every 10 years in years ending in 0. It's in the Constitution and we have been doing this since 1790!

The 2020 Census helps decide how billions of dollars in federal resources come back to your community.

Your community gets resources based on census population counts, that help pay for hospitals, emergency services, schools, roads and more

Other ideas to think about while filming:

Your response impacts funding for your community for critical services for the next 10 years. Undercount, and get underfunded!

You can respond online, phone or by mail

Your data is protected and it's confidential. Federal law protects your responses, which cannot be shared with law enforcement, immigration agencies, or housing authorities.

Go to CreativesForTheCount.org, check out the gallery, download content and post!

Use Tags: [#2020Census](#) [#ShapeYourFuture](#) and [@USCensusBureau](#) in your posts for Instagram, Facebook, and Twitter.

Part 3: Creating Your Video Project

1. Outline/Story Arc of the Project
2. Production Process
 - a. Pre-Production - Planning your video's script, shots & interview questions
 - b. Production - get tech tips and film your video
 - c. Post-Production - editing of your video

Pre-Production: Create Your Script

- The script is composed of ways you'll tell your story to the audience
- The “Script & Shot List” template (included on the following pages) will help guide you in script writing.
- Each section of your video is a separate scene. The scene #’s help us stay organized as to where we are located in the story.
- Within each scene you will use a combination of shots.

What is VO ?

VO/Voiceover

A voiceover is the voice we hear in your film.

You can think of a voiceover as a way to narrate your story.

1. Sometimes these can be done by you
2. In other films, you might hear someone (maybe a celebrity) doing a voiceover or narrating the film. Voiceover and narration is one in the same.

Script & Shot List Template

<u>Scene #</u>	<u>Overview of Scene</u> <i>(From the Outline/Story Arc)</i>	<u>SCRIPT</u> <i>(Dialogue)</i>	<u>SHOT LIST</u> <i>(The Visuals)</i>
1	Your introduction -		
2			

Continue with scenes 3-4-5

<u>Scene #</u>	<u>Overview of Scene</u> <i>(Outline/Story Arc)</i>	<u>SCRIPT</u> <i>(Dialogue)</i>	<u>SHOT LIST</u> <i>(The Visuals)</i>
3			
4			
		<p>REMEMBER TO INCLUDE A CALL TO ACTION! via phone or at my2020census.gov!</p>	

Pre-Production: Create Your Shot List

- Once you've created your script, you then need to determine what visuals you'll need to tell your story!
 - These visuals include a variety of different shot types, but are not limited to film/video content.
 - You can also use graphics, photos and other images to help create your story.
- You'll add your Visuals into the "Shot List" column
- Visuals should add to your story!!

Script & Shot List Template

<u>Scene #</u>	<u>Overview of Scene</u> (<i>From the Outline/Story Arc</i>)	<u>SCRIPT</u> (<i>Dialogue</i>)	<u>SHOT LIST</u> (<i>The Visuals</i>)
1	Your introduction		
2			

Continue with scenes 3-4-5

<u>Scene #</u>	<u>Overview of Scene</u> <i>(Outline/Story Arc)</i>	<u>SCRIPT</u> <i>(Dialogue)</i>	<u>SHOT LIST</u> <i>(The Visuals)</i>
3			
4			
5			
6			<p>REMEMBER TO INCLUDE YOUR CALL TO ACTION! via phone or at my2020census.gov!</p>

Shot Types

- Close-up - Imagine someone being interviewed and all you see on screen is their face. This is a close-up!
- Medium shot - Now imagine that same interview, except you can see the person seated in the interview chair from waist or chest up. This is a medium shot!
- Wide shot - Lastly, take that same interview and pretend that there's a large background that you want in your shot, so you have to take a few steps back to fit the background in the frame along with the person being interviewed. This is a wide shot!

Production – Time to Film!

Well – almost time to film! Before you roll camera...

1. Watch the Camera, Audio & Lighting tips videos for useful tips and techniques from Fresh Films filmmaker Josh Romero!
2. All videos are on www.FreshFilms.org/videochallenges
3. Try to follow the tips, but don't be too hard on yourself if it's not as perfect as you think it should be. It's okay! :)

Production – Now it’s Really Time to Film!

So grab your phone or tablet, or a personal camera if you have one. Then set up your shot, audio and lighting, and...

1. Film any voice-over dialogue
2. Film your footage (remember to use a variety of shots)
3. Collect any other visuals that help tell your story (pictures, graphics, etc).

PRO TIP: Film everything at least 2-3 times. This is called having multiple “takes” - which ensures you have choices when you edit your video. And if you goof up your standup or b-roll shot, no sweat. Take another “take”. You might also experiment by changing the camera angle or doing slo-mo, or other creative ways of film!

Post-Production: Edit Your Video!

The editing tutorials on our website will walk you through the steps to editing your video (on both computers and editing apps!)

1. Importing your footage and creating your editing timeline
2. Cutting your video, adding B-roll and transitions
3. Adding graphics and music
4. Exporting
5. Upload to YouTube and share link on your Video Challenge entry!

Good Luck and Remember....

EVERYONE COUNTS!

