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## Student Video Contest Production Tips

400 East Spring Valley Road  
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### Helpful tips on creating a successful video

- Pick an element of digital citizenship you are excited about. It's much easier to come up with a good idea for your video if you are truly passionate about the message.
- Choose an audience and make your video relevant to them. Are you trying to reach children, students your age, adults or policymakers?
- Tell the audience what you want them to DO with the information you are providing. Videos are all about making people act. Explain to them how they can act to fix the problem.
- Pick a tone for your video. If you want a funny video, use witty, clever puns to get your point across. Choose appropriate and copyright-free music to set the mood for your message.
- Be concise; 60 seconds goes by quickly. Remember, "less is more" is usually a good rule of thumb to make the most effective point.
- Keep it positive. Too much negativity can turn off your audience to the real message.
- Speak slowly and clearly so that everyone can understand you. Check the sound quality. Ensure that the volume is consistent throughout the video. Let other people screen your video before you turn it in to make sure that they can hear and understand your message.
- Make sure you follow all of the Official Rules and Guidelines including length, content, and copyright restrictions. Also, double-check that you've turned in the Official Entry Form.
- Have fun! Although this is a great way to learn more about digital citizenship, this should be a fun project for you and your friends.

Check out the [Spring 2011 Cell Phone Etiquette Video Contest Finalists](#)