



Guidelines

for Teachers/Administrators

Give your students a

FUN & CREATIVE

*way to get **thinking,**
collaborating and **learning** -*

*Make a video of **YOUR** school on
YouSchools.org!*



**Make a video of your school
to post on YouSchools.org
to tell the world why YOUR
school is a great place to
work and learn.**

This booklet provides tips and technical information on how to get your student-produced video posted on YouSchools.org. Your school's video will be viewed by K-12 teachers, administrators and support staff from across the nation searching for just the right job match—as well as parents and students searching for just the right school. This is a chance to make your school stand out from the competition and attract the best people to your community. Best of all, your students get to write, direct, edit, and act in it! We'll help you get started.



10 EASY STEPS:

The Process in Brief

- 1 Identify the Producer. This is the person who will function as the Academic Advisor for the creation of the video — A/V Teacher, Media Specialist, or other member of the staff.**
- 2 Assemble the “Cast and Crew” — the students who will write, direct, edit, and act in the video.**
- 3 Brainstorm ideas.**
- 4 Create a schedule. Set deadlines.**
- 5 Write a script or storyboard.**
- 6 Shoot.**
- 7 Edit. Add special effects.**
- 8 Get approval of final video from an appropriate school administrator.**
- 9 Post your video on YouSchools.org***
**If you post a video by 1/15/09 you will be eligible for the “Why My School is Cool” Video Contest! See website for more details!*
- 10 Plan the premiere celebration!**



CAST AND CREW



The Producer

The Producer is the school staff member (A/V Teacher, Media Specialist, Teacher, etc.) who is responsible for all aspects of production required to make the video. The Producer maintains overall control of the project and acts as advisor to the students.

The Producer may want to assign specific roles to the students involved in making the video. Here are some suggestions:

Production Manager

The Production Manager supervises the non-creative aspects of production, including personnel, technology, budget, and scheduling. It is an important role to ensure that filming stays on schedule.

Director

The Director visualizes the script and controls the video's artistic and dramatic aspects, while guiding the cast and crew in fulfilling their vision. The Director also plays a key role in post-production, overseeing editing and participating in the sound mix.

Script Writer

A script is a written plan for your video. Some scripts are meant to be followed word for word; others are written merely as guidelines for setting up each scene. Actors may recite words directly from the script or the script may indicate that the actor use his/her own words.

Storyboard Artist

A storyboard provides a visual layout of events for your video. It may be used in place of a script or in conjunction with a script. Either way, a storyboard helps you plan what your video will look like from scene to scene.



Editor

The Editor is responsible for pulling together all of the elements of story, dialogue, music, sound effects, visual effects, rhythm and pace of a video. He/she works with the Director to determine what stays in the video — and what doesn't.

Script Supervisor

Acting as the writer's representative during the shoot, the Script Supervisor works closely with the Director, keeping track of which parts of the script have been recorded and what props have been used. His/her role is to ensure that continuity is maintained from shot to shot and from scene to scene.

Director of Photography

Chief of the camera and lighting crew, the DP makes decisions on lighting and framing of scenes in conjunction with the Director. Typically, the DP chooses the correct aperture, filter and lighting to achieve the desired effect.

Camera Crew

The people who work the cameras.

Sound Mixer

The Sound Mixer is responsible for recording all sound during shooting. This involves the choice and placement of microphones, operation of a sound recording device and sometimes the mixing of audio signals in real time.

Boom Operator

This person operates the boom, a special piece of equipment that allows for precise positioning of the microphone above or below the actors, just out of the camera's frame.

Grips

Grips are lighting and rigging technicians, setting up lighting needed for a shot.

Cast

The cast are the people who appear in your video. Some will have speaking roles; others may not. Casting, or selecting those who will appear in your video, is a vital pre-production task. Choose cast members who are able to communicate your vision effectively and represent your school admirably.

BRAINSTORMING IDEAS

Remember the mission. Remind your students that this video is being created to recruit teachers, school administrators, and support staff looking for the right employment opportunity – as well as parents and students looking for the right school. Encourage them to never lose sight of the audience. Make the audience want to work at or attend your school!

At the initial brainstorming session, have your students state what they like most about the school and assign someone to keep notes.

Here are some topics your students may want to explore:



Favorites

Favorite Teachers, Coaches, Food Service Worker, etc. Interview them. Let them tell their peers, in their own words, why they like working at your school.

Academic programs

Capture the learning environment, the dedication of your teachers, and commitment of the students. Tell your audience about scholastic awards and competitions. Does your school offer a host of foreign language studies? Are you particularly strong in the sciences? Art programs? Does your school offer vocational studies, such as culinary arts, fashion design, etc.?

Students

Interview one or two of your peers or a whole bunch of them. Let the job seeker hear straight from you — just what you want in a teacher or a coach or a counselor, etc.

Sports Teams

How many? Which ones do you want to feature? Any championship teams? Trophies? Interview coaches or individual team members. Capture school spirit in action!

After-School Programs

Drama Club? Chess Club? Science Club? School newspaper? Class outings? In a teacher survey conducted by YouSchools.org, job candidates considered extra-curricular activities to be a gauge of how well a school is funded, which in turn, would influence their application decision.

Facilities

How about that new science lab or soccer field. Maybe it's a renovated teacher's lounge or upgraded cafeteria. Give a tour of the school itself — classrooms, library, auditorium, gym. Our teacher survey revealed that job candidates were very interested in a chance to take a video tour of the facilities before deciding whether or not to apply to a particular school.

Interview with the Principal or the Superintendent

An inspiring message about what your school stands for, its mission and goals, is a great way to attract like-minded people.

In our teacher survey, job candidates indicated their desire to know about class size, teacher to student ratios, district expenditure per student, and percentage of those students who are college bound.

Your city or town

Our teacher survey also told us that in addition to the job description itself, teacher candidates were very interested in learning about the school's surrounding community. While most searched the Internet for information, many reported actually visiting the town and neighboring area before deciding on applying for a position. Whether it's the architecture, local restaurants, cultural spots, recreational activities, or the best pizza joint in town, get outside and tell your audience what your town's got going!

Creativity

Today's young video-makers tend to be highly creative and technically savvy. They may want to consider the use of special effects, graphics, music, photos, or existing footage. Encourage them to be imaginative, but most importantly, to have fun. Remind them that other schools are working on videos, too. Here's an opportunity to make their school shine!

Script Preparation

Encourage your students to have either a script or a general plan prepared before they begin shooting. Production will go more smoothly if there is a "road map" for everyone involved to follow. *NOTE: It's important to remember that, when your audience (terrific teachers, etc.) have finished watching your video, they know how to contact your school. Ask them to respond with their resume and let them know to whom they should send it!*

Video Length

We recommend that videos run 3-5 minutes in length.

Setting a Deadline

Any type of production needs a schedule. Set milestones and a finish deadline early in the planning process and encourage your students to respect their commitment. The deadline for the 2010 "Why My School is Cool" video contest is January 15, 2010.

Multiple Video Production Teams

Let's say you wish to make the video production a senior project and would like to put together more than one team of students and create more than one video. That's a great idea! You may download only one video at a time onto YouSchools.org, but you may alternate different videos as often as you wish.

In addition, you may want to send your student teams out to other schools in your district. For instance, elementary or middle schools may be in need of some high school students to help them out!

Motivate Your Students

Tell your students that this is a chance to do something really cool for their school. Let them earn extra credit for their participation. Convey the importance of the mission. Most of all, create some excitement around the opportunity to be involved in a real-world assignment.

File Preparation/ Upload Instructions

After you've completed your video and you're ready to upload, you must save or encode the file as a .FLV file or Flash file.

Depending on your software, you may have the ability to save your file as a .FLV. If not, please log onto your YouSchools.org account and visit the Video File Prep link. Select "Download the Free Riva FLV Encoder 2.0" for Windows and follow the on-screen instructions.

After installation of Riva FLV Encoder you will be able to encode AVI, MPEG, Quicktime and Windows Media Video files.

To encode, run the program and choose the following options to encode your video to .FLV format:

INPUT VIDEO:

The original file that you want to encode. Click "Browse" to locate the video.

OUTPUT DIRECTORY:

"Browse" to select the directory in which to put the finished file.

VIDEO OPTIONS:

Movie size: 480x360, Interlaced: checked
Framerate: 30, Bitrate: 1000

AUDIO OPTIONS:

Enable audio: checked, Bitrate: 160
Sampling rate: 44100 Hz, Stereo: checked

After all options have been set, click the "Encode" button. The final FLV video will be put in your Output Directory.

Also, please create a screenshot of your movie. This is dependent on your video creation software. The final format should be a 480x360 JPG file.

UPLOAD:

1. Log into your YouSchools.org account.
2. Go to "Manage Videos."
3. Follow the on-screen instructions.



Real Schools. Ideal Jobs.



If you have any questions or need technical assistance or additional promotional materials to get going with your video production, contact us, and we'll be happy to assist you.

YouSchools.org

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