



Moving Images:

Bringing the world closer

Making a promotional video

What's important to you? The environment? Or your family? Or maybe you're a big fan of your local football team or a particular band? This is your chance to make a video clip to show other people what you think.

The clip can be up to 5 minutes long and could include some still images if you want. The key thing is that it must convince people. Your teacher will provide details about when your clip must be finished and how it should be saved.

A few things to think about before you start.

Who is your audience? Will they respond to a serious or funny style?

What are you really trying to say?
You can't just tell people *everything* about your hobby in 5 minutes of video! Pick the key messages you want to get across.

What equipment and resources do you have?
A cast of thousands might be nice - but is that really possible?

How can I organise the shoot? Do I need a script? Will I need to manage a team?