



EPIC SCHOOL REVAMP™

Creating an Identity to Rally Around

VIDEO APPLICATION GUIDE

GET STARTED

- Plan out what you'd like to say and build a general outline for your video.
- Pick out your recording location(s).
- Figure out if you want to do a simple one-take video or create a more complex video (with multiple locations, numerous contributors, background music and/or footage of your campus).
- Decide who is going to be in the video. If no one wants to be on camera, consider asking an educator or a student leader to provide a voiceover.
- Dig through the archives! Do you have any historical photos or previously recorded videos that could help tell your school's story?
- Get creative — the more authentic and engaging your video is, the better!

WHAT TO INCLUDE

- Tell us about the culture, climate and/or identity issues that your school is currently facing.
- Make sure your story comes from the heart — we want to get to know you!
- What are your school's areas of opportunity? Identify at least two, and be specific.
- Tell us about your community and how they feel about your school.

PRO TIPS



Hold the camera or smartphone in a landscape/horizontal orientation for the best outcome.



If you're using a smartphone, use the rear-facing camera to achieve the best quality possible.



Record in a quiet location, and make sure the person on camera speaks loudly and clearly.



Hold the camera very still or use a tripod for stability.



If your school has a news room or a video class/club, use that to your advantage.



If any of your students are aspiring content creators or filmmakers, consider bringing them in on the project!