





## *Welcome to the Justice Community!*

Congratulations to your girl for being selected as a Girls With Heart Ambassador! We are very excited to work with you and her in the coming months and see the ways that she Lives Justice!

### **Why This Guide?**

To introduce her to the rest of the Justice Community, Ambassadors are asked to create three videos that share the story of how she Lives Justice.

This guide is to help her create fun, engaging videos that the rest of the community will love. Inside, she'll learn how to craft and shoot videos that bring her story to life.

## *About the Videos*

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### **Content**

Each Girls With Heart Ambassador is asked to create three 60-90 second videos, each video focusing on one of our different themes. Each theme is listed below, along with some items to think about when filming.

**"My Thing" Video:** We want to see what makes you special! Show off a talent, hobby or skill you are proud of. Give us a demonstration! We're looking for a wide range of talents, skills and hobbies that could include anything from art to

sports to fashion to games to music to volunteering. If it's "your thing," we want to see and hear about it. Tell us everything: why you like it, how you got into it, what you're working on right now, etc.

**"My Friends" Video:** We want to meet the friends who inspire and support you. Tell us what brought you together, what you have in common, what you're currently into, your favorite things to do together — anything about your friends and what makes them special to you. Show us drawings, photos, gifts or other items that represent your friends.

**"My Family" Video:** We want to hear from the parents, grandparents, brother, sisters, aunts, uncles and whoever else you consider family. Mom, dad and other family members can be the stars of this video. Tell us how they support you and you support them. What are your family traditions – big and small? Do they have any tips for other parents raising a Live Justice girl?

## Examples

Check out these examples of the style of video we're looking for from the Ambassadors. We're not looking for anything fancy – just real stories from real girls! You don't have to make your video exactly like any of these, but they each have something to teach us about creating a great video.



The girl in this video does a great job showing off her "Thing" — playing the guitar! Notice how she talks about how she started playing and what the guitar means to her — and then plays a little bit for us to show her skills.



This is another good example of showing off your “ thing”! The girl here talks about why she loves training dogs. She knows what she’s going to say and, most importantly, gives a great demonstration!



We love how well this one was filmed. Notice how bright it is. That’s because she is using natural light. Also, the girl here knows what she is going to say, so she sounds fun and energetic! The sound is also clear, so you can really hear her and her sister.

## Specifications

Each video should follow these parameters:

- **Time:** Record one video for each of the three themes. Keep it short and sweet, between 60-90 seconds in length per video. If you go over or under a little bit, that’s OK.
- **Device:** Use whatever you are most comfortable with -- iPhone, Android, GoPro, etc.
- **Format:** Stick with the standard recording option for your device and we’re good to go!
- **Title:** Please title your video with your girl’s first and last name (as one word) and the theme of the video: “My Thing” “My Friends” or “My Family” (e.g. JaneSmith – My Thing)
- **Clothing:** While we would love to see Ambassadors wearing Justice in their videos, any kind of clothing is fine. We do ask that logos or branding from other companies not be visible.

## **Privacy**

Your videos should not give away personally identifying information, such as:

- Last names • Town names • School names • Street names
- Shots of home exteriors • Recognizable landmarks

## *Preparing to Film*

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A little prep goes a long way. Here are several steps to take before beginning to film your videos.

### **Most Important: Have fun!**

Just be yourself and have good time shooting something that's all about you.

### **Know What You Want to Say**

Perhaps the most important thing is to have an idea of what you want to say before filming. Try practicing a couple of times before you start filming, so it seems natural once you do begin.

### **Location**

Pick an interesting spot or spots to film from – locations that are special to you, your thing, your friends, your family, etc.

### **Props**

Have everything you need to tell your story on hand.

### **Smart Phone**

A filmmaker is only as good as her tools. Make sure your phone is charged and you have enough storage space.

### **Get Help If Needed**

Ask friends and/or family to help with the shoot, holding the camera, etc.!

# Shooting Your Film

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## The First Rule of Shooting with a Smartphone

The most important thing to remember when filming your video is to shoot horizontally! Make sure you hold your smartphone sideways, so you get the widest possible shot.

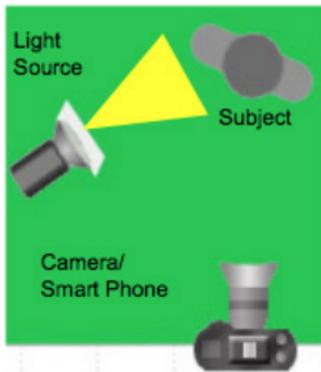
Shooting this way looks best for YouTube and most video players. When you shoot the wrong way, you will get black bars running down the side when you play the video back on anything but another phone.



## Lighting

How you light your shot can make or break how it looks. Here are tips for capturing the best light.

- **Shoot during the day:** When shooting, the sun's natural light is your best friend! Try to avoid shooting at night if you can. The best time is called the Golden Hour, which happens an hour before sunset and an hour after sunrise.
- **Avoid using the flash:** The flash on smart phones can make your subject look a little eerie. If you have to use a light, use something like a lamp and place it in front and to the side of your subject, but out of view of the camera.
- **Don't backlight:** If you are using an outside light source, avoid placing it behind your subject, as they can look washed out or blurry. It's also best to not use overhead lights, as they cast shadows on your face.



## Audio

When shooting video, it's easy to focus so much on how it looks that you forget about how it sounds. Here are some tips on making sure your video sounds crisp and clear:

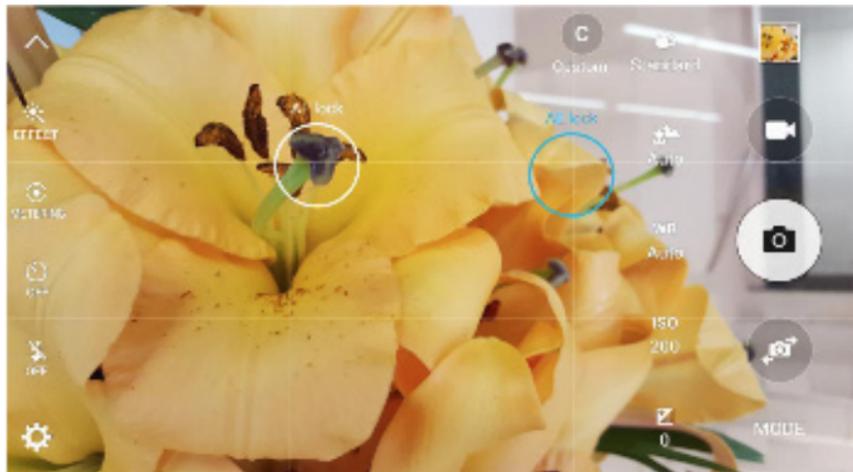
- **Shoot in a quiet place:** When finding your perfect place to film, try to avoid wind, loud music, traffic or any other unnecessary background noise.
- **Keep the camera close:** When filming your subject, keep the camera close so the mic can pick up what they're saying.
- **Don't block the mic:** You need the mic clear in order to pick up dialogue. Sometimes you may not even realize you're blocking it. Make sure you find where the mic is on your device and keep your fingers or hand clear of it. On most iPhones and Androids, the mic is usually at the end of the device.



## Exposure and Focus Lock

Smartphones will automatically focus and expose your shot. That's great for photos, but bad for video. It can constantly shift the subject in and out of focus. Using the exposure and focus lock makes sure your video stays consistent.

When using your Samsung device from Justice, point your camera at your subject and frame your shot. Tap and hold on your subject until the blue AE/AF indicator appears over your subject. When it does you can release your finger and start filming.



## Steady Your Camera

Make sure your video isn't shaky or blurry by keeping it steady. The best way to do this is to use both hands and hold your smartphone as close to your body as you record. Make sure to keep your takes short, so your arms don't get too tired.

Another option is to use a tripod or stabilizer, if you have one handy.



## Frame Your Subject

Now it's time to line up your shot. A few pointers:

- **Shoot horizontally:** Make sure you hold your smartphone sideways, so you get the widest possible shot. Shooting this way looks best for YouTube and most video players.
- **Keep your subject centered:** You want whoever is speaking to be in the center (or close to center) of the shot. You can move them off center if they're demonstrating something.
- **Shoot your subject close-up:** Try to avoid the zooming in, as it makes shots blurry. Keep your camera physically close to the subject, to get the best video and audio.

- When they are demonstrating their skill, it is okay to be further away to capture it all, but try to get the best possible distance without using zoom.
- **Don't block the lens:** Be mindful of where your fingers are when holding the camera. There's nothing worse than having a good take only to realize your thumb blocked it all.



## **Editing**

Once finished shooting, you can trim your video by editing it. We recommend using the editor that is built-into the camera app on your Samsung device from Justice. But feel free to use any video editing software you are comfortable with!

## **Final Step**

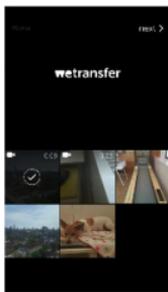
Ask your parents to review! Make sure they're cool with your video.

# Once You're Finished

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## WeTransfer

Your Samsung Galaxy gift comes preloaded with the WeTransfer app, a quick and easy tool that uploads your video and sends it to us.



When you open up the app, you should see thumbnails of all your photos and videos.

Simply click to check off the video you wish to send and hit “next” in the top right corner.



You should see an email form popup.

You should send to: [livejustice@relevent.com](mailto:livejustice@relevent.com)

Your “from” address should be the one you or your parents registered when you became a Justice Ambassador.



When done, hit the transfer button in the top right corner.



You will then see a progress bar come up. When it hits 100% you will receive a “Transfer Done” message.

That’s it! We will send you a message when we’ve received it.