

HOW TO MAKE A GREAT SHOWCASE VIDEO.

Whether you can't wait to get in front of the lens or camera shy and filled with dread when even thinking about making your clip, a few pointers could make a big difference

Top Tip #1

BE ENTHUSIASTIC.

Camp need all types of people – from loud and entertaining to quiet and personable. However, don't confuse enthusiasm with volume. Enthusiasm comes from within and is translated by tone of voice more than decibel counts. It is also translated with a clear pronunciation, good eye contact with the camera and body language, so be vibrant and focused. ***We know you love camp just as much as we do***, so heaps of it will make all the difference!

Top Tip #2

KEEP IT SHORT & SWEET.

We recommend that each of your 3 sections shouldn't be longer than 1-1.5 minute. If it runs a bit over, that's okay, but once you're hitting the 3-minute mark, you need to shout cut. It's about the content quality of the footage, not quantity.

Top Tip #3

BE CREATIVE.

Even if feel you're not a naturally creative person, don't worry, you're not expected to reinvent the wheel, but just try to think a little outside the box. Show us who ***you*** are. A good way to do this is to show off your unique skills. If you play an instrument, write a song, if you play sports, show off your skills, if you can dance, get your boogie on. At camp creativity is a virtue!

Top Tip #4

THINK OF THE QUALITY.

It should be high quality but do not to stress over it. This one is just finding a balance. You're not expected to be a Tarantino, or a Hitchcock and you don't have to have the greatest movie editing skills. iPhone-quality is good enough. Make sure you don't forget about the sound quality either. If you're a technophobe, get help from a friend. If your friends are technophobes, don't worry, Youtube and iMovie have very basic in-built video editors. File size wise, you're looking at a maximum of 1GB.

Finally, avoid a full image slideshow – ***we want to meet you!*** However, if you want to throw in a few static images, feel free, but keep them to a minimal and only include them if they're relevant.

Ultimately, it's about being yourself and showing it well. Below are some great examples of good videos. Both have different feels, but most importantly, they stand out and show a true reflection of who they are.

- <https://youtu.be/FMgVF44Qe-0>
- <https://youtu.be/7BBcvXt6XNw>
- <https://youtu.be/Dk6zH5aUFFM>