

**Let’s Make it Happen Competition**

**Guidelines: How to shoot and send your video entry!**

So you want to enter the Let’s Make it Happen Competition… here’s all the information you need to make your video entry. We can’t wait to watch it and hear all about your project.

To make a video entry, simply talk into your camera phone (or any video recording device) and send us the recording once you’re finished. Below is all the information you need to get started.

**Step 1 : Planning your video**

The aim of your video is to make sure people are as excited by your project as you are. So when you’re planning what to say, remember to think about your audience and how best to get your message across.

**Key things to cover are:**

1. **Introducing yourself.** What’s your team name? Who are your team members? How do you know each other?
2. **What is your project?** Can you explain your idea in 60 seconds?
3. **Why should your project be funded?** What need does it address? What problem does it fix?
4. **What impact do you hope your project will have?** Who will benefit? How will you measure this?

**Step 2 : Filming your video**

* The most important thing to remember is to hold your phone sideways (landscape).



* Look straight down the lens, as if you’re having a conversation with the camera.
* Be yourself, and be comfortable. If you’re reading from a script, try and keep it out of the shot or memorise as much as possible so that the recording looks more natural.
* Mix it up a bit and be as creative as you like- videos filmed on the go (whilst walking) can work well. ***Show*** us as much as you can, rather than *telling* us.
* Try and hold the camera steady, or ask a friend to hold it.

**Step 3: Sending your video**

We need the videos in the highest resolution possible. They will be too large to email. The best way to send them to us is through file sharing site “wetransfer”. You can download the wetransfer app and send the videos straight from your phone.

Allow the app to access your photos and videos.

Click on the video you want to send. Click “next”. Type in our email address alumni@gla.ac.uk title the email “LMIH and [Your Name]”

(Make sure you are on wifi to avoid using up your data).

OR you can download your videos to a computer and send them through the wetranfer website [www.wetransfer.com](http://www.wetransfer.com) Click the  to add your files. Type in our email address alumni@gla.ac.uk title the email “LMIH and [Your Name]”

If you have any questions please contact alumni@gla.ac.uk