

[VLOGSTAR CHALLENGE]



EveningStandard.



#VlogstarChallenge
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INTRODUCTION

Do you want to become the next Vlogstar Challenge Champion?

For a chance win £500 worth of production equipment, mentoring from YouTube's experts and more, why not enter the Vlogstar Challenge competition?

This online version of our vlogging workshops will teach you the basics of vlogging as you'll learn how to shoot and produce your own vlogs using your smartphone. It also covers editing basics and provides online resources to support this.

Enjoy!



Vlogstar Challenge 2019 Highlights

[Click here watch our 2019 Highlights Video!](#)



DIFFERENT VLOGS TYPES

Click the titles of the videos to watch!



LIFESTYLE VLOG



HEALTH/FITNESS VLOG



ENVIROMENT VLOG



BEAUTY VLOG



EDUCATIONAL VLOG



DANCE VLOG

Filming Fundamentals

Use these Filming Fundamentals when
create vlogs for YouTube!

The Smartphone



Landscape



**Important
Rule**

NO. 1



Or you end up with footage like this....



TOP TIP:

While you may use portrait when filming for some app's like Instagram, TikTok and Snapchat, this is a competition to find the next YouTube Vlogstar which means if you want to get through, you will need to film landscape.

Framing



**Important
Rule**

NO.2

Framing

- Think about:**
- Headroom
 - Props
 - Setting



TOP TIP:
Make sure you don't cut your head off when framing your video. Also, make sure to include things in the background to set the topic of the video.

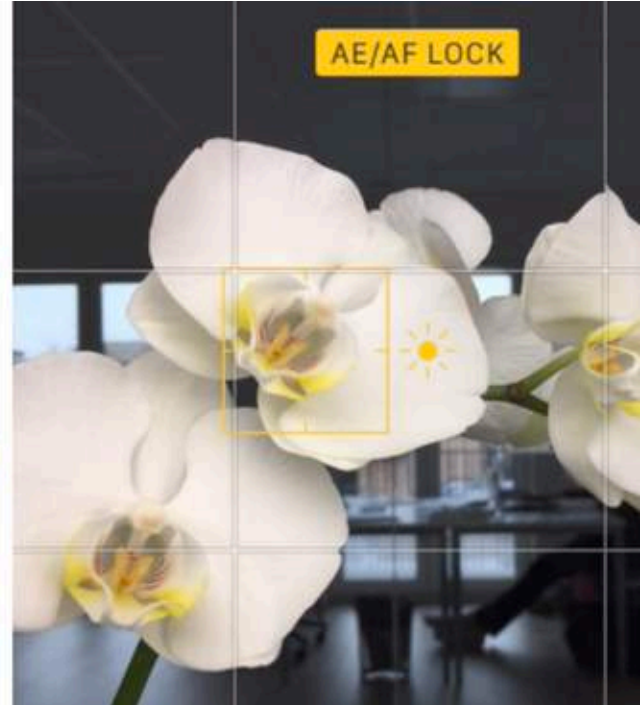
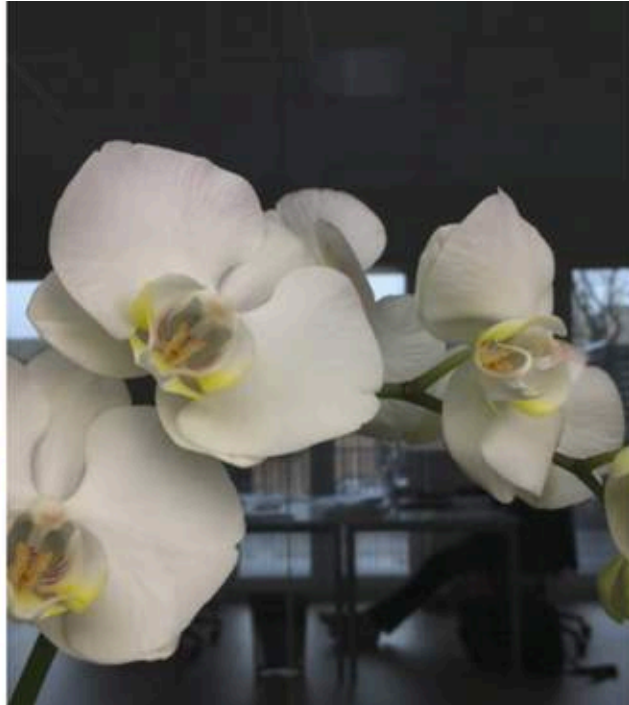
Focus



**Important
Rule**

NO.3

Focus



Double check that your video is in focus, we want your vlogs to be crystal clear!

Lighting



**Important
Rule**

NO.4

Lighting



TOP TIP:

Try and use natural light whenever you can as it's the best type of lighting to use!

YouTubers are always really well lit up. They use additional lighting such as Ring Lights, Soft Boxes to brighten their videos. You don't need to buy speciality lighting, use the torch on your phone or a lamp.

Important Rule

Sound



NO.5

Mics for Smartphones



TOP TIP:

You can buy an additional mic online, however to get the best sound from your mobile phone, don't speak from more than an extended arm away from the microphone.

Try to record sound inside, where you can control things like the wind.

VIDEO EDITING APPS

iPhone

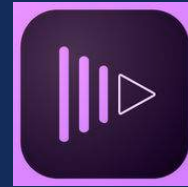


iMovie
(Free)



Adobe Premiere Clip
Free
(requires sign up with an email).

Android



Adobe Premiere Clip
Free (requires sign-up
with an email)



FilmoraGo
(Free)

Make sure to check out website news section for a detailed blog post talking about: [‘Free Video Editing Software for Vloggers!’](#)

VIDEO EDITING BASICS

1 COPY

2 SOUND

3 TRANSITIONS

COPY

‘This is a type of text used in videos’

Titles:
What you'd see at the start of any film.



Timestamp:
A simple way to indicate the day or time to the audience.



Stop Motion Animation:
Fun way to give information.



Subtitles:
Providing inclusion to people who are hard of hearing.

SOUND

MUSIC

- **Royalty Free Sites: Incompetech, Free Music Archive, Free Sound**

SOUND EFFECTS

- **Bells, Claps, Cheers, Laughs, Doorbell, Train etc..**

VOICE OVER

- **Off-camera dialogue created for the purpose of post-production.**

TRANSITIONS

Top 5 Edits:

1. **Cut** - Quickest, smoothest and cleanest way to move from one image to the next.
2. **Dissolve** - Layers to images together for seamless transition from one image to the other – passing of time, into/out of dream.
3. **Fade from/to black** - Change of time, location or subject but much more dramatic.
4. **Light flash** - Dissolves to white for fraction of second, like a camera flash, looks great timed with impact moments e.g. basket ball going in net.
5. **Wipe** - Move from one image to other often with shapes likes bubbles, star dust etc – common in Disney and Star Wars films.

EDIT EXAMPLE



**Bella's video contains
edits such as:
cuts, stop motion, copy,
sound including effects,
music & voiceover**

How many of these can you spot?

[Click here to watch!](#)

Remember the Grandma Rule when creating content - if you wouldn't tell your gran, do you really want to share it online?

Be careful not to share, especially accidentally, personal or sensitive information:

- **Full Name**
- **Address or Postcode**
- **Bank Details**
- **Medical Information**



Most platforms will remove videos/images that contains:

- **Harmful or dangerous content.**
- **Graphic or shocking content.**
- **Discrimination or hate speech.**
- **Child safety infringement.**
- **Harassment or cyber bullying.**
- **Impersonation, spam, or misleading.**
- **Intellectual property.**
- **Any other malicious content.**





NEXT STEPS

Thanks for using our Vlogstar Challenge online resource pack!

We hope you were inspired and came away bursting with ideas for how you can develop your own YouTube Channel and share your passions through vlogging.

In order to submit your vlog to the competition, you just need to produce a one-minute vlog or original video on a social issue or news story that you are passionate about, upload it to your YouTube Channel and send the link to us using the form below;

[Vlogstar Challenge Vlog Submission Link](#)

Deadline for vlog submissions: Midnight 31st May 2020



TWEET US!

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I've just completed a vlog
for #VlogstarChallenge with
@MT_Futures and @JPFoundation.
My vlog is about...

**[VLOGSTAR
CHALLENGE]**



BBC London

GET YOUR VLOGS SEEN!

**If you want the chance to have your
vlog featured on BBC, use the following:**

**#MakeADifference
#GreaterLondoner**