*On average, each American produces **4.6 pounds of trash a day**. This totals to **230 million tons** of trash a year-- enough to fill 108,000 garbage trucks. This trash lands in landfills, blows around in our communities, and lands increasingly in our oceans. We know you have ideas on how to make sure your future is less trashed!*

Designed to foster sustainable skills and bring attention to solutions for waste management developed by the next generations, the Green Apple Zero Waste Video Competition is a valley wide video competition hosted by USGBC Central California. All Elementary, Middle and High School Students who are residents of the San Joaquin Valley are eligible to enter the video competition, including public, private and home school students.

Calling all students!

The 2017 Green Apple Day project is now open! To participate, students must create a short (three minutes max) PSA video telling a cinematic story in any genre, following the creative challenge and rules below.

Entries will be scored by a panel of independent judges on the criteria described below. Top high school, middle and elementary classrooms will be awarded several prizes for their classroom. Also, winning videos will be highlighted on the USGBC Central California website as well as other public forums

Use your imagination! Be clever and creative! Most importantly, shine a light on trash, zero waste and your solutions to reduce, reuse and recycle. Be the spot light of your school!

Deadline for entries is midnight on November 17th

To enter, follow these instructions:

CREATIVE CHALLENGE:

Each video entry must address the subject of Zero Waste and or Reduce, Reuse, Recycle **and address five (5) of the topics listed below.** Use creativity to fit it into your story, and pick that which works with your video's design and tone.

Video needs to cover a minimum of 5 of the following topics:

- What is Zero Waste

- How to do a Zero Waste Campaign

- Overview trash and recycling

- Plastic pollution

- How much trash and recycling gets produced

- Which materials are recyclable

- Decomposition rates of commonly used materials

- Impact of recycling

- Impact of not-recycling

- What can you do now to be part of the solution

- What can your school do to be part of the solution

- What can you do at home to be part of the solution

- Commitment to reduce, reuse and recycle

CONTEST RULES:

1. Each entrant must be a high, middle or elementary school student (grades 1st-12th) currently living in the San Joaquin Valley during the 2017-2018 school year. 2. Each class may only enter once.

3. Video must be at least 30-seconds long and no longer than three minutes.

4. All entries must follow the Creative Challenge above.

HOW TO ENTER:

1. Make an awesome video, following the contest guidelines and shooting requirements.

   2. Submit your video at www.valleypbs.org/byyou by November 17th, 2017. Instructions for sign up:

a)   Register for a free account or login

b)   Fill in the required information, including Title, description, etc for your submission. The title must follow these guidelines: USGBC Zero Waste: School and District, Title

c)   Choose the Education Category

d)   Upload your image in either .jpg or .png format

e)   Upload your video following these required specifications:

- Video files must be no larger than 1GB

- 16:9 Aspect Radio

- Dimensions: 512x288

- Video Codec: H.264

- Audio Codec: AAC-LC Audio @ 44.1kHz 48kpbs mono

- Container: MP4 / .MP4 extension

- Total bitrate: 448kbps (400kbps/48kbps)

- Frame Rate: 15 or 30 frames/second

3. Register at www.usgbccc.org/greenapple by November 17th, 2017. Link to video at valleypbs.org/byyou is required at sign up.

JUDGING CRITERIA:

Films will be judged by a panel of independent judges on the following:

a) Script and Story, including approach to the creative challenge

b) Production Value

c) Design, including graphics, special effects, production design, sets, costumes, etc.

d) Overall Impact

Contact lgromis@usgbccc.org with questions.

THE SHORT GUIDE TO MAKING AN AWESOME VIDEO – PART 1: SCRIPTING

Let's touch every step of the process, starting with scripting, pre-production, production and post. Today we will start where it should all begin, with an idea and a good script!

STEP1. HAVE A GOOD STORY TO TELL

Explore originality, people ignore stories they've seen hundreds of times, as soon as they know where the story is going they will move on to another video, or a video of cats.

Once you have a good idea, motivation will get you through the rest of production. **Writing might also not be for everyone, if you think this is your case, make someone with writing experience write a story for you, and then mold it into a script.**

Your **script** will always be evolving just **be sure about the story,** if you have any doubts it means that it can be better, and this is the time to take your time and make changes. Have people read it, besides your family, people that you trust to be honest with you, but avoid showing 20 people because you will have too many opinions!

Edit:
I recently read an interesting article listing <u>Pixar's 22 Rules of Storytelling</u>, which were originally tweeted by Pixar's former Story Artist <u>Emma Coates.</u>

Simplify. Focus. Combine characters. Hop over detours. You'll feel like you're losing valuable stuff but it sets you free.
-One of Pixar's 22 Rules of Storytelling as tweeted by Emma Coates

Therefore, write up your script and let move onto pre-production!

PART 2: PRE-PRODUCTION

A key to a great video is to be prepared. Pre-production, after you already have <u>an awesome script written</u>, can be the most important part

of a successful video. Revise your script several times and optimize it for shooting within your budget and elements. (Revise your script to accommodate your goals)

At this point you can give an approximate budget or make a list for your family to help.

Create a storyboard for each shot, the more information that you put the better it is for you later, you can see the attached sheet to help you create one. This is where you need to think ahead, think creatively and plan each movement carefully; this is what will give your video life. And, when you think you are done, go through it again and make each angle and movement better than what it is. Remember, pick the best representation of your classroom's showing concept/idea and according to contest rules. You don't need to be an artist, but try to go a little deeper than stick drawing, if drawing is your last talent, have someone sketch it out for you, but make them follow your directions closely. Don't have a storyboard template? We have you covered!

Search for actors and behind the scene people b**ut time into**

this and you will have an amazing video.

15 minutes twice a week is a good start.

Think about location, any decor or specific props needed.

Time to assign tasks.

PART 2.2: KEEP ON PREPARING!

Look for background Music

Location Scouting

This is where your background imagery of your video will take place, so choose your locations wisely. Spend a few days looking for different options, take pictures and then compare. Think about access and video difficulties of each location, but more importantly find a visually stunning environment, look at lighting, colors and textures with a great sense of depth.

Document Your Process

People love making of's… the same goes for pre-making of's!

Budgeting & Scheduling (no budget ask for family and friends help)

You should now know everything you need for your video, you should have an idea of how long your video will be.

Create a list of all the props you need inside the screen, then go through your storyboard and prepare a list of props that will make your scenes work. Gather up your budget or look at your options.

Use phone, table or whatever means are available to you.

STEP 3: PRODUCTION

PART 3: LIGHTS, CAMERA & ACTION!

It's almost Day 1 of production! Are you ready? This part is a bit harder to prepare for since all the preparations should come in the pre-production, and every video requires different elements of preparation.

Let's start with some technical parts. Make sure you create a checklist of everything you need, especially if you are the one taking care of all the props.

The person assigned with the list of props should always be one step ahead of you to prepare you for the next shot.

Be patient with your shots and people.

This might be coming back to story boarding part in pre-production, but I can't emphasize it enough: create breathtaking video! Avoid tripods and static shots, add movements to your shot, even they are subtle, it will add a touch of life to the scene.

When practicing for a scene always start with the most difficult part, and work your way down to the easy parts.

But the best advice I can probably give you for production is to **EXPECT THE UNEXPECTED!**

Get Some Behind The Scenes Shots

Have a second person on the set to video the process. This is at your discretion, but remember that the more behind the scenes material you have the more people will gain interest in your project.

Have a great time and make sure to utilize everything you prepared in preproduction!

PART 4: POST PRODUCTION

Start by reviewing your video

Make sure you covered everything and got everything you needed. If you notice anything missing go back out there as soon as possible. Editing

Edit your video in High Definition, don't get attached to all parts of your video, keep it simple!

Add introduction and credits.

Then go back, make any final adjustments!

STORYBOARD

PROJECT:_____ DATE:_____
VERSION: _____ DRAWN BY:_____

Scene		**Shot**	

Scene		Shot	

Scene		Shot	

Video software

Windows Movie Maker

iMovie.

Adobe Clip

Six best free video editing apps for iPhone and iPad:
http://www.makeuseof.com/tag/best-free-video-editing-apps-ios/

How to make a PSA

- Hook
- Intro
- Background
- Call to Action
- What to do/Make
- How to Participate
- Future steps/More info/Contact
- Thanks
- Tag Line