



# KNOWLE WEST ALLIANCE

## A GUIDE TO MAKING YOUR PROJECT VIDEO

Congratulations on being awarded a Knowle West Alliance Small Grant!

As part of the Small Grant agreement, you will need to record a short video about your project (approximately 1 minute). It doesn't need to be professional quality and can be done on a smartphone. Anyone involved in your project can do this and you are welcome to do it by yourself or in a pair/group. This can be done before, during or at the end of the project and in any way you would like eg. just talk or show what you are doing and where.

There's no need to panic...Help is at hand!

### Here are some tips on what you could include:

1. Introduce yourself and your group (if appropriate)
2. Give some background information about your group/organisation/you (as appropriate):
  - What do you do?
  - Who is the group/organisation for?
  - When/where do you meet or where are you based?
  - What are your aims?
3. Summarise your project idea:
  - What are you doing?
  - Which of the grant criteria does it meet and how?
  - What are you spending the money on?
4. Explain the benefits of your project:
  - Who does your project benefit? Remember that your project should be for the benefit of the Knowle West community.
  - What is the community getting out of it?
  - How many people are involved/likely to be involved?
  - How could it be developed in the future or has it been shared or continued in some way?

### Here are some tips about how to record your video:

1. You can use a smartphone to record yourself (by flipping the camera around) or someone else can record you.
2. Record your video in landscape mode ie. hold your phone horizontally rather than vertically.
3. When recording, keep your elbows tucked in so that it's not wobbly.
4. If possible, shoot your video in a quiet space.
5. Avoid zooming in; if you can, move closer to what you're filming.
6. Have the light behind you when filming. Natural light is best.
7. Do a test run before shooting your final take. You don't want to do a great take only to find your image is too dark or noisy police sirens ruin your video footage.

If no one involved in your project has a device that can be used to record a video, you can get help from Knowle West Alliance; just contact: [info@kwalliance.co.uk](mailto:info@kwalliance.co.uk) or phone Frances: 07942 677131.