

It's Easy to Enter!

The Fraser Institute's Student Video Contest

TEACHERS' GUIDE

*\$4,375 in Cash Prizes
for High School Students*

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Student Video Contest Details

Learning About Economics Can Be Fun!

Making a video is an effective and rewarding way for students to learn about economics. They will become both creatively involved and intrinsically motivated in the learning process.

Having students plan, research, and create their own 3-minute video is a project that will promote learning objectives as well as encourage teamwork, research and planning skills. Video entries can be created either singly, in small groups, or the whole class can collaborate on the project together.

Materials Required:

1. Information sources for research (see Research Resources, page 8)
2. A device to record picture and audio
3. Free video editing software
 - *Microsoft Movie Maker* and *Apple iMovie* are both **FREE** to download and easy to use
 - Other free editing programs are also available online
4. A free YouTube™ account

Judging Criteria:

A panel of judges will determine the award winners based on:

1. Understanding of the topic and economics
2. Clear expression of ideas
3. Strength of argument
4. Originality
5. Production values (including lighting, focus, sound, graphics)
6. Fulfillment of the concept paper

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High School Category Prizes:

1 st Place	\$2,000
2 nd Place	\$1,000
3 rd Place	\$750
Viewer's Choice	\$625

General Rules:

- Viewer's Choice winners will not be excluded from winning judged prizes.
- In the event of a tie for the Viewer's Choice category, or a Viewer's Choice winner with questionable content, a winner will be declared at the sole discretion of the Fraser Institute.
- Team entries are allowed, however, only one prize will be awarded for each winning video.
- Limit of one entry per student or team.
- Entries will be accepted in English and French.
- Entries must not go over 3:00 minutes.
- Finalists will be asked to submit a copy of their video on DVD.
- Entries must comply with all YouTube™ and legal guidelines.
- All entries become the property of The Fraser Institute. In addition to receiving cash, winners may have their videos presented at Fraser Institute student events.
- Failure to follow these rules may lead to disqualification from the contest.

Eligibility:

The contest is open to students worldwide. Submissions will be considered from secondary (high school) and post-secondary (undergraduate and graduate) students in all disciplines.

A high school student is defined as someone who attended high school in the current calendar year or is enrolled to attend high school in the current calendar year. **Students completing secondary school in the current calendar year should enter in the high school category.**

A post-secondary student is defined as a person who is attending a post-secondary institution in the current calendar year or is enrolled to attend in the current calendar year.

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How to enter:

1. Read the **complete contest information** at www.studentvideocontest.org
2. Choose a focus for the video, and research the informational content and economic analysis.
3. Create a Concept Paper to organize the video's structure and layout. Revisit the Judging Criteria on page 2 to make your video a prize-winner.
4. Film and edit the video. Free editing software is available to produce a high quality final product. Definitely check out the TIPS section on page 9.
5. Open a free YouTube™ account and upload the video. Submit the URL and Concept Paper to the Fraser Institute using the online form: www.fraserinstitute.org/education-programs/students/video-contest-entry-form.aspx.

Once entries are received, participants will receive a confirmation email reply asking them to state that their video complies with all YouTube™ and legal guidelines.

6. Send friends and classmates the video link and ask them to participate in Viewer's Choice voting! The video with the highest number of likes wins our Viewer's Choice Award of \$625!

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Create a Video in 4 Easy Steps

Before students get started, be sure they are familiar with the contest topic.

Review the contest rules, judging criteria, and prize information with your students. Be sure they understand how to “like” a video on YouTube™ and that *Viewer's Choice voting begins as soon as their video is posted!*

Figure 1: Viewer's Choice Voting



To vote, students must first sign in to their free YouTube™ account. Then they can like the best videos in the contest playlist (See lower left of Figure 1). The video with the highest number of likes wins our Viewer's Choice Award of \$625!

Now it's time to make a video!

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STEP 1: Focus and Research

Revisit the contest topic and brainstorm some video ideas with your class or have them brainstorm with their team. Their video can focus on anything, as long as it ties into the contest topic. Be sure to remind students to choose a focus that can be covered in 3 minutes!

Where's a good place to begin? There is a list of free research resources on page 8 of this guide that will be helpful for inspiration. Relevant economic research can also be found on our website, www.fraserinstitute.org, using a key word search.

STEP 2: Creative Concept Paper

Students must decide how to illustrate their research findings creatively.

Have your students create a focus statement for their video:

Example: Our video is going to compare and contrast economic freedom in Canada, China, and Sudan, and make recommendations to the three governments based on the conclusions.

Once a focus is chosen and research is complete, students should have the informational content they require. Now they can begin planning their video!

Have them create an approach statement describing how they'll do this:

Example: We are going to present our findings on economic freedom in a newscast, and make our recommendations throughout using humorous remarks by the newscasters.

Their video can now be planned! A creative concept paper is a document that helps students plan their video. It should be no longer than one page and must include their focus statement and approach statement followed by a brief description of the video's storyline, and a breakdown of the timing. It will serve as an important outline for the finished product and will be compared with the completed video by our judges. Remember, videos should not run past 3 minutes in length!

If time allows, students may wish to create a story board as well (See page 9).

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STEP 3: Get Filming!

Students should rehearse the video a couple times as it is outlined in their concept paper, and revise the draft as needed. Then it's time to begin filming!

Concept papers and story boards are great organizational tools and can be referred to frequently so that students get all the shots they need.

Any video editing software can be used to produce the final product, and there are lots of free downloadable, easy-to-use versions online such as *Microsoft Movie Maker* and *Apple iMovie*.

STEP 4: Submit the Video URL and Concept Paper

Video URLs and concept papers must be submitted by 5:00 PST on the deadline.

Upload the completed video to your free YouTube™ account, and use the online form to submit the video URL and upload the final copy of the concept paper. www.fraserinstitute.org/education-programs/students/video-contest-entry-form.aspx.

Once the video is uploaded to YouTube™, students can get their friends and classmates to like their video – they could win \$625 for Viewer's Choice!

Prize winners will be announced by February.

Good luck!

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Research Resources

Canadian Student Review

This quarterly magazine is for students, by students, and covers a range of public policy topics and explains them in plain, easy to understand language.

www.canadianstudentreview.org

Economic Freedom of the World: 2010 Report

This index measures the degree to which the policies and institutions of countries are indicative of economic freedom. [http://www.fraserinstitute.org/research-](http://www.fraserinstitute.org/research-news/display.aspx?id=16613)

[news/display.aspx?id=16613](http://www.fraserinstitute.org/research-news/display.aspx?id=16613)

FRASER TV

Fraser TV has a variety of short videos covering the gamut of economic and policy issues – applied economics at its best!

<http://www.youtube.com/user/FraserInstitute>

Reason Magazine and Reason TV

Reason has plenty of articles and videos addressing government activity.

<http://www.reason.com>

Bureaucrash.com

This website has perspectives from individuals who believe in increasing personal freedom, and decreasing the scope of government.

<http://bureaucrash.com/>

WWMFD? (What Would Milton Friedman Do?)

Examine the famous economist's take on various types of government intervention and activity.

<http://www.youtube.com/user/ideachannel>

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TIPS to Make an Amateur Video Look Professional

Pre-Production

K.I.S.S. – Keep It Simple, Silly! Keep your scripts simple and to the point. A simple script is easier to shoot and generally will be easier for an audience to understand your main points.

Story boards – Story boards can really help you when it comes time to shoot your script. They don't have to be very detailed or artistic, they should just guide you while you shoot – to make sure you plan your shots and get all the shots you need. It also really helps when you are collaborating with others such as cameraman, audio, lighting, and the actors – then everyone will have the same general idea on how the shot is supposed to look (See Figure 2).

Figure 2: Story Board Example

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Welcome to Economic Freedom News. Tonight's top story: Canada underperforms on key measures of economic freedom when compared to China and Chile.



The economic freedom index measures 5 areas that contribute to a country's overall potential for prosperity. 141 countries are ranked according to the sum of their 5 index scores.

✓ Legal system & property rights	14th
✓ Access to sound \$	6th
✓ Regulation	10th
X Size of government	58th
X Freedom to trade internationally	52nd
* 2006 data used	

Canada performs well on (1) Legal system & property rights [14th]; (2) Access to sound \$ [6th]; and (3) Regulation [10th], but our ranking on (4) size of government and (5) freedom to trade internationally, leaves much to be desired.



Let's go live to our resident reporter in China! Here we are at a busy port in Shanghai - many goods are coming and going. China ranks 80th on freedom to trade internationally, and reaps greater rewards of prosperity because of it. China is 22 places ahead of Canada! - Back to you.



Let's now go live to Chile where another reporter is standing by! Chile has a relatively small size of government, which is less taxing on the country's citizens, and performs relatively less wealth redistribution. Chileans have a greater incentive than Canadians to earn money and create wealth - Chile is 29 places ahead of Canada!



So what can Canada learn? More freedom to trade internationally! a smaller government would result in greater economic freedom, thus, more prosperity for all Canadians. That's it for this edition of EF News. Thank you and good night.

Production

Camera

Start the recording before you start the action, and if possible, use a tripod to steady the camera.

Remember to keep the subject's eyes about 1/3 from the top. Putting your subject right in the middle is generally disconcerting.

http://en.wikipedia.org/wiki/Rule_of_thirds

Generally, don't ZOOM while you are filming. You can zoom a bit to better frame your subject before you shoot - but usually it is better to move the camera than to zoom.

Lighting

Don't combine natural and artificial light - try to use one or the other.

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Always use extra lighting when shooting indoors. You can create good lighting with household lights. Usually, the general idea is to make the whole room brighter, and then use secondary lights to highlight details.

If direct lights are too bright, then bounce the light off white paper, foamcore, or even a white ceiling to make a nice ambient light. Another way to deal with a harsh light is to diffuse it with a piece of fabric.

Three Point Lighting

http://en.wikipedia.org/wiki/Three-point_lighting

KEY LIGHT: This light is pointed directly at the subject, and sets the stage for the rest of the lighting. However, it generally casts noticeable shadows, and may need to be balanced out by the other lights.

FILL LIGHT: This light shines on the subject from a side angle relative to the key light, and is usually placed at a lower level than the key light (usually at the same level as the subject's face).

BACK LIGHT: This adds definition to your subject, by shining from the back. Depending on the intensity of this light, the effect can be subtle or dramatic.

Sound

Always use headphones – you need to monitor the audio.

Use an external microphone if you can. Get the microphone in as close to your actors as you can.

Make a boom mike from a broom stick by attaching your microphone to the end of the stick and then holding it above your actors.

Turn off all non essential equipment that might make noise – air conditioning, computers, refrigerators, fluorescent lights – all make barely audible white noise that will degrade from the quality of your audio recording.

Post-Production

Editing

FREE editing software is available: Windows Movie Maker or iMovie.

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SOUND AND MUSIC: Make sure you use music that IS NOT COPYRIGHTED. If you use copyrighted music then WE CANNOT ACCEPT YOUR VIDEO. So no Jay-Z, Beyonce, Fallout Boy, Alexisonfire, etc...

Adding music to your production greatly increases its production values. Music can add drama or humour and makes your production a lot more professional. Free music resources are available on the next page.

Uploading to YouTube™

- Video Format: H.264, MPEG-2 or MPEG-4 preferred
- Aspect Ratio: Native aspect ratio without letterboxing (examples: 4:3, 16:9)
- Resolution: 640x360 (16:9) or 480x360 (4:3) recommended
- Audio Format: MP3 or AAC preferred
- Frames per second: 30
- Maximum length: 10 minutes (**max 3 minutes for contest entries!**)
- Maximum file size: 1 GB

Bibliography

<http://makeinternettv.org/>
<http://web.mit.edu/techtv/videoprodguide/index.html>
http://www.youtube.com/t/yt_handbook_produce#

Free Resources

Free Video Editing Software

<http://desktopvideo.about.com/od/editingsoftware/a/freevidedit.htm>

Free Music

<http://www.jamendo.com/en/>
<http://rcrdlbl.com/>
<http://www.danosongs.com/>
<http://www.stonewashed.net/free-music.html>

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