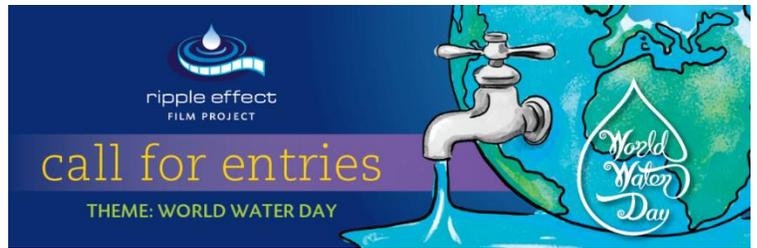


The Ripple Effect Film Project: Short Film Guide



ELIGIBILITY: This contest is open to Pre-K through 12th-grade filmmakers of all experience levels in Athens-Clarke County and neighboring counties. Entries can be submitted by an individual or team. No entry fees; cash prizes will be awarded! Films must comply with OFFICIAL RULES posted at www.rippleeffectfilmproject.org.

SUBMIT ENTRIES TO: <https://filmfreeway.com/RippleEffectFilmProject>

Step 1: Come up with a great story!

The Ripple Effect Blue Carpet Premiere will be held on [World Water Day](#) (March 22, 2020), which is the overarching theme. Build a short story or message with a beginning, middle, and end. Focus the film on water using one of the 4 subthemes:

- 1) Drought:** Drought conditions can lead to water shortages in Athens and require restrictions on water use. What would a drought mean to you and your community?
- 2) Journey of a Raindrop:** A water drop in the water cycle can travel many places before evaporation? What happens if it picks up trash, dog waste, or oils along the way?
- 3) Keepin' It Clean:** Litter has a way of getting into our water sources. How can we keep trash in its place?
- 4) Fix a Leak Week/WaterSense:** Every year the EPA's WaterSense holds a Fix a Leak Week to encourage people to find and fix leaks in their home. Tell us about leaks, how to fix them, and/or promote the WaterSense label.

To learn more about water conservation or for more information about the themes, visit our websites for inspiration:

- [Athens-Clarke County Water Conservation Office](#)
- [Keep Athens-Clarke County Beautiful](#)
- [Athens-Clarke County Stormwater Management](#)
- [EPA WaterSense](#)
- [U.S. Drought Portal](#)



Step 2: Script and Story Board

Now that you have a general understanding of the themes and have some initial ideas, it's time to write your script and storyboard! Remember, the films must be between 30 and 90 seconds.

- Write your script and create a storyboard for each shot of the film. A short tutorial can be found here: <https://wave.video/blog/what-is-a-storyboard/>
- Find/create props and costumes you may need, scout for locations to shoot, and cast your characters.
- Find royalty-free music to add to your video:
<https://freemusicarchive.org/curator/Video>, <https://freesound.org/>
<https://www.uscreen.tv/blog/free-music-for-video-editing/>

Step 3: Lights, Camera, ACTION!

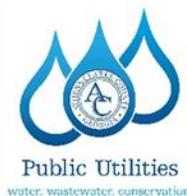
Now that you're equipped with your script and storyboard, it's time to get rolling!

- Make sure your camera is charged, all props and actors are present, and think about the timing and weather the day you plan to shoot.
- Be on the listen for outside noises that can be distracting (consider using voice-over). Consider the lighting needs for your film. Shoot everything twice to ensure you have enough footage to work with.
- Equipment suggestions: iPhone, tripod, microphone
- Need equipment? Check out the [Ripple Effect Film Equipment Lending Library](#) to borrow tripods, microphones, and adaptors

Step 4: Post-Production and Editing

Once you have all the footage you need, you are ready to edit.

- Free editing software options for desktop computers:
 - <https://www.oberlo.com/blog/best-free-video-editing-software>
 - Recommended software from link above:
 - <https://shotcut.org/>
 - <https://www.lwks.com/>
 - <https://www.tomsguide.com/us/best-free-video-editing-software,review-5301.html>
- Editing tutorials:
 - 1) <https://filmora.wondershare.com/video-editing-tips/movie-maker-for-kids.html>
 - 2) <https://www.minitool.com/moviemaker/use-movie-maker.html>
 - 3) <https://mediacommons.psu.edu/2017/12/03/introduction-to-basic-editing-in-imovie/>
- Remember to keep the video between 30 and 90 seconds of content with 5 seconds of black at the beginning and end. The black space will not count towards your time limit.
- Double check your audio levels and music copyright before submitting.



Step 5: Submitting Your Film

- High definition videos are strongly encouraged (1280x720 or 1920x1080). Suggested frame rates are 24fps (23.98) or 30fps (29.97).
- Be sure to submit your film to Film Freeway by **11:59 p.m. on February 2, 2020.**
 - <https://filmfreeway.com/RippleEffectFilmProject>

Additional Tips

- Do your research! Content knowledge can prove useful to your film's story.
- The best films are engaging, fun, clever, and thought-provoking.

