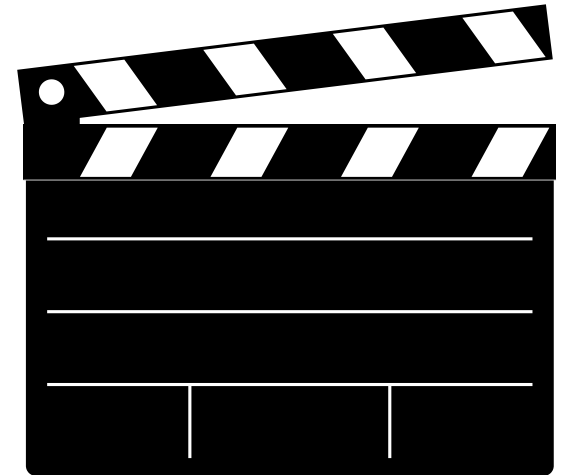


# CREATE YOUR CHAPTER'S VIDEO SPOTLIGHT



WASHINGTON  
**DECA**<sup>™</sup>



# THE 3 STAGES

1

## Planning your video

Planning your video doesn't require too much thought but still is an important stage in the Video Spotlight creation process.

2

## Making the video

Follow this guide for a step by step process on how to create the most engaging and helpful video spotlight.

3

## Reviewing and editing

Making sure to review your project is always helpful to catch any errors or potential changes. Editing can be done to make the video better than it already is!

# STAGE 1

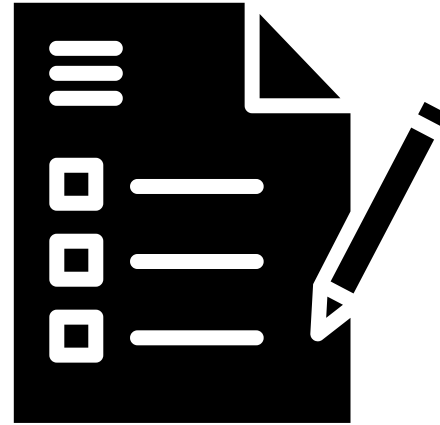
## Planning your video

Before starting the creation of your video spotlight you must do what is needed to make your video successful

## Choosing your person

### Criteria for choosing your person

To choose your person, there are certain criteria you can follow. Keep in mind you do not have to follow this criteria when picking your person, as it is your chapter's video spotlight, but it is recommended.



**#1** Has been a member of the DECA Chapter for 2+ years

**#2** Has achieved a DECA related award

**#3** Has been impacted by DECA



# STAGE 2

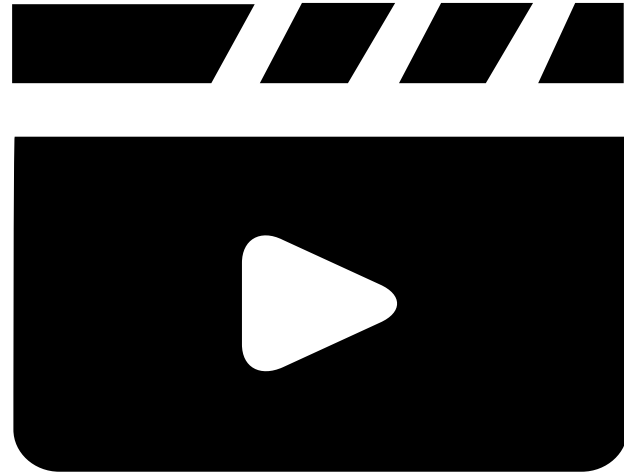
## Making the video

**Making the video takes them most time, and is the most important step in the process**

## The video making process

The video making progress is the most important part to your video spotlight. The most important part is including all the components in order to make your video engaging and informational. On the next page, the process is listed in 6 steps explaining what each part should be about and how long they should be.

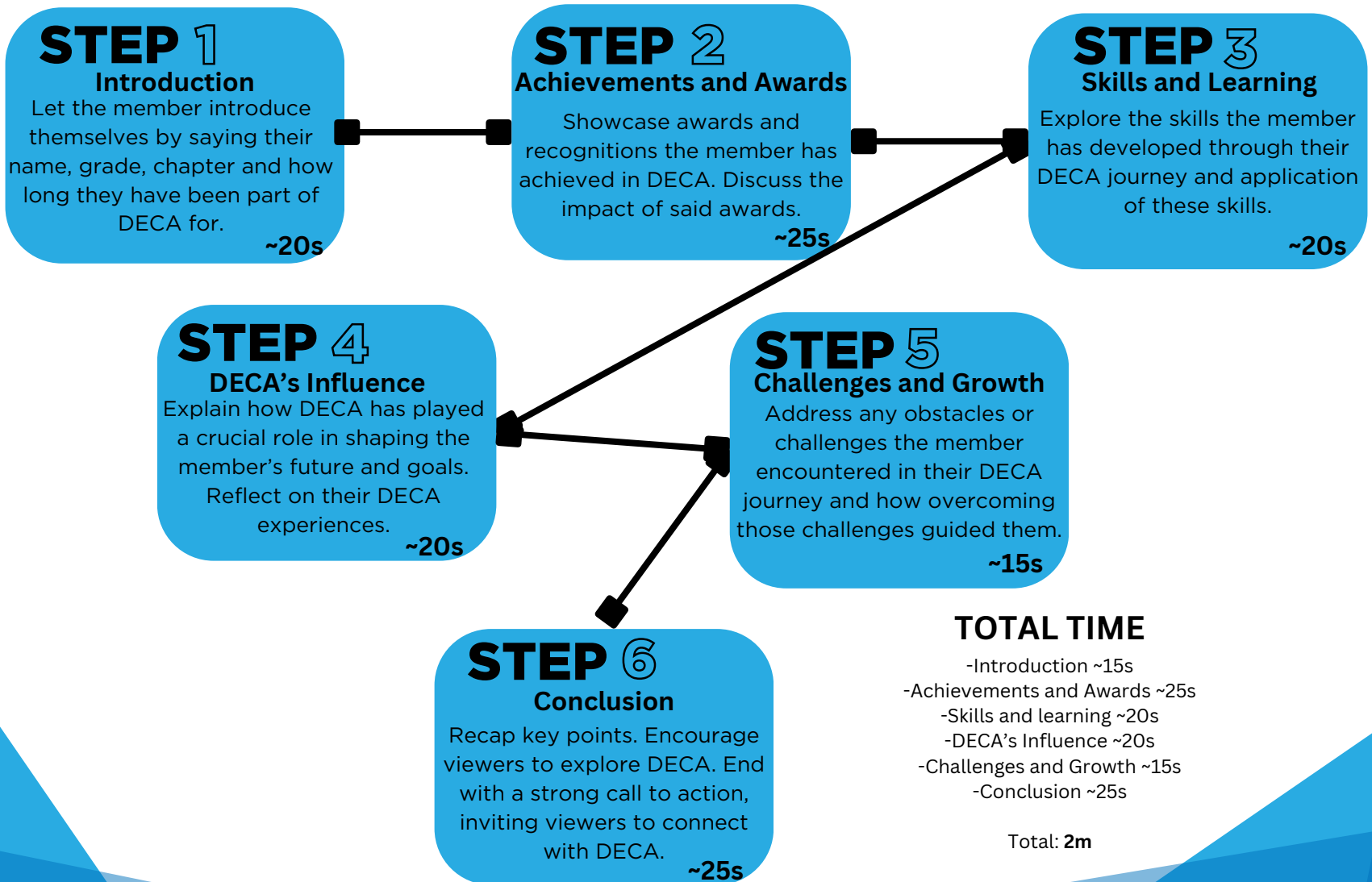
**Remember this video can be a interview style or you can have the chosen member review what to include before hand. It's up to you!**



### Tips and Tricks

- **Make your video short, the shorter it is the more likely viewers will watch the whole thing.**
- **Your video should be unique in anyway to increase engagement.**
- **Following the video making process one to one isn't ideal, alter it to make your video awesome!**

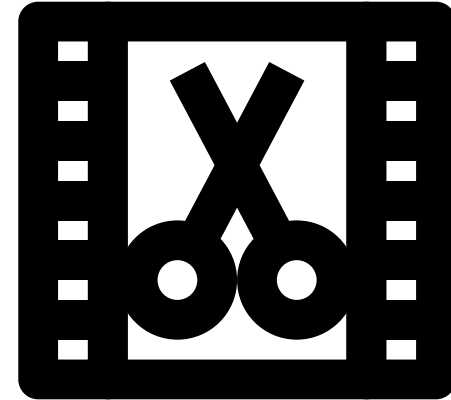
# Video Making Process



# STAGE 3

## Reviewing and editing

Reviewing is done to ensure the video is of high quality. Through editing, you can fix and enhance your video spotlight.



## Making your video unique

### **Add a special touch to your video**

Congrats! You have completed the two hardest steps in this process, the planning and executing for your video! This next step is suggested, as it will help enhance your video. Reviewing is an important part to this process as you want to make sure your person is properly showcased and the video is made in an intriguing way, attracting viewers. Ideas for adding a special touch to your videos, is in the blue box to the right.

- 1. Add sound effects or light background music to increase viewer retention.**
- 2. If you took your video in scenes, attach them together using unique transitions!**
- 3. Include a credits scene where all the credits for the video are listed.**
- 4. Bloopers, as this is a short video your bloopers might be limited but this is still a fun way to make your video special!**

**This step also includes reviewing your video and making sure it is the best it can be and there are no mistakes!**

**Now that you have completed all the stages, here are the steps to apply your Video Spotlight to make the most out of it.**



**1**

**Post it on your chapters socials**

Posting the video on platforms like Instagram, Discord or even YouTube can help increase reach and visibility. With this you can share your video with many people!

**2**

**Intro video for future members**

For the upcoming year(s), if your chapter needs a video to intrigue possible future members, use this video to show how amazing DECA is!

**3**

**Show it during meetings/class**

Show the chapter or class this video, which could provide motivation for the chapter to strive for greatness in DECA!



**Congrats!**

**You have created your very  
own Video Spotlight!**