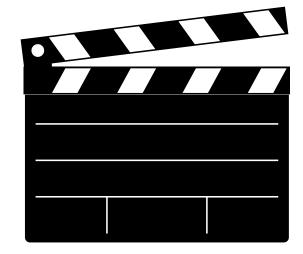
CREATE YOUR CHAPTER'S VIDEO SPOTLIGHT





THE 3 STAGES

<u>Planning</u> <u>your video</u>

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

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



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

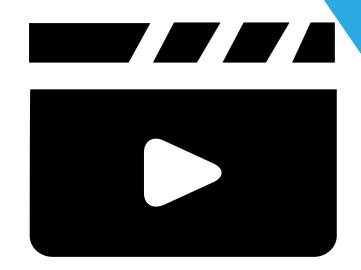
#2 Has achieved a DECA related award

#3 Has been impacted by DFCA

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.

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!

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!

Video Making Process

STEP 1 STEP 2 STEP 3 **Skills and Learning Achievements and Awards** Introduction Let the member introduce Explore the skills the member Showcase awards and themselves by saying their has developed through their recognitions the member has name, grade, chapter and how DECA journey and application achieved in DECA. Discuss the long they have been part of of these skills. impact of said awards. DFCA for. ~20s STEP 4 STEP 5 **Challenges and Growth DECA's Influence** Explain how DECA has played Address any obstacles or a crucial role in shaping the challenges the member member's future and goals. encountered in their DECA Reflect on their DECA journey and how overcoming experiences. those challenges guided them. ~20s ~15s **TOTAL TIME** STEP 6

Conclusion

Recap key points. Encourage

viewers to explore DECA. End

with a strong call to action, inviting viewers to connect

with DECA.

-Introduction ~15s -Achievements and Awards ~25s -Skills and learning ~20s -DECA's Influence ~20s -Challenges and Growth ~15s -Conclusion ~25s

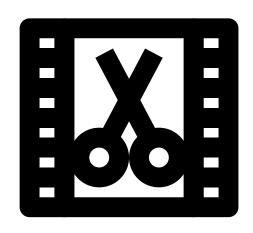
~20s

Total: 2m

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.



<u>Making your video unique</u>

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.



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!

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!

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!