

Avenue A Video Guidelines

Thank you for your time and Avenue A video contribution! We're so grateful to have you as a member of our community. Below, you will find a list of video guidelines intended to highlight individuality and make sure everyone looks and feels their best on camera.

12 Days of Reading Recording Requirements:



- **Begin the video by sharing your favorite line or part of the book and why it resonates with you.**
- **Read the book as if you're sharing it with a child.**

Professional Conduct

We hope to maintain an inspiring, authentic, and educational tone throughout each of our Fly Five videos. Below, you will find strategies to remember while filming.



- **Write down any key talking points before starting the video.**
- **Keep a friendly, positive, authentic, and professional tone throughout the video.**
- **Always remember, no cursing or inappropriate language of any kind.**

Appearance

In your testimonial, make sure to dress to feel your best! Think school picture day. When you feel good, your video will reflect that. Consider these quick tips when getting dressed and doing hair/makeup.

Dress Code:



- **Solid, neutral, or soft-colored clothing is recommended.**
- **No visible logos or branding on clothing.**
- **Avoid heavy jewelry or accessories that could create noise during video testimonials.**

Hair and Makeup:



- **Natural makeup is preferred. Less is more!**
- **Make sure your hair is fresh and camera ready.**
- **We celebrate the inclusivity of all natural hairstyles.**

Video Setup

How you prepare the environment to shoot your video is just as important as how you present yourself!

Length:



- **Your video should be a minimum of one minute, and a maximum of 15 minutes long.**

Lighting:



- **Good lighting such as natural light, overhead lighting or a ring light is required.**
- **Avoid backlighting. Remain from sitting with your back facing a window.**
- **A ring light is preferred. If you do not have a ring light, position yourself in a well-lit room for best quality lighting.**

Phone/Camera Position:



- Position the camera at eye level and look directly into the camera while speaking.
- Keep your phone vertical (in portrait mode).
- Use a tripod or prop the phone up, making sure it is stable.

Background:



- Depending on the topic of your video, choose a place in your classroom that features the Fly Five curriculum, The Mindful Student, or Avenue A characters.
- If an aligned background is not possible, choose a non-distracting background that you feel comfortable in.

Sound Quality:



- Record in a quiet space with no background noise.
- If possible, use an external microphone for clearer audio quality.
- Please, no headphones while filming.
- Make sure to turn off all fans, if applicable.

***We're grateful to have you a part of the
Avenue A community!***

**Please submit your video recording no later than
Tuesday, 11/26/24.**