



Spark Video Worksheet

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At SchoolTube.com, we strive to find the best ways in which a *Spark Video* can benefit your organization. Please let us know your responses to the following questions, so we may help you define and develop the best possible Spark Video for you!

Please see the Spark Video Production Tips on page 3 for additional assistance in completing these questions.

Information Requests and Pre-Production Questions

1. Please send your script ideas, with message concepts that you would like convey to your target audience.
 - Examples of information needed for scripts:
 - i. What are selling points of your product
 - ii. When is your convention, how do you register, who will be speaking, etc
2. Will you be supplying SchoolTube with images, videos, and your company logo? If so, what type of content does the media contain?
3. What are your organizations colors? Does your organization use a certain font that you would like used as text in the video? If so, what font should be used?
4. What type of backdrop ideas do you have for the video?
5. What Style of *Spark Video* have you chosen (see page 2)?
6. What length of time have you chosen for your *Spark Video* (see page 3)?
7. Depending on your *Spark Video* selection, are you interested in background music, if so what type?
8. Please send along any other concepts, or ideas you have envisioned, with your script to your SchoolTube Account Manager.



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Time Choices

5-15 sec

30 sec

45 sec

60 sec

90 sec

120 sec

Please select one of the above time lengths for your Spark Video.

Style Choices

1. Infomercial Promotional Video

This type of promo will include the anchor desk and talent discussing the client's product, program, etc while incorporating video, images, and logos from the client.

- Examples:
1. <http://www.schooltube.com/video/9656/ACTE-PSA-Contest-Promo>
 2. <http://www.schooltube.com/video/9668/SchoolTubeNAESP-Partnership-Benefits>
 3. <http://www.schooltube.com/video/11261/JourneyEd-Spark-Video>
 4. <http://www.schooltube.com/video/9805/2008-NMSA-Convention-Promo>
 5. <http://www.schooltube.com/video/16110/Schwan's-Rock-Our-World-Contest-Promo>

2. Voice Over Commercial/Animation

This video will not contain on air talent, the video will consist of graphics, pictures and logos. Can be in an all animation form. If voicing is needed, a SchoolTube anchor will voice the script over the animation video.

- Example:
1. <http://www.schooltube.com/video/4691/SchoolTube-2008-Commercial>
 2. [SchoolTube - Get Into Energy Contest Promo](#)

3. PSA Style Commercial/Promo

On air talent will present the product while sitting or standing in front of the background of the client's choice behind the talent.

- Examples:
1. <http://www.schooltube.com/video/9404/New-Schooltubecom-Site-Promo>
 2. <http://www.schooltube.com/video/9655/Pearson-Math-Matters-Video-Contest>

4. Educational Tutorial

This video will be a tutorial on how to use your company's product, equipment, website, etc. Or, anything you would like, to be of use or help.

- Examples:
1. <http://www.schooltube.com/video/9301/Due-Time--Week-1>
 2. <http://www.schooltube.com/video/16775/MENC-SchoolTube-Partnership>
 3. <http://www.schooltube.com/video/16666/Yearbook-Story-Package>

5. Creative

This video will include multiple actors if needed. It will sell the product in a subtle, creative way. This video type has a more fun, lively, "home made" feel.

- Examples:
1. <http://www.schooltube.com/video/9648/Adobe-Commercial>
 2. <http://www.schooltube.com/video/547/The-SchoolTubulars:-SchoolTube-Coasters>
 3. <http://www.schooltube.com/video/15829/Adobe-Products-Commercial>
 4. <http://www.schooltube.com/video/14563/Yearbook---Documented-Memories>
 5. <http://www.schooltube.com/video/14940/Anyone-Can-Rate-on-SchoolTube>



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Spark Video Production Tips

The SchoolTube Production Team will help you create an economical and compelling video. When using *Spark Videos*, your possibilities are endless. Please see our helpful tips below to determine your needs, and in turn, the type of *Spark Video* that best suits your target audience. As you read below, keep in mind the **five** SchoolTube *Spark Video* choices!

Advance planning is essential when choosing your SchoolTube *Spark Video*. Use these points and tips to help you fill out your *Spark Video Worksheet*.

1. Define the goals of the video.
2. Define the audience you are trying to reach.
3. Define and write down your basic ideas for what you want to get across in your script.
4. Define the type of visuals you want to show...i.e. images, videos, logos, backgrounds...etc.
5. What length of time you wish the video to be.
6. Final review of completed video by organization with one free edit if needed.

Scripts: Scripts are the backbone of your video. While items such as video length, locations, media content, and music create the “look” of your video, the script determines the message. The script is a result of brain storming by you and the SchoolTube Production Team.

Production Time: Do you want animation? Multi-colored graphics? Is this video intended to be broadcast quality? Will your video be one continual shot, or will it require editing, using different videos and images together? All these items contribute to the force of the spot. Please keep in mind the cost factors of all these features.

Keep it Simple: Sometimes simpler is better. Video can move very fast. 10 seconds on the internet can be long time. It is tempting to pack a lot of movement, color, and sound into your spot. To save money and time, be creative, straightforward, and keep it simple. Locally produced, simple videos will get your message out clearly.