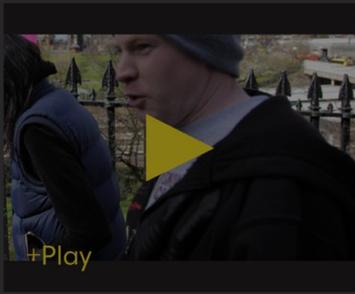
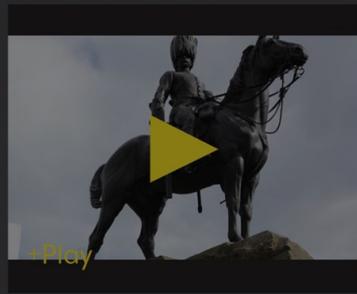


Northern Lights.



A film about Scotland
made by you.



We
are
Northern
Lights
.com



ALBA | CHRUTHACHAIL

Year of Creative
Scotland 2012

Welcome to Northern Lights



A film about Scotland made by you.

As part of the Year Of Creative Scotland 2012 we want you to take out a camera and show us what you can see.

We are not sure what you will share with us, but we are ready to have our eyes opened by your personal and unique view of Scotland.

Everybody sees things differently, and nobody sees the world quite like you; this is your chance to show us why.

You could be young, an undiscovered national treasure, male or female, black or white, living in the city or on an island - all that matters is what you share with us through your camera.



So, what do you want to show us?

Here are 3 simple questions to help get you started:

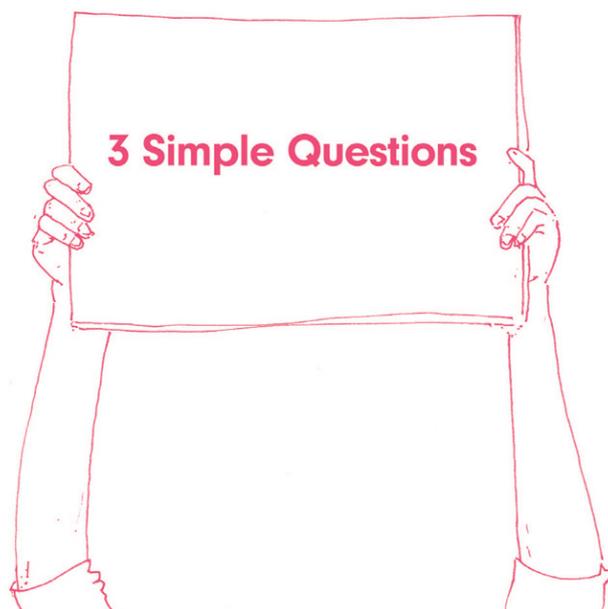
1

What can you see?

Where do you live? What can you see from your window? What do you think about where you live and your life there? It might be that you film yourself with your friends and family, or maybe you want to record some personal, social, or even political event. Maybe you've seen someone or something interesting that you think should be on video.

There are people all over Scotland who know nothing about you or the place you come from – so why not show them what you think is important. Look around you; what can you tell them about yourself and what you see?

“Look around you; what can you tell them about yourself and what you see?”



2

What do you wish you had seen?

“There may be a funny story you want to share or a place that has a special meaning for you...?”

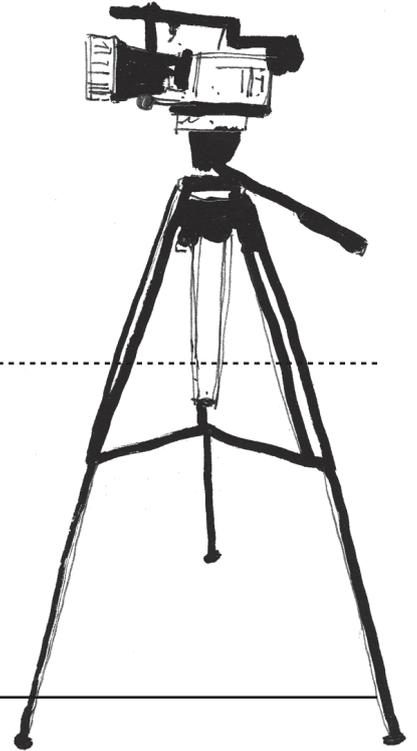
There may be funny story you want to share or a place that has a special meaning for you or your family that you would like us to see? This is your chance to capture that story, that moment, that person.

The past is important; it shows us where we're from and how far we have come. Maybe your gran has a great story (or five), or maybe there's a person in your community whom you have always wanted to ask about their life. Or perhaps you already have footage of an important event in you life that has shaped you?



3

What would you like to see?



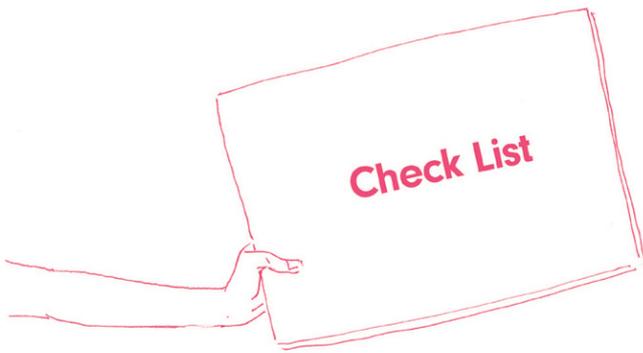
Nobody knows what the future might look like, but we all know things we would like to change. What do you think the future will hold? What are your hopes and fears?

The future may also be things we choose to do; are you (or someone you know) taking steps to change the future? Your dreams may be big or small but we would like you to share them all.

“Show us something we have never seen before - Scotland through your eyes.”

Be yourself and don't try to emulate someone else. We want to see Scotland from your perspective - showing us something personal is way better than showing us something we have seen before. Show us something we have never seen before - Scotland through your eyes.

Whatever you choose to focus your camera on might answer just one of these questions, or all three, or it may answer none of them. Your video could be angry, funny, sad, confused, inspired, or anything you want it to be. You might share with us a brief fragment of your life or maybe you will keep filming and sharing with us over the 3 month submission period. It is up to you!



+ more

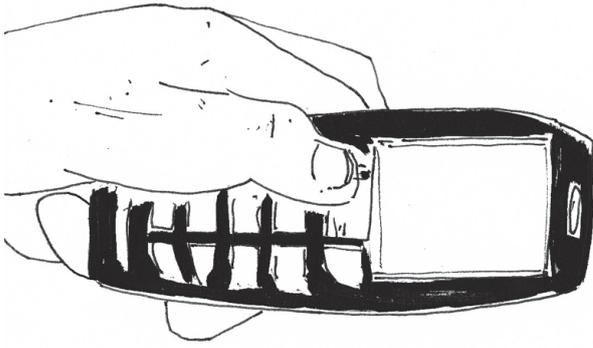
* Watch Sanjeev Kohli and pals take you through the essentials at <http://wearenorthernlights.com/get-involved/>

Key Requirements:

“We are not looking for finished film. We are looking for raw, unedited, or minimally edited video.”

1. We only want videos made in Scotland. If you live outside of Scotland the subject of your video must be Scotland.
2. We are not looking for finished films. We are looking for raw, unedited or minimally edited videos.
3. Good quality image and sound is a must. Please read through the tips below before you start filming.
4. Please do not add music to your videos. If you add music other than your own original music (performance and lyrics) we will not be able to include your contribution in the final feature film.

5. Submissions in other languages are very welcome (especially Gaelic) - these do not need to be subtitled.
6. There is no time limit to what you can submit, so no need to edit it down. YouTube has a maximum upload length of 15 minutes, but you can upload as many clips as you want (e.g. an hour long video can be separated into 4 x 15 min clips).
7. **IMPORTANT:** Hold onto your original video footage (tape or digital file). If we include your submission in the final film, we will be contacting you for this.
8. **ADVANCED:** Shoot at 25 frames per second (fps) and use the highest video quality setting. Most phones and point and shoot cameras offer 30fps. However if you are shooting on a video camcorder, 25fps may be an option.
9. **IMPORTANT:** Ask a friend for help if you need it, and most importantly, have fun, be safe, and have an interest and a passion in what you are showing us.

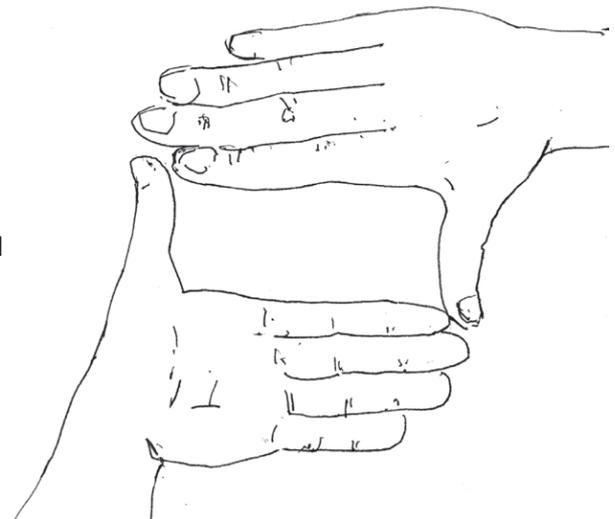


Preparing To Shoot Your Video:

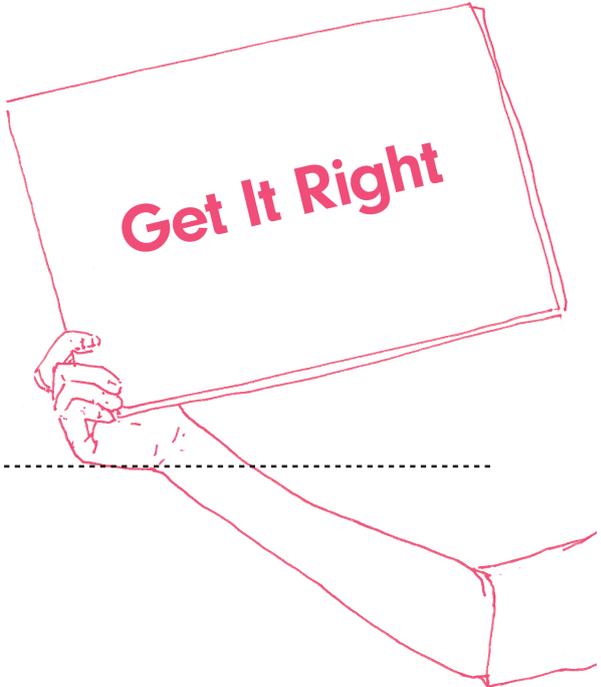
1. Ask yourself: what do I want to film and what is my video about? Review the 3 questions for inspiration.
2. Decide what to shoot on. You could use a video camcorder, a compact stills camera that shoots video, or a mobile phone. These options will offer varying degrees of quality. We recommend using a video camcorder for best quality.
3. **IMPORTANT:** Test the kit you are using. Record a demo and make sure you can see and hear yourself clearly. See tips on sound.
4. Where are you going to film? Do you need permission? If it's your own home or a public park then you won't need permission.

5. Who are you going to film? Have they given you their consent? The easiest way to do this is to ask the person to state their name and film their consent on camera. Or you can download a consent form here:

<http://wearenorthernlights.com/get-involved/submitting/>



“Ask yourself what do I want to film and what is my video about?”

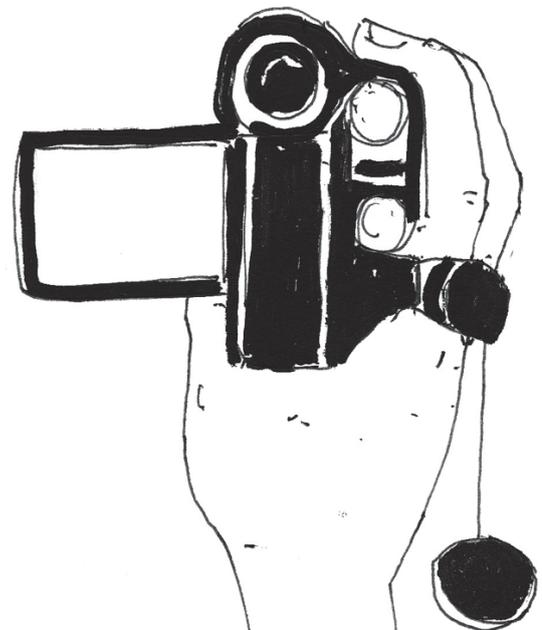


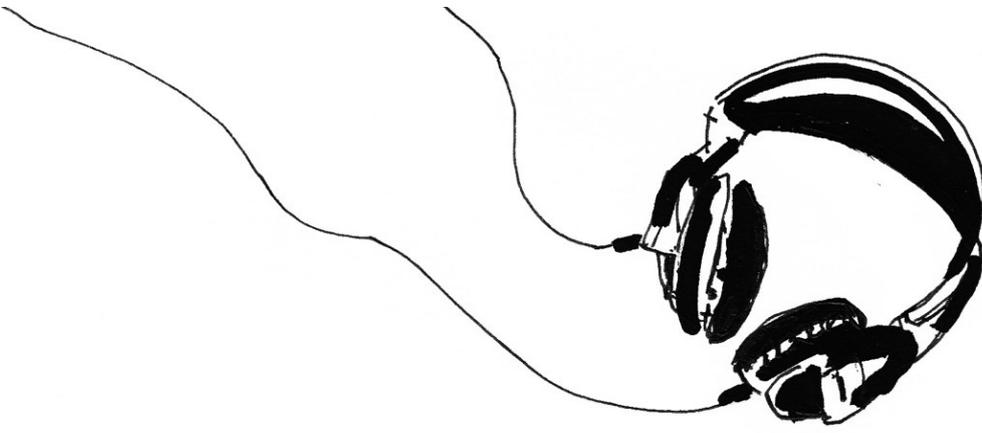
Get It Right



Shooting Your Video:

1. Shoot landscape. Video camcorders shoot this automatically. However, if using a phone, turn it on its side so it gives you the widest image possible.
2. If you are using a video camcorder, use auto focus, manually focusing all the time can be distracting and make it more difficult for you.
3. **ADVANCED:** Remember to set your video camcorder to 25 frames per second if this option is available and shoot at the highest possible video quality.
4. Don't move the camera around too much. Hold the camera on your subject long enough for us to see what you are seeing and how you see it. Keep it simple and keep it steady; lots of panning, zooming and focusing in and out can be confusing for an audience and may put them off watching your video.
5. It might be hard to keep the shot steady. If you have one, consider using a Tripod or put the camera on a flat surface. A floor or table can be good but remember to check the viewfinder to make sure you can clearly see you or the subject you are filming.
6. Think about what you are trying to get across, imagine you are watching the film, it needs to be clear. Basically consider what you are trying to say at all times.
7. Shooting directly into bright light will give you silhouettes, unless you want this effect don't do it.







How To Get Good Sound:

“We need to see your clips clearly, but we also need to hear them...”

1. If your filming inside it should be nice and quiet (turn off the washing machine, etc) but if you are outside it might be a bit noisier (a windy day, a busy street) – best to do a test and make sure you can hear what you want the audience to hear.

2. Plugging in an external microphone will get you clearer sound and help you to pick up sound further away. If you don't have an external mic, film closer to your subject.

3. Practice makes perfect so carry out the following test:

-
- > Hold the camera stationary (either on tripod, flat surface or have a friend hold it).
 - > Stand up close to the camera and record yourself speaking.
 - > Now step away from the camera and record yourself speaking again.
 - > Continue with this until you are as far back as you wish to go.
 - > Play back the recording. You should be able to work out how far you can go from the camera before you can no longer be heard.



How To Submit Your Videos:

“Submitting your videos couldn't be easier...”

Submitting your videos to us couldn't be easier, and you can do it with or without a YouTube account.

Go to www.wearenorthernlights.com/submit/ and we will step you through the process of getting your video uploaded.

You will be asked to agree to the terms and conditions of the project. If you would like to read these before you submit please go to:

www.wearenorthernlights.com/terms-and-conditions/

Submissions must comply with YouTube's own guidelines:

www.youtube.com/t/howto_copyright

We aim to review your submission and get it live on the site and YouTube channel within 24 hours.

The deadline for submissions is 21st June 2012.



Online Support:

The website offers videos and advice on how to prepare, shoot, and upload your video to the project. Go to:

www.wearenorthernlights.com/get-involved/

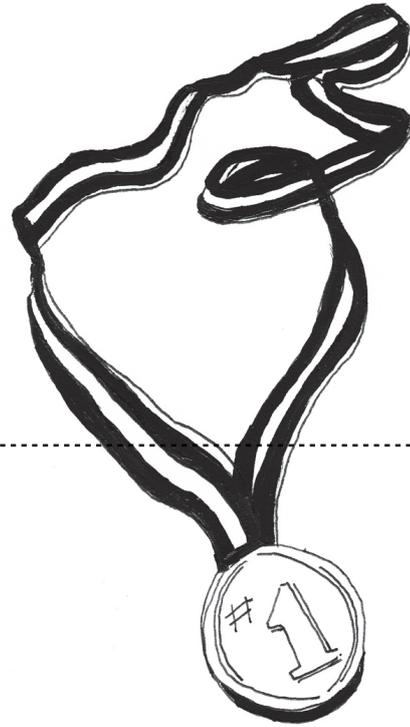
You can also visit our Frequently Asked Questions:

www.wearenorthernlights.com/faqs/

If you have any questions about how to prepare, shoot or submit your video please post questions on our wall:

www.facebook.com/wearenorthernlights





Awards:

Northern Lights has a £10,000 award fund available to UK residents who contribute to the project within the 3-month submission period.

The People's Choice Award (£2,500) will be given to the public's favorite submission to Northern Lights. All submissions are eligible for the award.

Visit the submissions page for the videos. When you're ready to vote, click the pink 'vote now' button that can be found below the player on the individual page. If you have submitted a video to Northern Lights, remember to share your video to your friends on Facebook and Twitter.

The submission with the highest number of votes will receive the award and the winner will be announced on the website at the end of July.

Further awards to be announced so please sign up to our newsletter for details:

www.wearenorthernlights.com



Talk To People About Northern Lights:

Ask people to sign up for our newsletter, like us on Facebook and follow us on Twitter.



**We
are
Northern
Lights
.com**

To keep up to date with the conversation and also share your experience with us along the whole journey:

Follow us:

www.twitter.com/WeRnLights

Like us:

www.facebook.com/WeAreNorthernLights

Sign up for our newsletter:

www.wearenorthernlights.com

“**Nothern Lights: A Film
about Scotland Made
by You.**”

Design by Thomas Wilson
jt.wilson@ntlworld.com

Illustrations by Emily Chappell
www.emilychappell.com



www.wearenorthernlights.com