

CAROUSEL & JUNK TV PRESENT

OSKA BRIGHT FILM FESTIVAL








Assisting funds from
The National Lottery
Film Forever



SPOTLIGHT

GETTING YOUR WORK ONLINE

BUILDING AN AUDIENCE

	We want to help you get your work online.
	We want to help you get more people to see your work.
	We have made this guide to help you do that.
	We hope you find it helpful.
	Please get in touch with us if you have any questions.

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	Good things about going online with your work:
	There are loads of people out there who might really like what you do.
	Sites like YouTube are free so lots of people can access them.
	New trends and ideas come from sites online. You never know – your film might lead to more opportunities for you.
	Bad things about going online with your work:
	You might get some negative comments. You need to be ready for that.
	Once your film is online you can't control who can see it, share it or change it.
	You will need to think carefully about whether you want your film to go online.
	It is your choice – it is okay to say no if you don't want to put your film online.

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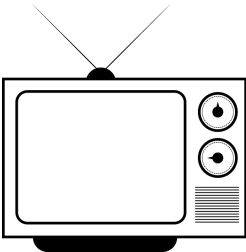

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	<p>Planning your video</p>
	<p>Fill out a consent form for everybody working on the film (we have included an example in this pack)</p>
	<p>Make your film to the highest quality that you can (we have included a list of technical standards in this pack)</p>
	<p>This means your film might get shown in other places, like on TV</p>
	<p>Keep it short – things on Youtube work best if they are under 3 minutes long</p>

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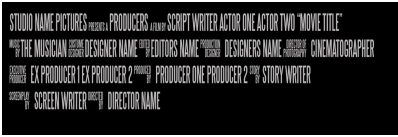




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	<p>Getting your film ready for Youtube</p>
	<p>You might want to put your logo in the corner of your film – this will make it harder for other people to take your work and use it without your permission</p>
	<p>Put titles and credits on your film</p>
	<p>Make a plan about how you are going to promote your film on Youtube</p>
	<p>For example make some behind the scenes videos, or interviews with the actors</p>
	<p>Then release the videos one at a time over a few weeks</p>
	<p>This will help to build up interest in your film</p>

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 A screenshot of a social media 'Add New Post' form. It shows a text input field with the placeholder 'Enter title here', an 'Add Media' button, and a rich text editor with various formatting options like bold, italic, and paragraph.	<p>Publishing your work</p>
 A person is shown from the waist down, sitting and using a tablet computer. They are wearing a dark jacket and brown trousers.	<p>This means putting your film online for other people to see</p>
 A screenshot of a website navigation menu with three items: 'Pages', 'Comments', and 'Websites'. A mouse cursor is hovering over the 'Comments' item.	<p>Decide if you want to switch comments on or off for your films</p>
 An icon consisting of two hands. The left hand is green and the right hand is red, with their fingers spread.	<p>You might get good or bad comments – you will have to be ready for this</p>
 A close-up photograph of a white computer keyboard, focusing on the keys for 'W', 'E', 'R', 'T', 'Y', 'X', 'C', and 'Alt'.	<p>Make sure you tag your video with lots of words that describe it – this will help people to find your video when they search online</p>

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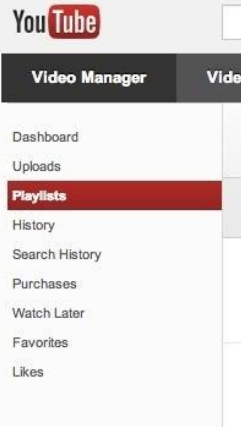

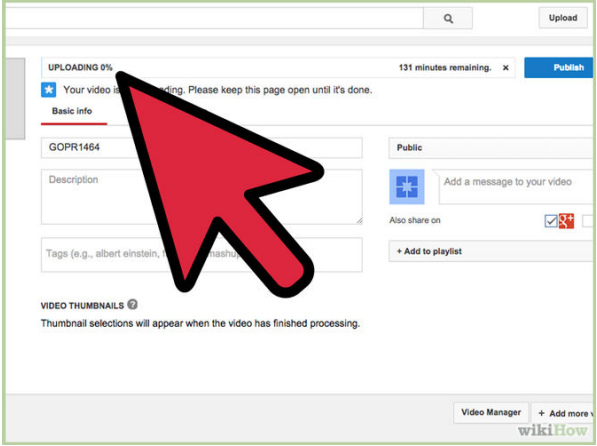

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	<p>Make different playlists on your channel for different films or projects</p>
	<p>Subscribe to other channels that you think can give you support</p>
	<p>Publish work regularly and make sure you keep an eye on your channel to see what works and what doesn't</p>
	<p>Use other platforms like Facebook and Twitter to build your audience</p>

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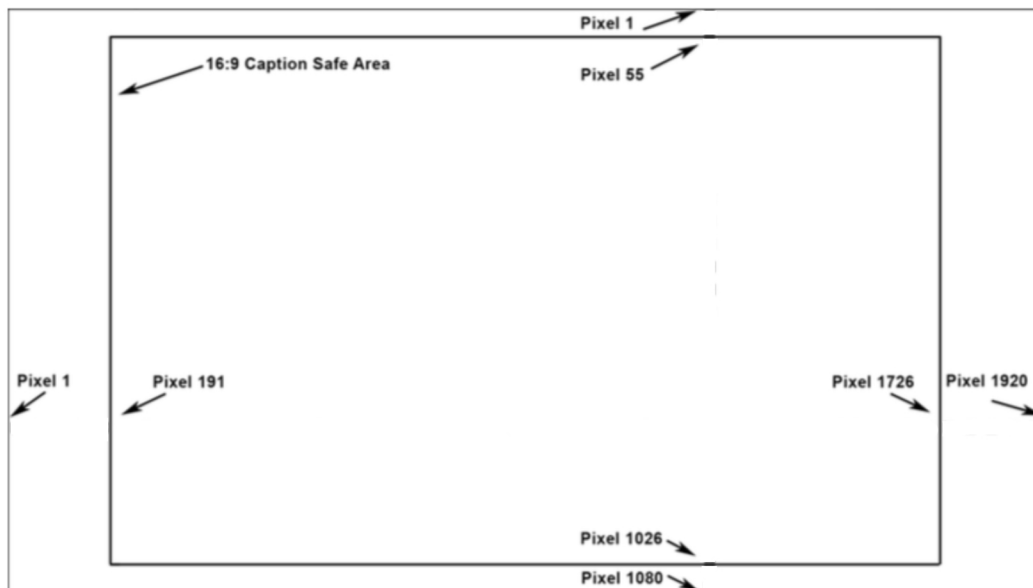
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Technical standards for films

File format	Quicktime
resolution	1920 x 1080
Frame rate	25 frames per second
Sound	48Khz 24 bit

Captions, credits and titles should be inside the smaller box:



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creative
skillset

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Example consent form

	<p>This form is to ask you if it is OK for you to appear in a film, and for the film to be shown to lots of people.</p> <p>It is about you giving your permission to be in a film.</p>
	<p>If you sign this form it means we can show this film in lots of places, like:</p> <ul style="list-style-type: none">• Cinemas• Theatres• Clubs• On the Carousel You Tube channel• On the Carousel Facebook page
	<p>Lots of people might see you in the film</p>
	<p>Sometimes people might make unkind or abusive comments on websites.</p> <p>It is very unlikely that this will happen. If it does happen we will try our best to stop people from doing that.</p>
	<p>If you sign this form you are saying you are happy to be in the film. You are giving your permission to be in the film</p> <p>If you are not happy to sign the form it means that you will not be able to be in the film.</p>

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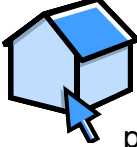
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 <p>Please write your name here</p>	
 <p>Please sign here to give your consent to be in the film. (If the person is under 18 years of age, their parents/carers/legal guardians must sign here to say that they have given their consent.)</p>	
 <p>Date</p>	
 <p>The name of the film :</p>	
 <p>The address of the person:</p>	