

# The Digital Gingerbread Toolkit



# The Goodies



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# OPTIONAL: Anonymous Entry Video

photo + video content



## DETAILS

This competitor-generated video should really wow the judges by showing off your entry and the story behind it. Highlight different components of the work, sharing a framework if applicable & a visual representation of what the finished product will look like (sketch(es), inspirational imagery, blueprint, etc.) so judges have a clear understanding of the story behind the piece – even if your final product is not yet completed.

Include a full 360-view around the exterior, if built. Get up close and feature details: Textures, clean lines, difficult techniques. If your structure has an interior, give us an inside "tour" through doors and windows.

- Minimum length 120 seconds/2 minute
- Maximum length 180 seconds/3 minutes
- No inappropriate language, gestures, images, sounds
- Free of identifying factors: names, faces, school or business logos
- No audio permitted

# OPTIONAL: Entry Photos

photo + video content



## DETAILS

### Photos of Entry

#### (3-5) Still photos

- Demonstrate building processes, materials and technique.
- Child/Youth category entrants are encouraged to show competitors executing difficult components for proof of creation.
- Free of identifying factors: names, faces, school or business logos
- Neutral, solid background

Entry Photo + Video Content to be submitted to the competitor specific Dropbox folder provided by OGPI.

Entry Photo + Video Content may be used for OGPI promotional purposes.

# Keep Your Content Clean & Simple

creation basics



## clean backdrop

A blank wall, a bed sheet, or a large sheet of backdrop paper are all good options.



## film in landscape

Think of landscape as widescreen. This is how you would want to see a movie



## hold your camera steady

The best way to ensure you have a stable video is to use a tripod. If you don't have one- improvise! Tuck your elbows into your body and using a "defensive stance" will turn your body into a natural tripod.

## clean your camera lens

Fingerprints will create a blurred effect in your video. Use a microfiber cloth if needed.



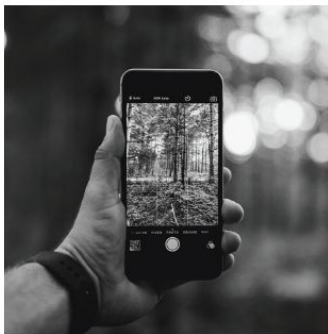
# Avoid Making These Mistakes

creation basics



## don't use a messy background

A messy or distracting background will detract from your subject.



## don't film in portrait

Filming in the portrait orientation will create “black bars” on either side of your footage.



## don't use zoom feature on your camera

A general rule to follow is that it is always better to “zoom with your feet” - meaning walk closer to your subject rather than zooming on your camera or later while editing.





# Avoid Harsh Lighting Situations

creation basics

## avoid backlighting

Avoid placing bright lights, windows or other light sources directly behind your subject. Improve a backlit situation by moving to one side of the subject.



## flash fail

Avoid your phone's flash; this light is too bright and can easily skew perceived colors and temperature.



## casting shadows

Avoid overhead lighting – it can cast unflattering shadows on your subject. Windows are a good natural light source. You can also use a few well placed lamps to cast the type of light you need.



# Camera Resolution for Apple

## helpful camera phone settings

When recording on your iPhone, you have several options for the video resolution. Follow these steps to navigate to the best settings:

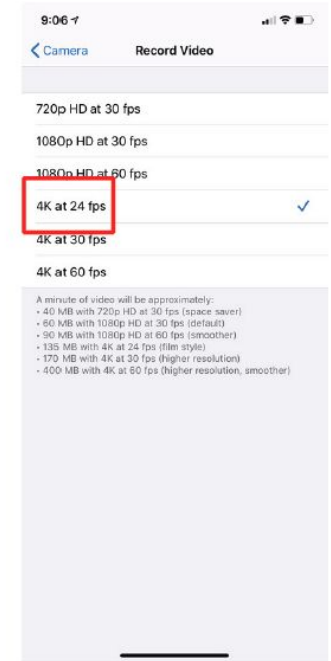
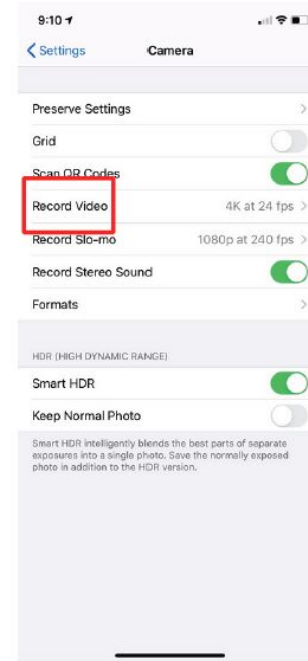
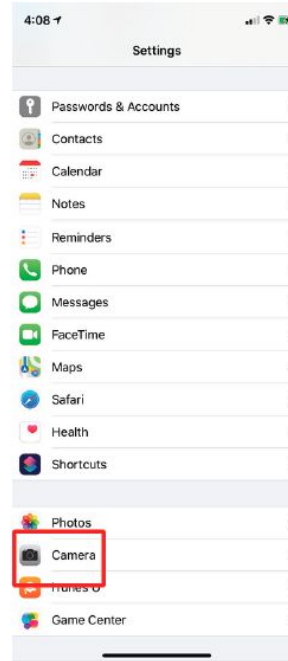
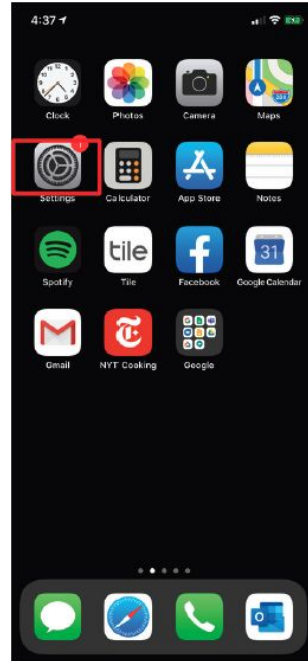
For phone storage, one minute of video is approximately:

60 MB with 720p at 30 fps

130 MB with 1080p at 30 fps

175 MB with 1080p at 60 fps

350 MB with 4K at 30 fps





# Camera Resolution for Android

helpful camera phone settings

When recording on your android, you have several options for the video resolution. Follow these steps to navigate to the best settings:

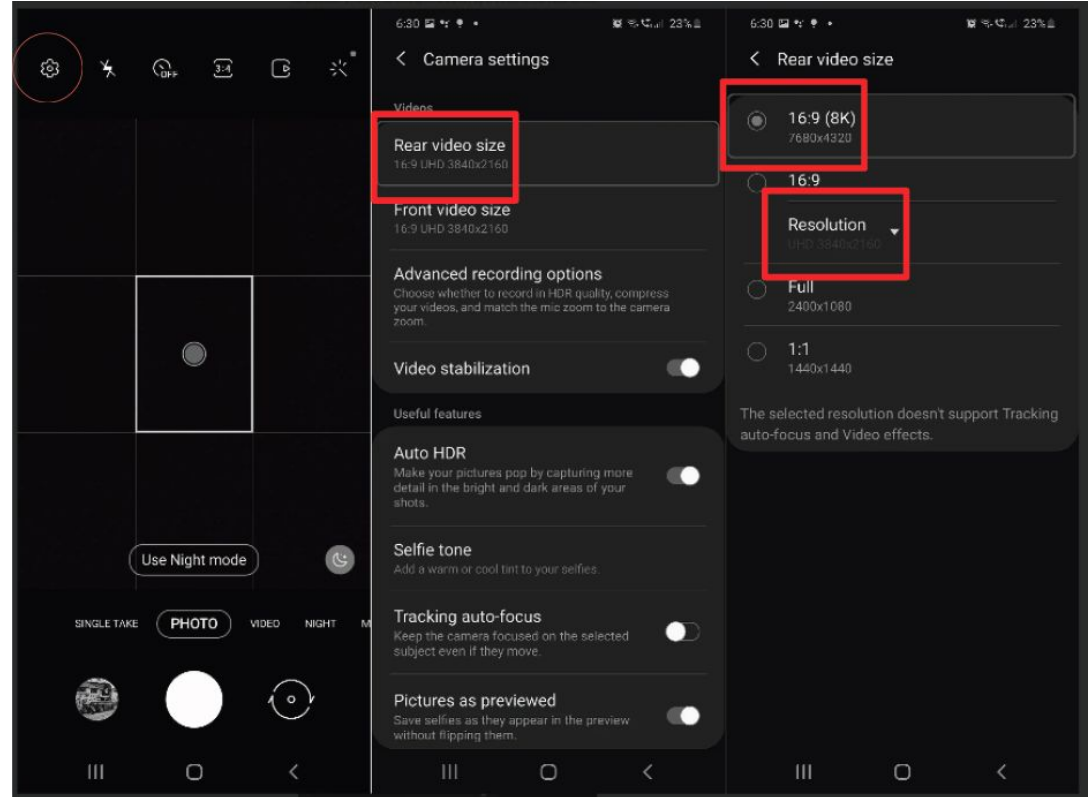
For phone storage, one minute of video is approximately:

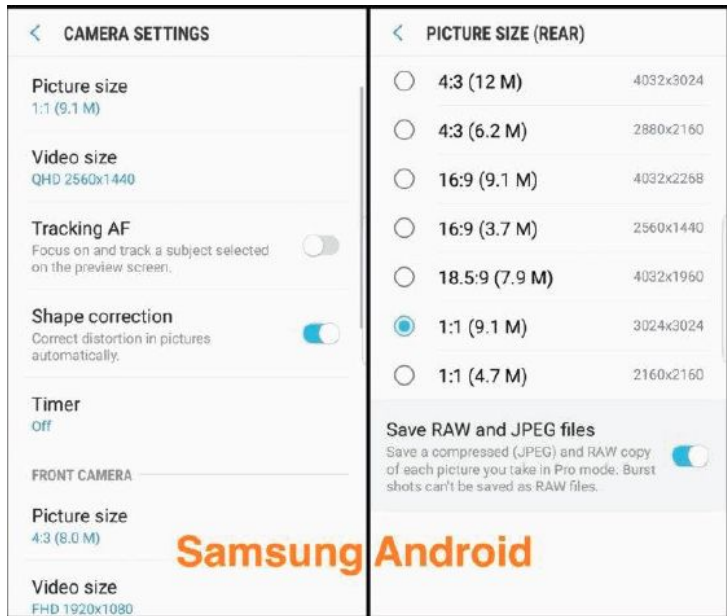
60 MB with 720p at 30 fps

130 MB with 1080p at 30 fps

175 MB with 1080p at 60fps

350 MB with 4K at 30 fps



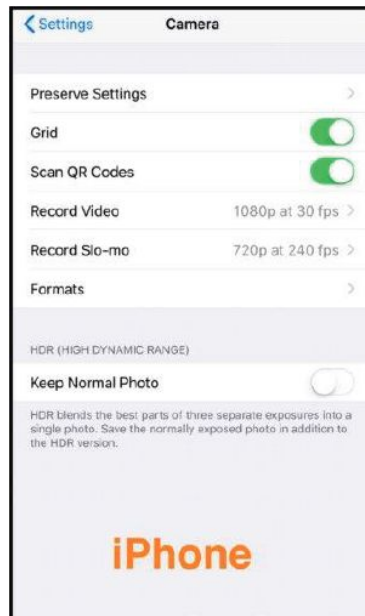


# Grid Overlay Feature

helpful camera phone settings

## Use the grid feature on your phone

If your phone has a feature that allows you to overlay a grid on your screen, use it. This will help you keep your phone level and avoid tilted footage.



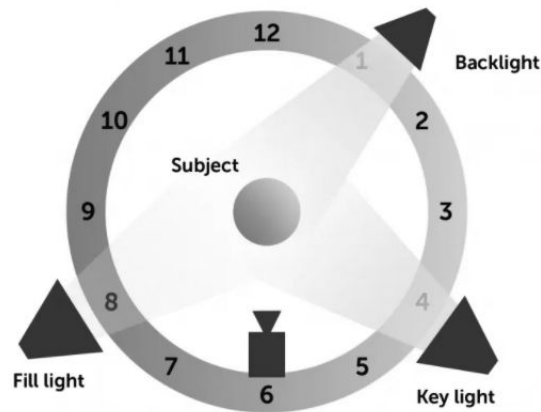
# Balanced Lighting Made Easy

creation basics



## THREE-POINT LIGHTING

3 point video lighting is all about creating a three-dimensional look. By placing three light sources at strategic points around the subject, each light source illuminates a separate dimension of the subject and creates an image with greater representation of height, width, and depth.



# Putting it Together

## Digital Entry Requirements

Deadline: November 14, 2022 at 5PM



### Entry Form

(Deadline: November 14, 2022 at 5PM)

### OPTIONAL: Photo + Video Content\*

(Deadline: November 14, 2022 at 5PM)

1. Anonymous Entry Video
2. Entry Photos

### Required: Entry Description Summary Form

(Deadline: November 20, 2022)

- Physical printed copy is to be submitted at time of registration on Sunday, November 20, 2022

\* Content to be submitted to your competitor-specific Dropbox folder.