

**#GlobeScotters:  
Request for Participation**

‘Learn a Language’ Video Brief

Young Scot

# **Brief**

Young Scot are producing a five-part video series for Instagram TV (IGTV) featuring the top five languages voted as the most interested in learning, from Young Scot’s consultation in 2020 as part of our ongoing GlobeScotters information campaign, in partnership with British Council Scotland and The Scottish Government. The intended audience of this series are predominantly English first-language speakers aged 11-25 inclusive.

Young Scot are looking for five young people, each to feature in their own video of approximately 10 minutes, specialising in one of the languages each:

* French | Français
* Spanish | Español
* Italian | Italiano
* German | Deutsche
* Japanese | 日本語

The young person would film themselves in portrait mode (1080px x 1920px | 9:16) talking to the camera about their mother language and share some phrases which can be used to begin learning it.

# **Video Content**

The young person in the video would introduce themselves and the language they are going to teach.

* Example introduction: “Hello, my name is… [first name], I’m [age] years old and I’m from [city/state/provence, country] and today we’re going to learn some [language].

The young person will then answer a few questions/talk about the following prompts:

* If they speak any other languages?
* If they think it’s important to learn other languages, and if so, why?
* What they think is the trickiest thing about learning their mother language?

For example, the young person could discuss some of the main difference of their mother language in comparison to English – i.e; in French, masculine and feminine words or verb conjugation.

Then the main part of the video would focus on 6-8 phrases that can be taught – and what they mean or where they might be used, for example (but not limited to):

* Introducing yourself, how old you are and where you’re from
* Saying hello, goodbye, please and thank you
* Asking for directions
* What the weather is today
* Why you’re visiting the country where this language is mainly spoken

**Filming Guidelines**

We use video content for a variety of platforms including Instagram, TikTok, Snapchat, YouTube and Facebook.

To help create the content above for IGTV, we’ve put together some top tips to make filming easier.

Practicalities

* **Film on your phone** – you don’t need any fancy equipment to film this content, using your phone to film this content is great! As we will be using these videos mostly for social media, please film with your phone in portrait mode (1080 x 1920 pixels or 9:16)
* **Filming**– if possible, please film the video as one whole video file or two to three parts, which will help our team to edit it. Leave pauses between sentences to help us make clean cuts.
* **Editing**– please send us unedited (raw) footage, that hasn’t had text, stickers or music added to it. We will make any necessary edits at Young Scot.

Top Tips

* **Is there good lighting?** Try not to film with the light behind you if you can, as it can make it hard to see you.
* **Is the sound working?** It’s worth doing a little video test just to make sure the sound is working fine and to try and find a place where it’s fairly quiet.
* **Background** – just check you’re happy with what will be appearing in the background and there’s nothing that contains your personal information.
* **Positioning** – if you can, position your phone so the camera is at a similar height to your eye level, that would be great. If you can, position yourself about one metre back from the camera when filming.

After you’ve filmed your content and sent it to the team at Young Scot, we will subtitle the content to ensure it’s fully accessible for our audience.

**Consent**

All of the content we create with young people requires the young person’s consent to be featured on our channels.

If you are submitting video content to us, please ensure you have filled out our [Digital Consent Form.](https://www.surveygizmo.eu/s3/90224469/Young-Scot-Digital-Content-Consent-Form)

This will be processed and checked before any footage is released.

**Submitting Video Content**

When you’re ready to send the content, it can either be sent via [We Transfer](https://wetransfer.com) to [kandicew@young.scot](mailto:kandicew@young.scot) or you can share a DropBox or Google Drive link with us to download the content. If you don’t have your own storage space, let us know and we can create a folder for you to add your files to.

**Questions**

If you have a question about how to film or need any support or advice, please contact Kandice Wood, Digital Content Editor at Young Scot, via email on [kandicew@young.scot](mailto:kandicew@young.scot)