



VIDEO REQUIREMENTS

1. Minimum length of 2 minutes, maximum 5 minutes
2. Shoot horizontally if using a cellphone or tablet.
3. Audio must be clear.

VIDEO Suggestions

1. Shoot HD. Make sure your phone is set to record HD video.
2. Use the camera on the back of your phone. The camera on the back of your phone shoots higher quality video. Have someone film you or try filming yourself by hand, selfie stick or tripod.
3. Choose an interesting background. Choose a location that says something about you or your interests/career ambitions. Just be sure the location allows for good sound (more of that in the audio section).
4. Keep it steady. Hold your phone as still as possible when recording. Please refrain from zooming or moving the camera when filming.
5. Give yourself some space. Wait 3-5 seconds after you start recording to begin speaking and wait a few seconds after you are finished before you stop recording or move out of frame.
6. Have fun and smile! This is all about your passion for the Canadian agriculture and food industry.

AUDIO

1. Be heard! Choose a location away from wind or loud machinery or animals. Don't have the camera phone too far away from you. Make sure you project your voice when you speak. Speak clearly.
2. Look and listen. Watch what you filmed after each take (preferably with headphones) to make sure you got it, loud and clear.
3. Turn it up! If you do shoot in a slightly louder location, make sure you're really raising your voice, while keeping the tone warm and friendly. Just make sure the other sounds aren't competing with your message.

SENDING THE VIDEO SUBMISSIONS

1. Create a YouTube channel.
2. Upload video to your YouTube channel.
3. Add the YouTube link to your online application form in the essay section.