



Nova Scotia Media Challenge



Girl  Guides

Nova Scotia Council



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Nova Scotia Provincial Council

Media Challenge

Anyone can take a photo or a video, but executing it well helps take audiences to a scene. In today's world, we are surrounded by many forms of media through several devices. In Girl Guides, there are such extraordinary stories to tell, and you can be a part of sharing those using visual elements while earning a challenge crest!

For the Nova Scotia Media Challenge, participants may work together in teams by alternating camera operators and subjects. After practicing several techniques, they will choose 1-3 results to submit for Girl Guides of Canada – Nova Scotia Council's social media channels.

- Though the photographer/videographer is the one behind the camera, groups working together may submit one product instead of having every single person submit a photo/video on their own, provided that every member takes turns with the camera throughout the challenge.
- Adults will have to submit photos on behalf of members who are too young or do not use email. Please make reasonable judgement calls.

This challenge requires the use of a camera. For some, this might mean using a smartphone or tablet. Not everyone has access to this technology (especially younger children) so coordination will be required within units to share. Smartphones are also to only be used for the purposes of the challenge and not other uses. A computer may also be useful for some of the video options.

Some of the options can be done with **photos** and **videos**, while some are just for one or the other. The video options are more suitable for older branch members.

It is suggested that members change their meeting location or visit several places to offer a variety of scenery and objects.

Important to know:

- Be safe. Never put yourself at risk for an accident or make anyone uncomfortable.
- Be aware and considerate of members whose Image Release forms indicate that their photo is not to be shared. They can still be a part of photos, just not published ones.
- Remember that you are learning. Don't feel discouraged if you do not get the shot you want right away.
- Unleash your inner creativity, immerse yourself in your surroundings, learn new techniques and HAVE FUN! 😊

Section C is mandatory for all challenge participants, in addition to the following branch requirements:

Sparks – Try one (1) of the techniques from Section A, two (2) of the presentation factors from Section B

Embers – Try two (2) of the techniques from Section A, two (2) of the presentation factors from Section B

Guides – Try four (4) of the techniques from Section A, four (4) of the presentation factors from Section B

Pathfinders, Rangers, Bridging Members and **Adults** – Try five (5) of the techniques from Section A, five (5) of the presentation factors from Section B

Section A:

Learn about photo techniques and use the following methods

1. **Rule of Thirds:** Line your subject and scenery along imaginary grid lines and use the intersections as focal points (such as a person's face or eye). (A subject is the focal point of the picture – it could be a person, animal, landmark or object.)

Did you know that most smartphone camera apps have the option to add a grid to your screen when taking photos? Find this setting and use it as a tool!



2. **Leading Lines:** Objects in the photo form a line and lead the eyes to a subject.



3. **Simplicity:** Just the subject and nothing else to distract.



4. **Close-up:** Get a nice close and detailed shot of the subject!



5. **Patterns:** look for colour schemes and patterns. Many objects can piece together a visually appealing scene!



6. **Frame in a frame:** A standard photo has an edge to frame it in a shape such as a rectangle or an oval. Within the photo, another frame creates contrast. Use natural objects – or an actual frame!



7. **Play with natural light:** Find light and see how it changes colours and contrasts against other aspects of the area.



8. **Change the angle:** Get yourself high up (grab a chair!) or close down to the ground and take the picture from an angle that offers a unique viewpoint. (If applicable, get the subject to look up at you.) This can reveal things that weren't visible from the ground level!
- Try taking photos of an object or subject from at least three different angles.



OK, these might be dramatically high... but they definitely offer a whole different view!

Section B:

Consider and execute presentation factors in **photos** and **videos**

Get people in your photo. Showing people and their faces brings life and personality to a photo and helps tell a story. Sometimes subjects are camera shy, but usually willing to take part if you are friendly.

Bonus technique! Take photos of people 1) looking at the camera, 2) looking at each other, and 3) looking off in the distance or at an object. Compare each of the photos and consider how the emotion is conveyed. Additionally, try to get a candid shot of them in action/acting normally (not looking at the camera).



Where is the light? Take a **photo** or **video** with the subject lit well. Make sure that natural or artificial light is on the subject, but does not look too harsh.

- On a bright day, the subject might have shadows under their eyes or be squinting. If they have a hat on, ask them to remove it so that there is no shadow covering their face.
- Check to see if the light is creating a shine. If so, use something to soften the light (like sheer material) or move the subject to a spot where the shine disappears.

Take your viewers to the scene. **Video** yourself reporting from a scene, either in selfie mode or with the assistance of a cameraperson! The scene could be real-life or set up with a skit and props. Tell a story or create a promotion.

- Close your eyes and listen to your surroundings to find sounds that could be an issue for hearing the speaking person in your video.

Capture A-roll and B-roll. Your A-roll is **video** of the main action or the subject talking. B-roll offers alternative video clips of the environment to help viewers get a better understanding of the scene. Practice taking six-second videos (still or panning) for B-roll.

Edit your video. The next step in producing a video is to stitch all the components together and enhance them. This could be as simple as your phone's video editing section in your camera app, editing on Instagram Reels, or a computer program such as Clipchamp, iMovie or Adobe Premiere Pro. You can play with transitions, crop the length of your clips and more!

- Interview style: A little while after a person starts speaking, switch the visible video to some of your B-roll with the subject's audio still playing. This helps viewers see what scene the speaker is in/describing and provides more variety.

Add closed captioning (text to read what people are saying) to your video. This enhances accessibility for people who have trouble hearing, for those watching the video on mute in their newsfeed and can be useful when there is a lot of background noise.

Write a short post/description for your photo(s) or video. Visuals are compelling, but context is important. Make your description enticing and allow it to enhance what the visual is conveying.

Add alternative text. Once you have uploaded your **photo** or **video** to your computer or online, add a description to the "alt text" section of your file. This is used for software that describes the image to visually impaired people.

Guiding represent! Take a **photo** or short **video** that embodies the spirit of Guiding. Brainstorm ideas beforehand of what represents Girl Guides beyond the uniform.

Keep your intended social platform in mind. Did you know that social media platforms such as Instagram and Facebook have preferred image size ratios? These make content easier to view on smartphones. If you know that your photo is going on social media, think about keeping some room in the **photo** or **video** for cropping.

Did you know? All photos in a post on Instagram are required to be cropped to the same size as each other. The square image is the most optimal. If a group of people are spread too wide in an image, some people will have to be cropped out!

Crop



Original



Square

1:1 (recommended)



Horizontal

1.91:1



Vertical

4:5



Section C:

Share your final product(s)!

Now that you have practiced capturing photos and/or video, reflect on what you have produced. What results are the most visually appealing and why? Ask yourself: What is the importance of using pictures and video to help tell a story?

To complete the challenge, submit at least one of your photos or videos to ns-socialmedia@girlguides.ca with a fun, enticing and short description for viewers. These may be featured on our Girl Guides of Canada – Nova Scotia Council social media platforms as a way to promote Guiding and celebrate our members in Nova Scotia. We are so thankful for your help and appreciate any submissions related to Girl Guide activities!

Please ensure that all visible members in content published or submitted for online use have their IR.1s signed for approval. We will decline submissions that are not in line with GGC's Code of Conduct.

- An alternative option to avoid submitting images of members who do not wish to have their image online is to submit an image depicting objects/animals or to submit a drawing or graphic image that represents the spirit of Guiding.
- If you are not a member in Nova Scotia, investigate and find local social media opportunities! You could share with your local Guiding councils or community groups.

To order crests, please complete the [NS Crest order form](#).

If you have accounts, make sure to follow us on [Facebook](#), [Instagram](#) and [X](#) @ggcnovascotia!