

Hints for Creating Your Audio-visual. (2012)

- 1 It is important to create an interesting programme that will hold your audience's attention from the beginning, right through to the end. This applies to all AV's from those you create for your family and friends as well as competition AV's
2. Choose a topic that interests you. If you find your idea interesting, there is a good chance that you will be able to hold the interest your audience as well.
- 3 Start with an introduction so your audience knows what the AV will be about. Develop the theme or story in a logical way and finish in a way that your viewers will know that they have reached the conclusion without you needing to tell them.
- 4 Make sure you have enough well taken photos without having to use any photo twice. Tidy them up in an editing programme (eg straighten horizons or clone out distracting elements) before you put them into your AV programme.
- 5 Often a well prepared shorter AV of 3.5 to 4 min will hold your audience's attention better than one that is almost 5 minutes long. Go through the AV several times and remove any photos that do not contribute to your story/theme/idea.
6. Transitions should work in the background to allow the AV to flow. Avoid the trap of using lots of different transitions as they eventually take over and become what the viewers look at rather than at your photos.
7. Your AV should flow logically from the beginning to the end. Try to introduce some variety or a surprise such as a change in pace, a change in direction or a different but appropriate transition.
8. Chose an audio track that works with your AV. Change the timing of individual slides so they change with the music. If the beat is quick, change the slides quickly and if the music is quiet, slow the slide change down.
9. Only use one or two pans or zooms and only if they are appropriate and have a purpose. Some judges find that AV's which pan and zoom from beginning to end make them feel sea sick!!
10. Play your completed AV each day for at least a week and tweek it each time until you are satisfied with it.

Good Luck