Summary Action

The convention on the rights of the child (CRC), is the most widely ratified human rights treaty in history. It has helped to transform children’s lives. It has inspired governments to change laws and policies and make investments so that more children finally get the healthcare and nutrition they need to survive and develop.

The Issue

CRC is still not fully implemented or widely known and understood; specifically, amongst children and youth.

Goal:

As a lead up to 20th November 2019 (30th Anniversary of the CRC and World Children Day) we need to create as much awareness as we possibly can, so the South African youth and children, and the greater public will realise the rights constituted in the CRC. The articles in the CRC should be rights that all South Africans uphold with pride and responsibility.

Our 1200 volunteers across the country can play a vital role in creating this awareness through the role of social media.
Suggested Actions

After brainstorming and consultation with volunteer group leaders based in Gauteng, it was decided that the best way to create awareness around the CRC is through a social media challenge that is fun, creative, and entertaining.

Suggested name for the challenge:

“Are you all right?”

Technicalities of the challenge:

- UNICEF Campus Club Volunteers will use their smartphones to conduct a video interview with other students on their campus.
- Before the interview, volunteers will explain the purpose of this interview, and will ask for consent from participants to be recorded on camera.

Rules of the challenge:

- Participants will be asked if they can name 30 rights in 30 seconds.
- Each Participant will then nominate one of their friends/classmates to participate in this challenge.
- Each video will then get posted on social media using the following hashtags:
  - #CRC30
  - #VolunteersForEveryChild
- Top 10 Participants with getting the most amount of rights in 30 seconds will receive a UNICEF hamper.
- The hamper will consist of:
  - T-shirt
  - Cap
  - Cup
  - Pen
  - Notebook
  - Wristband
  - Powerbank

Timeline

The second semester start from mid-July, so we are hoping to roll out this challenge from July to 20th November 2019.
Filming with Smartphones Guide

Filming with The Open Camera App

1) Go to the Play Store – Download Open Camera App

2) Setting up the App;
   - Tap the Settings button (the flower symbol)
   - Go to Video Resolution: Check in HD / 16:9 - this means that the phone is filming in the right ‘aspect ratio’ for TV and computer screens.
   - Go to Bitrate: Set to Max if you want the best quality footage.
   - Go to Frame Rate: Set to 25. This is to avoid strobing when you are filming under artificial light and is the standard that European and African broadcasters demand.
   - Go to Max Duration: Set to Unlimited
   - Go to Record Audio and make sure it’s set to ‘On’

You only need to adjust these settings when you first set up the app.

3) Starting to Film;
   - Focus: Set where you want to focus by touching the screen, until a green box appears, then press lock in the top right corner of the screen.
   - White Balance: Play with the Options [Auto / Fluorescent / Daylight / Etc.] and see which one best suits your environment
   - Grid: Make sure 3 x 3 is on so you can frame using the Rule of Thirds
   - Exposure: Set to the highest ISO number then use the scroll to make lighter or darker, then set lock button.
   - NB. Set the Focus and Exposure for every new shot.

How to shoot on Open Camera Video: https://www.youtube.com/watch?v=fQOMbaDaMN8

Before You Start Filming

- Make sure your battery is fully charged and that you have a backup power supply. Free up as much space as possible on your phone
- Clean the lens
- Switch to airplane mode - getting a call or notification will ruin your filming

Framing Shots

1) Follow the Rule of Thirds - i.e. set up the subject slightly off center to the left or right of the frame. Horizons tend to look better on the thirds horizontal lines.

2) Light – make sure you have chosen the best light for your shot and improve by setting and locking the exposure. Try to get the light coming from behind you and falling on the thing or person you are filming.
3) Focus – set and lock the focus on your most important subject. Note that this will not usually be the middle of the screen.

4) Zoom with your Feet – if you need to get closer to your subject, take the camera closer physically. NEVER use the digital Zoom as it dramatically reduces picture quality.

5) Line of Action – set this and don’t go over it (except for the point of view /over the shoulder shot). Think about where the light is coming from, try and get it falling on the subject and look at where the action takes place and consider access. Remember to rearrange furniture and ask your subject to move -also known as DIRECTING to get the best possible sequence of shots.

6) You should start a new clip for each shot (this will make editing much easier) Reframe, check focus and lock it, check exposure(light) and lock it. start filming

**Recording Sound**

1) **Analyze your Environment**
   - Echoes: Face your Interviewee towards the corner of the room if there is an echo - if the echo is bad find another location.
   - Traffic / other background noise: If it’s bad then move! if you can’t move make sure you record a Wild Track of this noise and some shots of the source of the noise for your edit.

   Don’t sacrifice your Sound for a Background!

2) **Check your Mics**
   - Fit a microphone muffler (dead cat) if it is windy
   - When possible use an Auxiliary Mic, you can usually find one in the smartphone headphones if you don’t have a separate piece of kit

3) **Your Subject**
   - Get close up
   - Direct them to speak loudly and clearly

Before you leave the location ask everyone to stop talking for 1 minute and record the sound of the location - this wild track will help you with editing for example if you want to edit 2 answers together and you need to leave a short gap between them (with a cut away picture) adding a bit of the wild track to the sound track to fill the gap will make your film much easier to watch and listen to.

Kinemaster App

1) Go to Play Store or I-Store – Download Kinemaster app

2) Kinemaster Tutorial Justin Brown (12 minutes) provides all steps for set up and edit:

https://www.youtube.com/watch?v=KBUUbkPNGGE&t=28s