

Will for
Change

Your sunshine!

Website : <https://willforchange.fr/>

Instagram : <https://www.instagram.com/willforchange/>

Facebook group : <https://www.facebook.com/groups/353686305536398/>

Facebook page : <https://www.facebook.com/willforchange>

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Videos

Good Vibes onLive

SELF INTERVIEW

Give, smile share, love...

*So many values inherent in each one,
that it's time to spread!*

Originally, the Will for Change project aims to bring a touch of happiness to our daily lives through simple gestures that can impact in an incredible way. The platform offers people to perform simple actions of their choice towards strangers, with the aim of offering others something they love, that they will happily share, same as we would do with people we know (more details on <https://willforchange.fr/>)

Today, the project is growing and is spreading more and more actions on social networks (Instagram, Facebook group, Facebook page) as well as on the website. And now, to broadcast even more, a new video format was created: **the Good Vibes onLive!** A simple, fast and effective way for everyone to be able to spread their action with more impact.



Technique

*Because it's necessary
for it to be beautiful!*

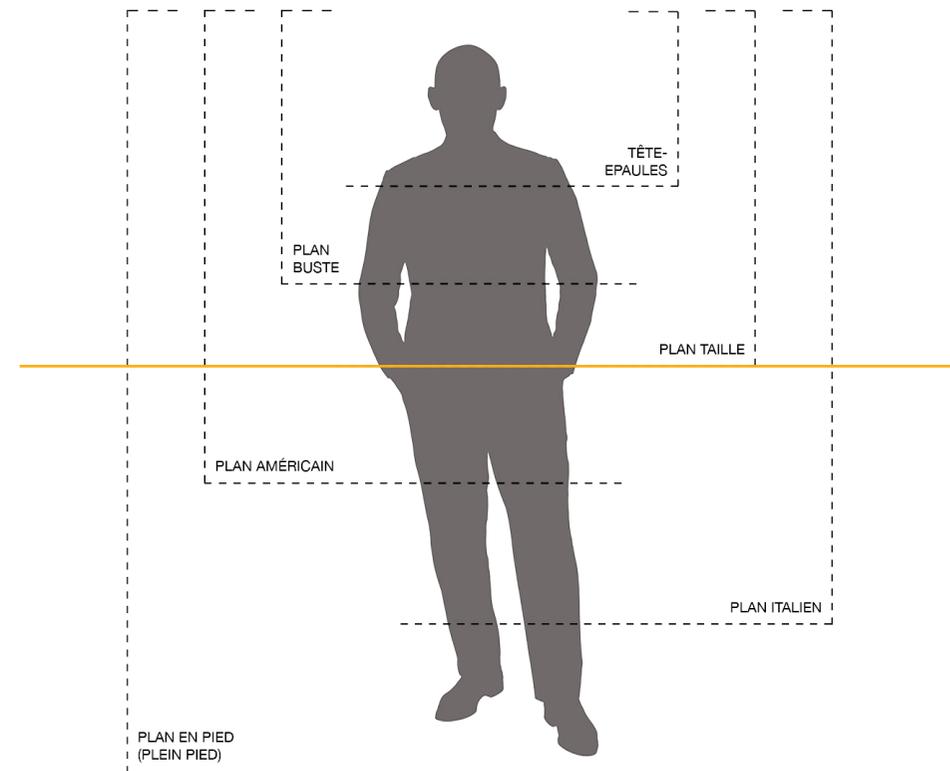
To film yourself:

- + Smartphone with a good video quality
- + Reflex camera
- + Camera
- + Mic if you have, else a good phone is enough

How to film:

- + Portrait format (vertical) for social networks
- + Camera in front of your eyes
- + Camera should film from your waist up to your face (view yellow line aside)
- + After filming yourself shoot your action, except if you already have videos
- + If possible 2 or 3 rushes per scene with different views, better to have more rushes than not enough

Attention the video might then be cut for a square format, try to take this into account when shooting.



Environment

Ohh wonderful sun!

Lighting:

- + Shoot during the day with natural light entering the room if possible.
- + Avoid having light behind your back, prefer a soft light coming from the front and illuminating your face.
- + Light with artificial light if too dark anyway, the ideal is to put a soft light between you and the camera.

Atmosphere:

- + Preferably film indoors for answering the questions to avoid ambient noise. Shooting outside is possible in a quiet place.
- + A rather clear background, if possible little cluttered, possibility of one or two decorative elements (frame, plant...).

The most effective is to do some quick tests by filming yourself and send them to us to see the result before recording all.



Interview

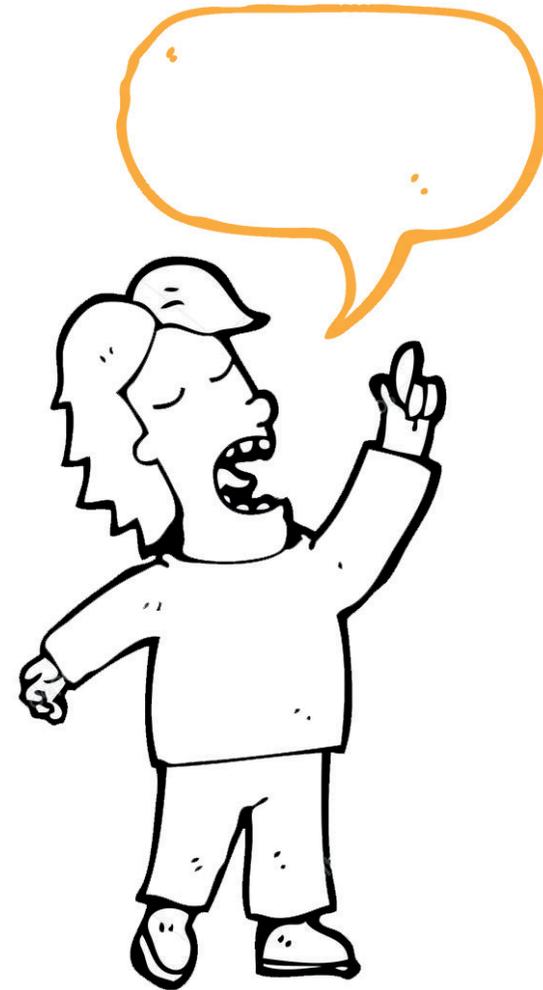
No pressure, time to enjoy!

Speech:

- + Express yourself clearly and articulate.
- + Speak rather slowly.
- + Prefer breathing over «euuhh» at the end of sentences. Don't panic we all do it sometimes, just to keep in mind :)
- + Try to do rather short answers as the video will last 2 minutes maximum.
- + The answer to the 3rd question will be longer, the first 2 questions will be rather introductory.

Expression:

- + Be natural and relaxed, remember that you are talking to people as nice as you!
- + Connect with your audience, as if you were talking to them physically (look, smile, look playful): you present your beautiful action and it's cool :)
- + Do not hesitate to use your hands from time to time to accompany sentences.



Overview

Let's keep enjoying!

The idea here is to embellish the interview with short video scenes, a few photos eventually but prefer the video format that will be more dynamic and integrate better with the whole. This may be sequences you already have, or short scenes to shoot and to add to the interview responses.

Tips for the scenes:

- + As well as for answering questions, film as much as possible during the day, with good lighting.
- + Avoid filming while walking. The ideal is to place the camera on a fixed spot for each scene, or ask someone to film you in order to have a stable video.
- + Don't hesitate to vary the angles by filming sometimes up close, sometimes a little further.
- + If possible, shoot the same action from different angles. Let's take the example of a meal preparation, this may be a wide shot of the person preparing, and a close-up on the hands of the person cutting vegetables).



QUESTION #1 (about 10s)

Few words about you?

Your name, age eventually, what you do (job, passion, organization ...) where you live/are at the moment, possibility to describe briefly.

*(ex : Paris > I'm in our beautiful capital, which is so quiet now due to everything happening that it is rather pleasant
ex Normandie > there are a lot of trees here, it is so relaxing...etc.)*

QUESTION #2 (about 10s)

Pleasure of the moment?

The idea is to spread a really positive vibe, something you like to do right now.

It may be precisely because of this particular period, which will probably inspire others :)

(ex : I have a lot more time for myself right now, which allows me to finally read all the books I had listed

ex : I cook a lot, it's great and I'm amazed by the results

ex : I spend a lot more time with my loved ones, whether physically or over the phone; etc)

QUESTION #3 (about 20/30s)

Your good action?

It can be either personal and within an organization. The scope can be social or environmental, can touch a few people or a lot, it doesn't matter.

What we are trying to do here is to show that this is possible, and to encourage other people to act by giving even a few minutes of their time.

The Will for Change project was originally focused on actions that were easy to do, thinking that if everyone would only give a few minutes of their time, the impact could be very large (more details on <https://willforchange.fr/>).



The final video should ideally fit on 1:30min, including the addition of scenes from your action as well as the introduction animation.



Click on the player to see an example. You can view subtitled videos on Instagram)

THANKS

And let's make
the sun shine !

