



The Digital Gingerbread Toolkit



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photo + video content



Anonymous Entry Video

entry requirement

DETAILS

This video should really show off your creation and wow the judges. This will be the only impression of your creation before the Top 12 is determined.

Include a full 360 view around the exterior. Get up-close and feature details: textures, clean lines, difficult techniques. If your structure has an interior, give us an inside “home tour” through doors and windows.

- Minimum length 120 seconds / 2 minutes
- Maximum length 180 seconds / 3 minutes
- No audio permitted

photo + video content

Baker Spotlight Video

entry requirement



DETAILS

BAKER SPOTLIGHT VIDEO

This video should not be anonymous, we want to see you (the baker!) Use this opportunity to tell the audience your relationship to the creation and the inspiration behind the theme “home for the holidays”. Smile, have fun, and be proud of your hard work!

- Minimum length 120 seconds / 2 minutes
- Maximum length 180 seconds / 3 minutes
- Audio permitted

Suggested prompts:

- What makes Gingerbread special to you?
- What was your experience like creating your entry during a pandemic?
- What is it different about creating a gingerbread entry for a digital audience?
- Do you create your own molds or pioneered new techniques?
- Are you a past winner?

photo + video content



Anonymous Entry Photos

entry requirement

DETAILS

PHOTOS

- (5-10) still photos
- High resolution quality preferred
- Demonstrate building processes, materials and technique
- Child/your category bakers are encouraged to show execution of difficult components for proof of creation
- Neutral, solid background

Entry photo + video content to be submitted to the baker specific Dropbox folder provided by Habitat for Humanity.

Entry photo + video content may be used for Habitat for Humanity promotional purposes.



Keep your content simple and clean

creation basics



BACKDROP SUGGESTIONS

A blank wall, a bedsheet, or a large sheet of backdrop paper are all good options.



FILM IN LANDSCAPE

Think of landscape as wide screen. This is how you would want to see a movie.



HOLD YOUR CAMERA STEADY

The best way to ensure you have a stable video is to use a tripod. If you don't have one - improvise! Tuck your elbows into your body and this will turn your body into a natural tripod. Or put your selfie stick to work.

CLEAN YOUR CAMERA LENS

Fingerprints will create a blurred effect in your video. Use a microfiber cloth if needed.



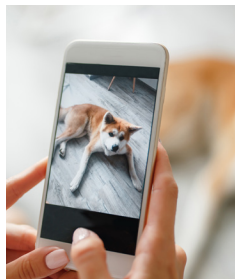
Avoid making these mistakes

creation basics



DON'T USE A MESSY BACKGROUND

A messy, cluttered or distracting background will detract from your subject.



DON'T FILM IN PORTRAIT

Filming in the portrait orientation will create "black bars" on either side of your footage.



DON'T USE THE ZOOM FEATURE ON YOUR CAMERA

A general rule to follow is that it is always better to "zoom with your feet" - meaning walk closer to your subject rather than zooming on our camera or later while editing.

Avoid harsh lighting situations

creation basics



AVOID BACK LIGHTING

Avoid placing bright lights, windows or other light sources directly behind your subject. Improve a back-lit situation by moving to one side of the creation or increasing the overall light in the room.



FLASH FAIL

Avoid your phone's flash; this light is too bright and can easily skew perceived colors and temperature.



CASTING SHADOWS

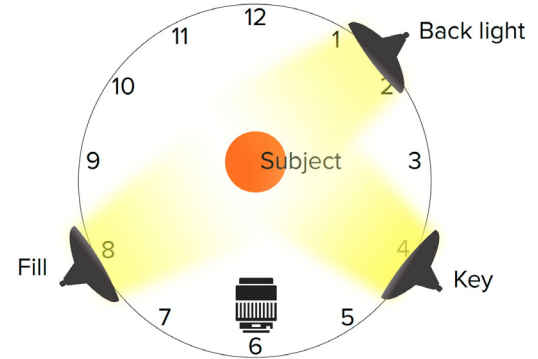
Avoid overhead lighting - it can cast unflattering shadows on your creation. Windows are a good natural light source. You can also use a few well placed lamps to cast the type of light you need.



Balanced lighting made easy

creation basics

Light Set-up



THREE-POINT LIGHTING

3-point video lighting is all about creating a three-dimensional look. By placing three light sources at strategic points around the creation, each light source illuminates a separate dimension of the creation and creates an image with greater representation of height, width, and depth.

Photo source: <https://www.techsmith.com/blog/get-perfect-lighting-video/>

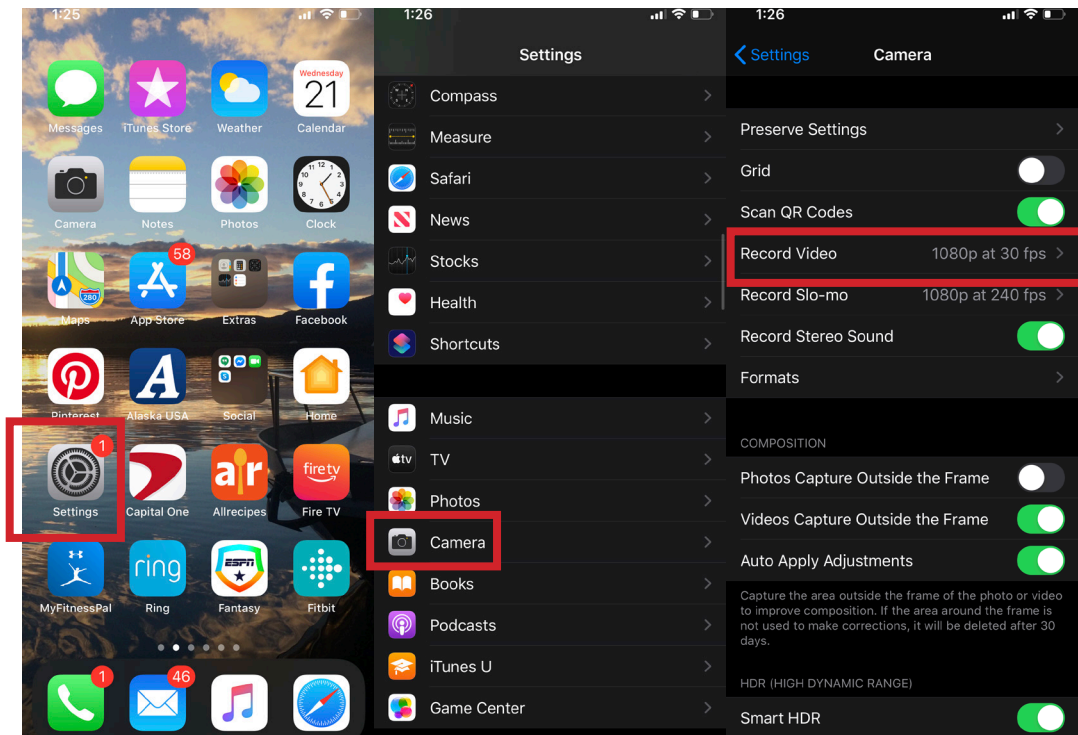
Camera resolution for Apple

Helpful phone settings

When recording video on your iPhone, you have several options for the video resolution. Follow these steps to navigate to the best settings:

For phone storage, one minute of video is approximately:

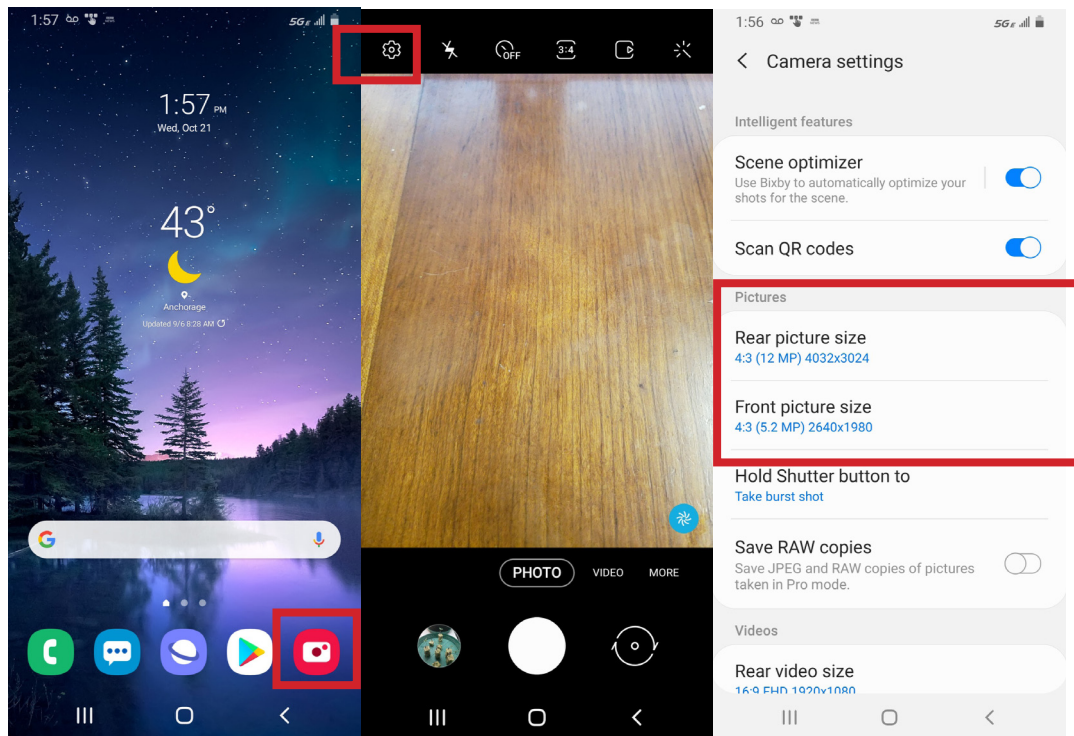
60 MB with 720p at 30 fps
130 MB with 1080p at 30 fps
175 MB with 1080p at 60 fps
350 MB with 4k at 30 fps



Camera resolution for Android

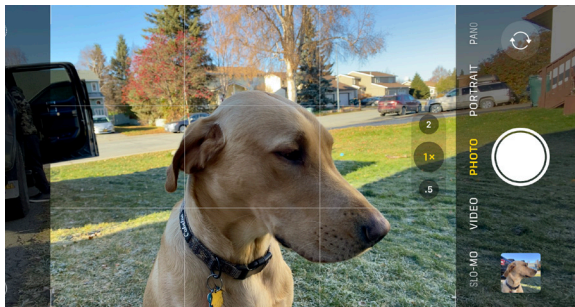
Helpful phone settings

When recording video on your Android, you have several options for the video resolution. Follow these steps to navigate to the best settings:



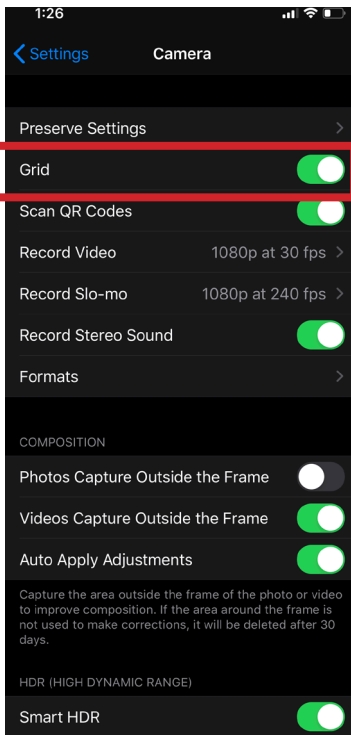
Grid overlay feature

Helpful phone settings

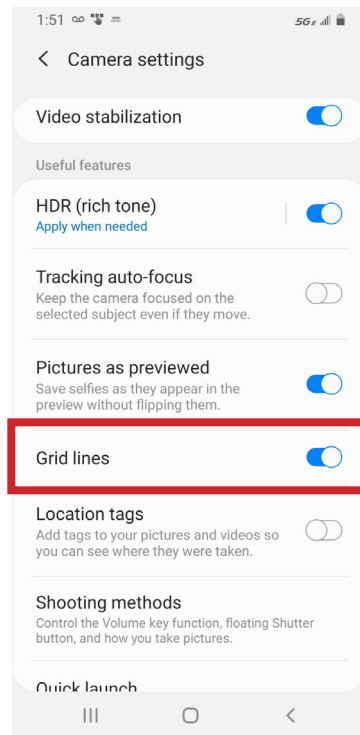


Use the grid feature on your phone

If your phone has a feature that allows you to overlay a grid on your screen, use it. This will help you keep your phone level and avoid tilted footage. You will be a professional photographer after this!



iPhone



Android



Putting it together

all the entry requirements

Deadline: November 18, 2020

Digital Entry Form

Available as of Wednesday, October 21, 2020
on the Gingerbread Showcase website

Photo + Video Content*

1. Anonymous Entry Video
2. Baker Spotlight Video
3. Anonymous Entry Photos

Entry Description Form*

Fillable PDF form found on the Gingerbread Showcase website

*Content to be submitted to your baker-specific Dropbox folder.

*Thank you for participating in the
Gingerbread Showcase and supporting
Habitat for Humanity Anchorage.*