

● Rec



# Creative Video

## Guidelines

00.00



LOVE GOD · LOVE OTHERS · MAKE DISCIPLES · PURSUE EXCELLENCE · CHOOSE JOY



*Dear Creative,*

Thank you, not just for your time, but for the gift you bring. Your creativity and heart for God and His kingdom shine through every video you produce. The way you capture stories, moments, and messages helps people feel connected, seen, and excited about what God is doing here.

We see it. We're grateful. And we believe your work is making a real difference.

As we continue to create content that represents God with excellence, I wanted to share some creative guidelines and standards to support you. These aren't meant to box you in, but to give you clarity, consistency, and freedom within a shared vision.

From shot lists to storytelling tips, this guide reflects the heartbeat of our community and the quality we're striving for as we grow. We'd love to hear your thoughts or ideas as you work through it!

Thanks again for offering your gift for God's glory and our church's story.

Gratefully,

**Christina De La Puente** *on behalf of our Executive and Communications Team*

# Creative Videos *Guidelines*



## for Event Promos & Recaps

*(All exports must be 1080, high dimension, horizontal, prepare an English version and Spanish version for audience. Add subtitles where there's an interview, or a lot of information being shared, when kids are used)*



# 1. PROMO VIDEOS

( *Goal: Build anticipation and drive attendance* )

## Key Elements

Element	Details
Hook (0-5 sec)	Grab attention immediately: a question, bold phrase, or energy shot. Example: "You don't want to miss THIS..." or "One moment can change everything."
Event Info (5-15 sec)	What, where, when. Quick, bold text animations.
Vision (15-30 sec)	Use voiceover or soundbites to share why this matters. Testimonials or story clips work great here.
Call to Action (End)	"Register now," "Join the movement," or "See you there." Add clear link or QR code visually.

## Creative Tips

- Use upbeat music, punchy cuts, and motion graphics.
- Text on screen for key phrases—many people watch without sound.
- Film behind-the-scenes, past event clips, or interview key team members.
- Keep it under 60 seconds (ideal: 30–45 sec for socials).

## Optional Promo Formats:

- Teaser series: 3 short videos in the weeks leading up to the event.
- Countdown clips: "3 days left" , "1 day left!"
- Speaker highlight or worship rehearsal sneak peek



## 2. RECAP VIDEOS

( *Goal: Celebrate, share story, build FOMO for next time* )

### Key Elements

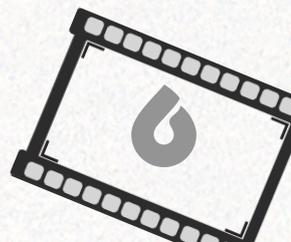
Element	Details
Energy Opening (0–5 sec)	Crowd moment, powerful reaction, or praise break.
Highlights (5–30 sec)	Flash key moments: worship, teaching, fun, laughter, hugs, serving, dancing, etc.
Testimony or Quote (optional)	A line from a speaker or someone impacted: “This changed everything for me.”
Final Beat (End)	End with “Thank you,” “See you next time,” or your event brand/logo.

### Creative Tips

- Use cinematic slow motion + fast edits for contrast.
- Layer emotional or anthemic music to build progression.
- Add voiceovers from speakers, attendees, or leaders.
- Include event theme branding or text overlays.

### Recap Length:

- Social highlight: 30–60 sec
- Full recap: 1–2 minutes
- Story testimonial edit: 1 minute per story



# Filming

## Guidelines

## Before the Event

- Create a shot list (crowds arriving, worship, speakers, interactions, decor, team praying, etc.).
- Assign someone to capture testimonials (on-site or sit-down).
- Capture B-roll (hands raised, coffee poured, kids laughing, signage, etc.).
- Prep a design template or logo animation for visual consistency.

## During the Event

- Film vertical + horizontal if you want to use on both Reels/Stories and YouTube/Recaps.
- Use natural light or soft lighting when possible.
- Record audio separately if capturing speaking or testimonials.

## Pro tips

- Always brand your content: use your colors, logos, hashtags.
- Plan promo + recap together: footage from one event can promote the next.
- Film emotion, not just action: show faces, reactions, connection.
- Keep a library of footage to reuse in future projects.



# SHOT LIST TEMPLATE

Use this checklist to capture everything you need for both promo and recap videos.

## BEFORE *the Event*

- Team setting up (chairs, stage, signage)
- Volunteer huddle or prayer circle
- Registration team prepping
- Decor details (signage, lights, centerpieces)



## DURING *the Event*

### People & Emotions

- Smiles, hugs, laughter
- High fives, handshakes
- People walking in / checking in
- Crowd reaction (clapping, hands raised, cheering)

### Key Moments

- Worship team (wide shots + close-ups)
- Speaker on stage (full body + face reaction)
- Audience listening, taking notes
- Group discussions / breakouts

### B-Roll / Filler

- Close-ups of hands, notebooks, coffee, pens
- Decor (balloons, banners, programs)
- Logo on screen or backdrop
- Kids, families, volunteers in action

### Key Moments

- 1–2 min testimony from attendee or leader
- Quick clips answering "Why are you excited for this?"
- Thank you or recap reflections on-camera

# VIDEO SCRIPT OUTLINE (30–60 sec promo)

Use this as a flexible structure for writing voiceovers or on-screen text.

0–5 sec <i>Hook</i>	5–15 sec <i>info blast</i>	15–30 sec <i>Why it matters</i>
<ul style="list-style-type: none"><li>• Visual: fast clips of high energy moment or past footage</li><li>• Text/Voice:</li></ul>	<ul style="list-style-type: none"><li>• Visual: logo animation, date/time, location</li><li>• Text:</li></ul>	<ul style="list-style-type: none"><li>• Visual: footage of past moments or leaders speaking</li><li>• Voiceover:</li></ul>
<p>“Something unforgettable is coming...”</p> <p>“This isn’t just an event. It’s a movement.”</p>	<p>[Event Name] July 27 · 6 PM · [Venue Name]</p>	<p>“We’re gathering dreamers, doers, and difference-makers.”</p> <p>“Come hungry, come ready —because something powerful happens when we show up.”</p>

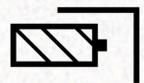
30–45 sec <i>Highlights / Hope</i>	45–60 sec <i>Call to action</i>
<ul style="list-style-type: none"><li>• Visual: past smiles, worship, laughter, fun</li><li>• Text/Voice:</li></ul>	<ul style="list-style-type: none"><li>• Visual: logo + motion text</li><li>• Text/Voice:</li></ul>
<p>“Worship. Community. Breakthrough.”</p> <p>“Bring a friend. Come expectant.”</p>	<p>“Register now.”</p> <p>“Save your seat.”</p> <p>[Website or QR code on screen]</p>



# STORYBOARD

*Layout Example*

Time Stamp	Visual	Audio/Text
0-5 sec	Flash of energy/worship crowd	"You don't want to miss THIS..."
5-15 sec	Logo + event details (motion)	"July 27 · 6PM · [Venue Name]"
15-30 sec	Speaker & crowd cutaways	"One night of worship, word & fire."
30-45 sec	Smiles, fun, laughter, hugs	"Come ready. Bring someone with you."
45-60 sec	Logo reveal + CTA overlay	"Register now. Link in bio."



LOVE GOD  
 LOVE OTHERS · MAKE DISCIPLES ·  
**PURSUE EXCELLENCE** · CHOOSE JOY

