



# HIGH SHOTS VIDEO



**Rise above the rest**

## ***Highlight VIDEO Log Instructions***

High Shots Video can take any game film and create a highlight video for your athlete. If it is game film from High Shots we'll already have the film on our server so you will not need to send it to us.

### **Instructions for your highlight video-**

- Highlight videos should be between 3 and 5 minutes in length, do not send more than 5ish minutes of highlights to a coach.
- If possible, separate out High School Play from Club play, unless HS play is at a very high level
- Put your athlete's best plays at the beginning of the video to grab a coach's attention. Coaches will watch 30 seconds of a video and decide whether to watch the rest.
- If your athlete has a great game, group those highlights together if possible. Any athlete can have one 10 second clip from a game. Coaches want to see a pattern of good choices and good play within a game.
- If your athlete does not have enough highlight clips to create a 3 to 5 minute video we suggest finding a piece of continuous play we can use at the back of the video. These are usually 2 or 3 minutes of play.

### **Tips for identifying clips –**

- **Vary the length of your clips**
  - Some clips will only be 5 to 10 seconds, but if there is a segment of video that shows the athlete as the play develops, involved in the play, off the play and then re-involved it's OK to have a few clips that are longer in length to show continuity.
- **Look for clips that show your player on and off the play.**
  - Coaches want to see an awareness of the play as it's developing.
  - Is the athlete in the proper position to become part of the play?
  - Are they reading the opponent and are aware of what is about to happen?
  - Once they are out of the play do they reposition to have the most impact?
- **Look for clips that show your athlete making smart decisions**
  - Try not to use clips where there is an easy pass or option for the athlete, but they choose to make a much harder play and it ends

- badly.
  - Unless the athlete does something really exceptional try not to use a clip where the athlete does something great but in the end it goes poorly (i.e. The athlete dribbles between three opponents and then loses the ball when there was an easy pass open)
- **Have diversity in your clips**
  - Use clips that show different skills or positions. If your athlete plays multiple positions, or is used in different roles based on the opponent, show that diversity. Coaches want to see an athlete who can play multiple roles, because where the athlete plays in HS may not be where they play in college.
- **Show all the different aspects of the athlete's game**
  - Speed, Technical Ability, Tactical Ability, Sportsmanship, Leadership
- **Do not show clips with poor sportsmanship by the athlete**
  - Coaches are looking for the character of the athlete as well as their athletic ability.
  - Do not show plays if the athlete is involved in any dirty play, penalties, etc.
  - Do not show clips where the athlete is arguing with a referee or official.
- **Try to use games where the opponent is equal to or better than your team**
  - Coaches can spot a weak opponent and any athlete can look great against a much weaker team.
  - Some of the best highlight clips are from games where your athlete's team is losing. Coaches don't care if the "team" won, they only care how your athlete played and handled the game. Which is often more apparent in a game the athlete is losing.

## How to document the Highlight Clips -

1, Open the attached Excel log file and fill it out for each game you have highlights from.

2, The description of each section is:

- Game Title - Write the name of the game or the game film file name (i.e. Your team vs. opposing team, date of game)
- Play number - List plays 1 through however many you want so we know how many plays there are to pull from each Game Title
- Start time – List the state time of each play where you want the highlight to begin. It is best to go back one or two seconds so we can highlight your player prior to the highlight starting
  - Please note: If the video is filmed by High Shots, you can use the game clock at the top of the video.

- Stop time – List the stop time where you want each highlight to end
- Top play- Please number your top plays in order you want them to appear. We will put these first in your video. You want to use your best highlights first to capture attention
- Jersey # - this only needs to be documented if the normal jersey number of the player changes (example: guest playing with another team)
- Jersey color - needs to be listed for each game so we can identify the player correctly
- Description - This is used so we can accurately identify the player if their jersey number is not obvious (example: takes ball up center and shoots)

**Still Photos:**

If you would like to have your highlight video start with a still photo or two of your player you can send us one or two photos. This is not mandatory; the video can just start with the resume with no video, or just the video with no resume.

**Resume:** The front screen of the video will be a resume of things like Height, Weight, Team, Accomplishments, GPA, ACT / SAT score, Class Rank, Honor Role Awards, etc. Whatever is important for a coach to know about the athlete. Coaches are looking for good students and extra curricular activities because it shows a well-rounded athlete, and one who will be easily accepted to the University. Please fill out the resume section of the log sheet if you want a front screen resume

**Ongoing footage** - If there are not enough highlight options in the film you can also use two or three minutes of continuous game film in addition to the highlights. If you choose do to that, just mark it as continuous game film in the description. We'll put it at the back of the video.

**Sample:** there are sample highlight videos on our website [www.highshotsvideo.com](http://www.highshotsvideo.com) if you would like some examples. High Shots will identify the athlete in each clip with a circular indicator, and will also pause the clip to allow the coach to find the athlete in the clip.

**Submission:** Highlight Logs and Videos can be submitted to High Shots Video. Before we begin rendering your athlete's video we will need the following

- 1, Completed log sheet – including resume if applicable
- 2, All videos to be used in highlight provided to High Shots (if the games were filmed by High Shots we have them)
- 3, Still photos sent to [Elliott@highshotsvideo.com](mailto:Elliott@highshotsvideo.com) (if applicable)
- 4, Payment (paypal or credit card)

Once all items are received turn around time for highlight videos is generally three weeks.

## Creation / Delivery

- **High Shots will compile the athlete resume, pictures, and clips into a highlight video**
  - High Shots will send the customer a You Tube link of the video for review
    - Pricing is based on one review and modification of the highlight video (additional changes may be subject to additional fees)
- **Once Highlight Video is approved by customer, High Shots will place video on our YouTube site and send customer a link that can be sent to college coaches.**
  - If customer has a private You Tube channel for the athlete, customer can provide High Shots will login information and the video can be uploaded to customer's You Tube channel.
- **Delivery of Highlight Video will be within 3 weeks of all documentation and payment received from customer**