



## **HASANAH GOLD THREADS AWARDS 2024 Guidance on Required Digital Assets Submissions**

As part of your application for the Hasanah Gold Threads Awards 2024, you will be required to submit Digital Assets in the form of videos and photographs relating to the following application areas:





- Applicant Information – short video clips and at least 3 high-resolution photographs of the Applicant in their work area. One photograph should be of the Applicant with the Submitted Work
- Work Process – short video clips and high-resolution photographs to accompany each of the key steps of the production process, as detailed in the Submitted Work information form
- Submitted Work - 5 high-resolution photographs of the Submitted Work, showing the product at different angles and in good light. Please include close-up details of the work.





The purpose of this request for digital assets is not only to be able to see you at work, but also to help us compile an interesting profile for you.

The below contains some guidance on the video clips:

- Your videos should be shot in 16:9 or horizontal (landscape). You may shoot with any camera, DSLR, or smartphone.
- Ensure that the subject of the videos (the Applicant) is well lit. Try to film during daylight, and if indoors, film near a window. However, do avoid backlight – don't film with a bright light source directly behind to avoid a silhouette effect.
- Be mindful to hold your camera steadily to avoid shaky footage. If available, use a tripod.
- Try to reduce background noise, or film at a quiet location.
- Video clips do not need to be long. Clips of 10-20 seconds are good enough. They do not need to be edited into a single video - raw video clips are sufficient.
- Be creative and show what makes your story unique!

As an example, the below is a list of suggested shots that will make for an interesting profile of yourself.

<p><b>WIDE SHOT</b></p>	<p>Showcase your village/ home or textile workshop where you practice your craft.</p>	
<p><b>MEDIUM SHOT</b></p>	<p>Applicant in process of working on the textile, for instance, sitting at the loom, or in process of weaving, beading, drawing or stamping for each step of the production process as highlighted in application form.</p> <p>Remember to showcase your skills, or what it is that is innovative about your production methods.</p>	
		
		

	<p>Applicant with the Submitted Work or similar, and looking at the camera.</p> <p>Applicant may also speak to the camera at this part introducing themselves and talking about the product (this can be a longer clip).</p>	
<p><b>CLOSE UP SHOT</b></p>	<p>Details of the textile, capturing its detailed patterns or colour.</p>	
	<p>Applicant in process of crafting.</p>	
	<p>Raw material, dye, tools to craft your textile.</p>	
	<p>Technology, tools, loom etc involved.</p>	