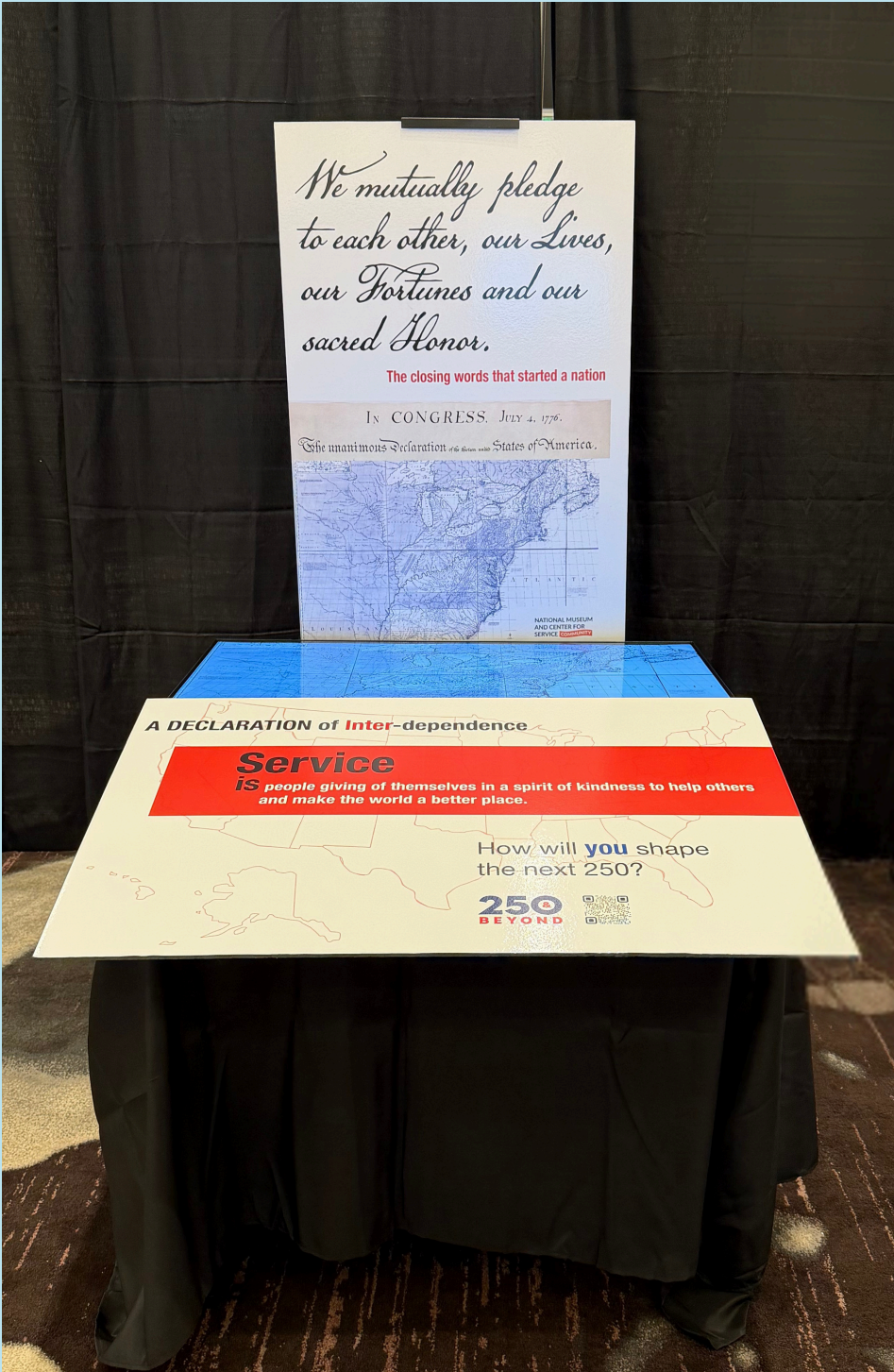


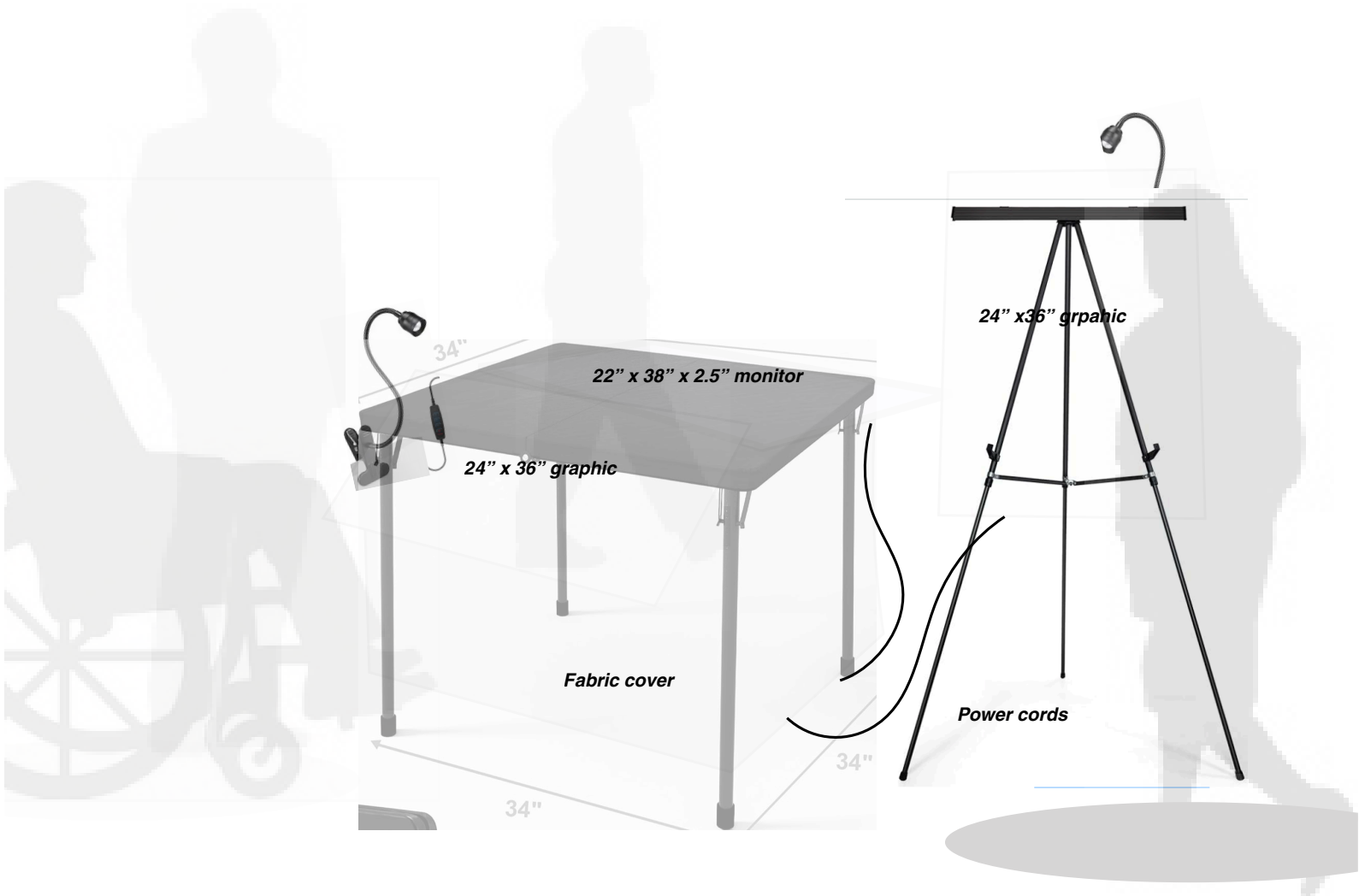
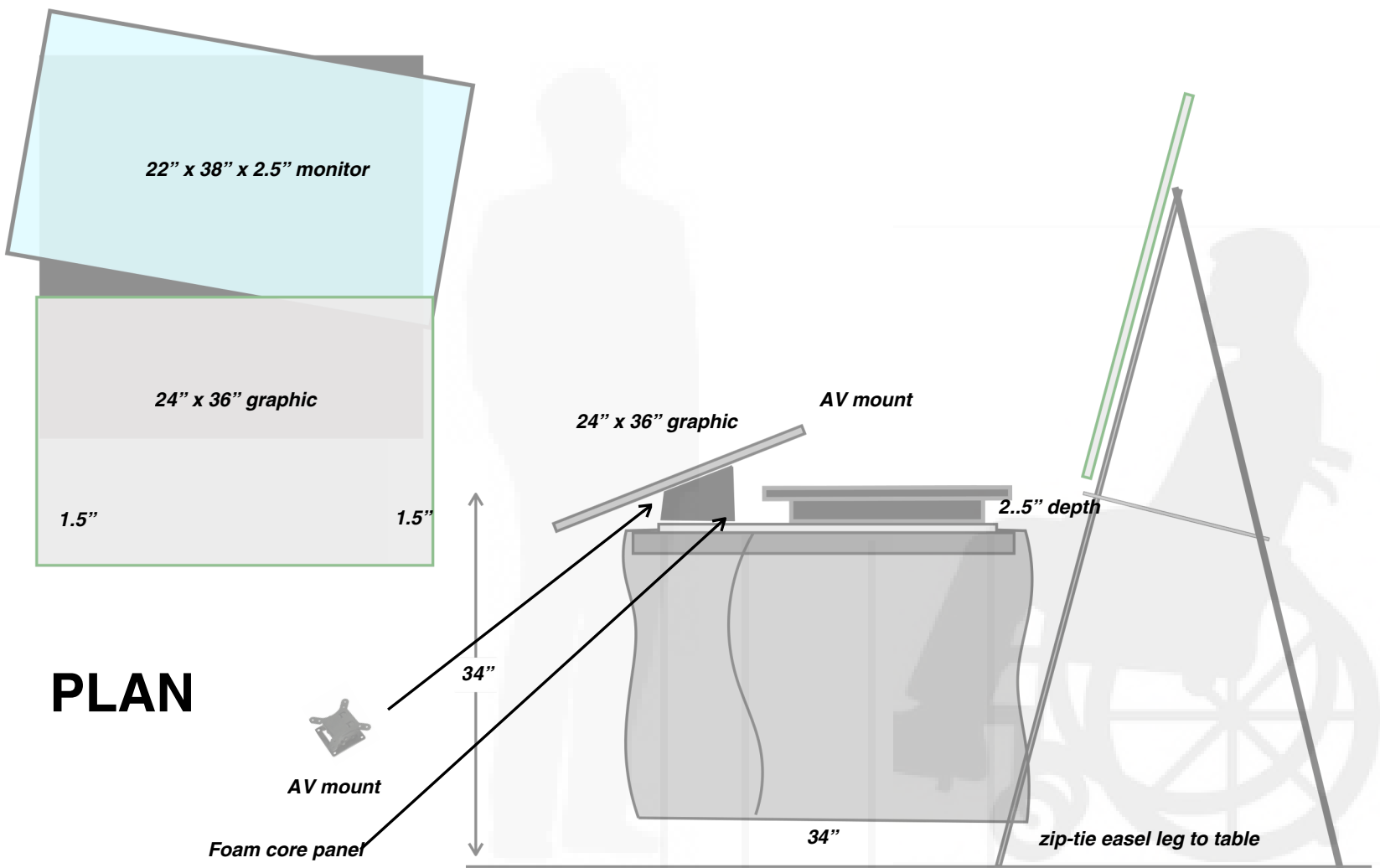


# CREATING A MID-BUDGET VIDEO EXHIBIT

## A STEP-BY-STEP GUIDE



# Exhibit Sketch Design



# Materials

Item	Example	Approximate cost
34" Folding card table	<a href="#">Amazon</a>	\$50-60
34" x 34" Plywood board	<a href="#">HomeDepot</a> - Tip, ask Home Depot staff to cut to size	\$20
Flat black paint	<a href="#">Rust-oleum half pint</a>	\$13
Paint brushes	<a href="#">HomeDepot</a>	\$1.67
85" square table cloth - black	<a href="#">Amazon</a>	\$15
2x small tv wall mount	<a href="#">Amazon</a>	\$20 each
Floor poster stand	<a href="#">Amazon example</a> <a href="#">Alternate option</a> <a href="#">collapsable easel</a>	\$20
Double sided black foam mounting tape	<a href="#">Home depot</a>	\$8
USB Drive	<a href="#">Staples</a>	\$8.50
Foam board prints 24"x36"	<a href="#">Staples</a>	\$102
40" LED TV (approximately 35" wide and 20" height, with a flat back surface to balance)	<a href="#">Bestbuy</a>	\$110

Additional tools: Extension chord, drill & bits, tape

**Approximate Cost: \$398**

# Tips

- **Look for deals:** Check local thrift stores, community theatre groups (for spare plywood/set pieces), or local print shops (for donations or printing at cost).
- **Ask for donations/discounts:** Contact your local hardware store to see if they can donate materials like plywood.
- **Use community resources:** Post your needs on local Buy Nothing groups, Freecycle, or Craigslist.
- **Find skilled help:** Check with a local maker space for people who can help with the build or for extra materials.
- **Include captions:** If your video has audio accompaniment, include captions.

# Exhibit ideas

- **The "Human Library":** Feature a rotating series of community members answering a single prompt, such as "The moment I realized service mattered was..." or "My 250 & Beyond commitment is (insert action you will take to serve your community)"
- **The Mission Impact:** Use the panels to map out the history and mission of your organization. Use the monitor to show "Day in the Life" clips of volunteers or testimonials from those your organization has helped.
- **The Timeline of Transformation:** Use one panel to show a "before" visual, and another to show the "after" or a "vision for the future". Video content to include time-lapse footage of a project or the process of getting from before to after (eg. a community garden growing, or house being built).
- **The Artifact & Story approach:** On the panels, display photos of items used, or artifacts used in service activities. Video content can feature the owner of that artifact telling the object's story, giving life to the image.



# Resources

## Canva Templates

- **What is Canva?** A free-to-use online graphic design tool. It is user-friendly and lets anyone, from beginner to pros, create professional visuals.
- **Editable 24"x36" graphics:** The Canva templates that were used for the 250 & Beyond exhibit can be found at [nmcfs.org/VideoExhibitGraphics24x36](http://nmcfs.org/VideoExhibitGraphics24x36)
- Canva offers basic accounts free to users, and Pro accounts to non-profit organizations and schools. For more info on their program visit: [www.canva.com/canva-for-nonprofits](http://www.canva.com/canva-for-nonprofits) and [www.canva.com/education](http://www.canva.com/education)



# Set up steps

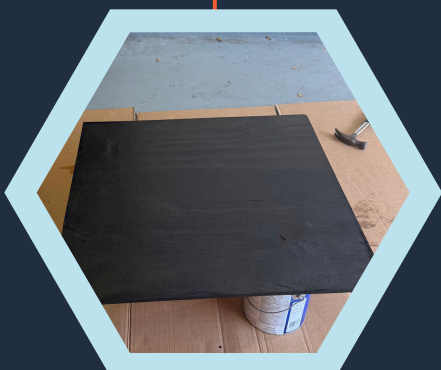


## Prepare the plywood board

- Paint the 34" x 34" plywood board black and allow it to dry completely.

## Set up the table

Assemble the folding card table and cover it with the 85" x 85" black table cloth. Center the cloth so that the table legs are not visible.



## Place the plywood

- Set the painted black plywood board on top of the covered table.

## Position the TV

Place the 40" TV on the plywood board at the top end, leaving approximately 14" of the plywood board visible at the bottom.



## Determine wall mount placement

- - Place the two small wall mounts on the visible 14-inch section of the plywood board, space them evenly.
  - Use a large piece of cardboard to simulate the Foam board. This will help you balance and angle the brackets so that the top half of the Foam board will seamlessly meet the top of the TV.

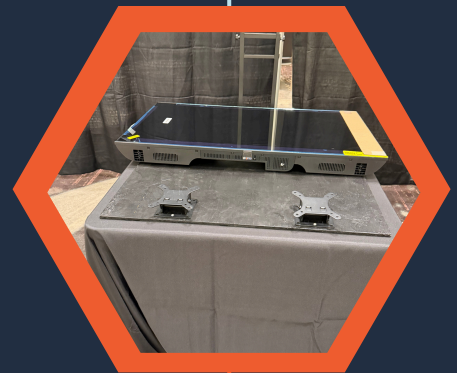


## Secure the wall mounts

- Mark the exact placement of the brackets.
- Remove the plywood board from the table.
- Drill holes into the plywood board at the marked locations and firmly attach the brackets using the provided mounting materials.

## Reassemble and position

Place the plywood board with the secured brackets back onto the table, and set the TV on top again.

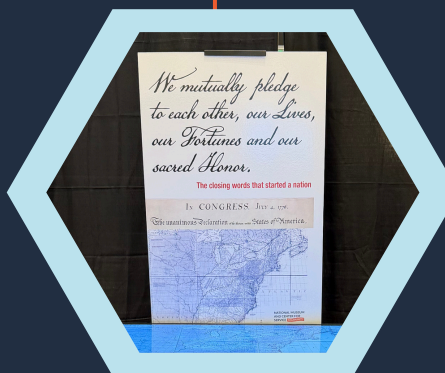
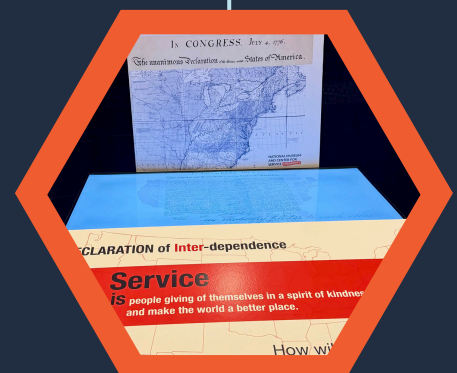


## Mount the foam board

Use the double-sided black foam mounting tape to adhere one of the Foam board prints onto the mounted brackets. **Be careful to align it correctly, as the adhesive is permanent.**

## Power and loop video

Plug in the USB drive and the TV, then turn it on. Set your video to play on a continuous loop.



## Install the top foamboard

Mount the second foam board print onto the floor poster stand. Position the stand behind the TV and adjust the height so that the top foamboard poster meets the top of the TV.