



## A/V Guidelines

### Background

The **kids teaching kids**® Healthy Lifestyles program was created to help children and their parents build a lifetime of healthy habits through nutrition education and wellness activities. Each school year the program hosts the *21-Day Snacking Challenge*. It engages high school Career and Technical Education (CTE) students to teach elementary school students healthier snacking habits while providing other wellness and activity education.

### Objective

Based on other district programs participation, the option to create videos if either or both the culinary and/or Education & Training classrooms are participating:

- **One Wellness Video** mindfulness exercises with guidance from your education & training class
- **One Recipe Video** step-by-step instructions by culinary students demonstrating how to make their snack recipe
- **One Snack Photo** picture of fully-prepared snack and plated in a professional menu-quality presentation

### A/V Guidelines

- All students must have a parent signed consent form [HERE](#).
- Introduce everyone appearing in the culinary video. (ex. "Hello my name is [first name] and this is [first name].")
- The school & district where the recipe was created and the editors of the A/V student who produce the video must be credited. (ex. "This recipe was created by the culinary students at [name of HS or Career Center and ISD if it is not in the school's name].")  
NOTE: This can also be done verbally and/or by text credit at the end.
- All videos must have their ISD logo on a bumper in the beginning of the video or throughout the video in the bottom left corner.

### A/V Submission

#### Videos

- Video length must be 2 minutes or less
- Video format must be submitted in .MP4 format. H.264 video codec and AAC audio codec is preferred.
- Videos should be recorded in 1080p (1920 x 1080) or higher.
- 16:9 aspect ratio (landscape) is required. No vertical (portrait) videos or photos
- Save files as:
  - Wellness Video - **District Name\_Instructor Name\_Wellness Topic\_Story Name**
  - Recipe Video - **District Name\_Instructor Name\_Snack Name\_VIDEO**

## Photo

- Photos taken of the recipes - images must be a minimum of 1600x1600px. JPG and PNG formats are accepted, but JPG is preferred; HEIC files will not be accepted.
- Color-corrected photos are preferred, but not required.
- Photos should have roughly 15-25% extra background around the subject to accommodate different crops.
- Save file as: **District Name\_Instructor Name\_Snack Name\_PHOTO**

## Deadline: January 31, 2026

- Upload Wellness Video and consent forms [HERE](#)
- Upload Recipe Video and consent forms [HERE](#)
- Upload Recipe Photo [HERE](#)
- NOTE: Be sure to follow the file naming convention or the submission may be rejected.

## Contest Criteria:

- Judging criteria is based on: *relevance, originality, and quality*
- The top 10 videos will be selected across all districts to be published in the 2025-2026 KTK Texas Recipe Book
- If selected to be in the book, the classroom will receive funding.

## \*\*\*TIPS FOR CULINARY AND AV STUDENTS MAKING THE RECIPE VIDEO

- Use only approved utensils listed in recipes (No sharp knives, vegetable peelers or cheese graters)
- Arrange the camera angle slightly above your workspace so that it is easy to see what you are doing with your hands
- Have ingredients pre-measured or pre-cut
- Work in pairs if possible
- Demonstrate each step of the recipe while partner is narrating
- Speakers should be use a microphone when possible to reduce outside noise
- Use of text and music is encouraged