

“Stay Creatively Connected” video script

Video objective: A short promotional video to showcase HKYAF’s resilience to adapt and change throughout COVID-19. The video aims to inspire HKYAF’s youth participants to “stay creatively connected” through various online and offline projects for YAFies social distancing in Hong Kong and abroad.

Key features:

- Highlight HKAF’s corporate colour → orange
- Highlight bold text in orange or other colours that highlights orange background
- Showcase participants’ diverse and creative spirit through performing and visual arts programmes

	Visual	Text
1	HKYAF logo	#StayCreativelyConnected
2	Opening message against an orange background (HKYAF’s corporate colour)	Many art events were postponed or cancelled during the pandemic.
3	Faces of individual youth participants → fade into screen rising (footage from stage production #hashtag) With text overlay	But at HKYAF, creativity isn’t cancelled
4	Snapshot footage of youth participants dancing and creating artworks from performing and visual arts projects	
5	Snapshot footage continues with text overlay	So that young people can get creative with us anywhere
6	Actual photos and video footage from physical workshops and events and virtual programmes with text overlay	Between 2020 and 2021, we held over 160 physical workshops and events and 250 virtual programmes , Reaching over 86,046 participants physically and virtually
7	Actual photos and footage continues	At HKYAF , there are no challenges
8	Text overlay with plain coloured background	Only creativity and opportunities

Photos and videos will be adapted from 2020/2021 physical and virtual programmes:

- Jockey Club “Project Silver” Intergenerational Arts Project 2021 exhibition, colouring app promo video, artist-in-residence workshops and virtual a cappella programme
- The Hong Kong Jockey Club Community Project Grant: start Up Community Arts Project 2021 exhibition and online performance pieces (2021 theme: climate change)

- Standard Chartered Arts in the Park 2020 (online programmes, including AIP at Home art pack and video performances)
- Miller Performing Arts: #hashtag (annual stage production footage)
- Pull Back the Curtain Youth Scriptwriting Initiative (virtual workshop footage)
- #BeTheChange: Alone Together (global virtual dance project)
- Jockey Club Sustainability Fund – Art-out-of-the-box Project: Visual Arts Education Pack (online video tutorial footage)
- #BeTheChange: 16 Beats, 1 Song (virtual dance video project)
- Miller Performing Arts: Youth Assistant Choreographers Summer Programme (online performance footage)
- RAW A Cappella Team 2021 (virtual a cappella project)