

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, 2027

- 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