

Planning a Fantastic LIP DUB!

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<https://tinyurl.com/lipdub2020>

What even is a lip dub?

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What even is a lip dub?

What it is:

- › A one-shot video featuring every student and group on campus.
- › “Runners” representing various groups lip sync to the song
- › Student-directed, advisor-supervised
- › MY FAVORITE DAY OF THE YEAR!

What it does:

- › Brings your ENTIRE student body and staff together in SPIRIT
- › Showcases the programs of your school, large and small
- › Community engagement - parents, alumni, future students

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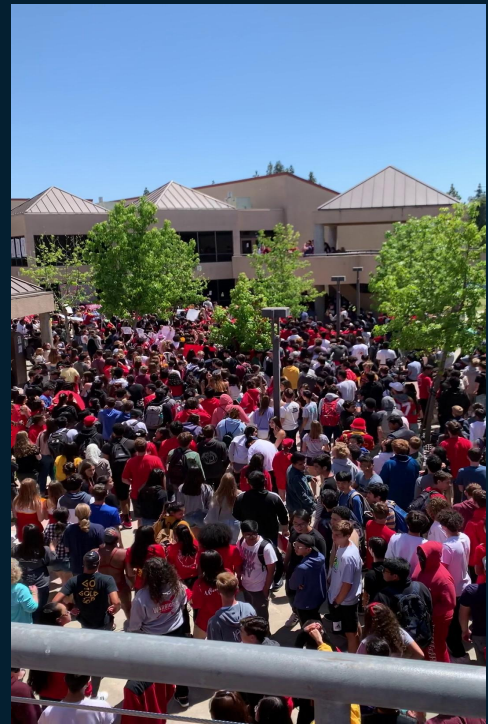
What even is a lip dub?

In short, a positive climate and culture boost for your campus!

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Clip of Final Product



Behind the Scenes

WHS Lip Dub 2019

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**Ok, I'm sold.
How do we plan
this at my
school?**

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1. Get Buy-In from Stakeholders

- › ASB Students
- › Admin (WASC! Bragging rights!)
- › Staff
- › Student Body

(Be sure to show them examples from other schools!)

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2. Identify Leaders

- › Film Ed/Video Production Students
- › Form Committees
- › Interested students
- › ASB Students - every person has a job

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3. Choose a Date and Time

- › Tutorial, Homeroom, special schedule?
- › Weather
- › Join with other activities or stand alone?

It can be done on any timeline...

- › WHS 2014 Lip Dub = 1 week of planning
- › WHS 2019 Lip Dub = 7 weeks of planning

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4. Pick a Song

- › Be sure to consider **BPM (beats per minute)**
- › Songs of the year or moment
- › Classics
- › Student/staff poll - Google forms
- › Check lyrics (obviously!)

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5. Analyze Student Population

- › Identify major groups or programs to represent
- › Identify “runners” representing a wide range of students
 - › Seniors only?
 - › Auditions?
 - › Memorize section of lyrics

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Examples of Lip Dub Groups

Freshmen

Sophomores

Juniors

Seniors

Teachers

Administrators

Academic Teams

Clubs

Marching Band

Choir

Dance Team

Colorguard

Journalism

Film Crew

Drama

Technical Theater

Sports

All teams, organized by Fall, Winter, Spring, or in their location (i.e., Water Polo and Swim by the pool)

EVERYONE BELONGS SOMEWHERE!

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6. Plan Route

- › Using school map, assign groups to specific areas
- › Explanation video to students and staff ahead of time
- › Choreography or organized movements

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7. Gather Resources

- › Camera and editing software
 - › GoPro
 - › Film program equipment
- › Boom box or play song over PA
- › PA System announcements
- › Sidewalk chalk to draw route
- › Emergency ponchos?

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8. Communicate One Week Prior

- › Staff email
- › Schoolwide video
- › Social media
- › Meeting with involved students (runners, filming, operations)
- › What to wear/bring
- › Parents of students without permission

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9. Practice the Route

- › Students filming
- › Student “runners” lip synching
 - › Forwards or backwards?
- › Crowd control running ahead of the group
- › Student holding boombox and running

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10. Communicate Day Prior/Day Of

- › Staff Email
 - › Protocol for releasing
 - › Where to go
 - › Number of takes
- › Students
 - › Social media
 - › PA announcements
 - › Teacher announcements

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LIP DUB DAY!

And lessons I've learned.

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Reminders for the BIG DAY

- › Have fun
- › Be flexible
- › Allow students to direct
- › Communicate, communicate, communicate
- › Do TWO TAKES if time permits
- › Weather can be fun...?

Reminders for After

- › Check video before posting or showing
 - › Admin?
 - › Gestures, clothing, etc.
- › Reveal at rally, weekly broadcast
- › Principal send brag to community
- › Posting online
 - › Disable comments
 - › Copyright, credits

Woodbridge High School Lip Dubs

[2014 - Waving Flag](#) (K'Naan - World Cup)

[2015 - Shake It Off](#) (Taylor Swift)

[2016 - Dreaming](#) (Smallpools)

[2018 - Feel It Still](#) (Portugal The Man)

[2019 - Don't Stop Me Now](#) (Queen)

2020 - Work in progress!

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Lessons Learned

2014

OPTIONAL lip dub, during Tutorial

- > Planned in 1 week
- > Filmed on a student's GoPro in 1 take - didn't know what we had
- > "Organic" can be good!
- > Some students sad they couldn't leave class
- > Make sure everyone knows lyrics (admin!)
- > Music copyright

2015

First "mandatory" lip dub

- > Sound hard to hear - cheer "quietly"
- > Drone shot at end!
- > Learned to check for inappropriate gestures or clothing after

2016

First technically advanced (filming)

- > Going in and out of buildings quickly affected the exposure
- > Students didn't know the song well
- > Students without permission blur out - find out AHEAD of filming

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Lessons Learned (continued)

2018

Mandatory lip dub in Homeroom

- › Lack of interest year prior → 2 years before lip dub, group of seniors sad!
- › Rain in forecast - emergency ponchos in school colors!
- › Student ran in front of camera, blocking runners, during the entire first take. Always do a 2nd take!

2019

Mandatory lip dub in Tutorial

- › We're getting better over time!
- › Film students highly involved
- › Better process for students without permission
- › Two takes necessary again (we got out of sync with the music)

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Resources

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Resources

[Lip Dub Route Map](#)

[Video Explaining Route](#)

[First Email to Staff](#)

[IUSD Student Image Policy](#)

[Email to Parents of Students without Permission](#)

[Notice Delivered to Students without Permission](#)

[DAY OF Email to Staff](#)

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**Thank you! Feel free
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questions.**

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