



PAPAYA
YOUNG
CREATORS
2022

**unlock
your
potential**

creative starter TIKTOK UNIQUE STORIES

**AT PAPAYA YOUNG CREATORS WE ARE EAGER TO MEET YOU
AND SEE YOU UNLOCK YOUR POTENTIAL.**

about the category:

THE WORLD WE LIVE IN IS FULL OF VARIETY AND DIVERSITY, SO OUR UNIQUENESS AND THE WAY WE EXPRESS IT GO A LONG WAY TO SHAPING OUR OWN PERSONAL IDENTITY.

TIKTOK IS A TERRIFIC PLATFORM THAT ADVOCATES CREATIVE EXPRESSION. AND IT CONNECTS EVERYONE, NO MATTER THEIR AGE, ORIGIN, CHARACTER, PASSION OR LOOKS. IT ALLOWS THE FULL ENJOYMENT OF EVERYTHING THAT GOES INTO MAKING UP THIS EXCEPTIONAL INCLUSIVENESS. DISCOVER YOUR TALENTS AND TELL YOUR STORY ABOUT DIVERSITY.

SHARE HOW YOU SEE THINGS. CREATE YOUR OWN TIKTOK FILM TO SHOW THE WHOLE WORLD HOW YOU COMPREHEND AND CELEBRATE DIVERSITY. TIKTOK UNIQUE STORIES IS A CATEGORY THAT IS LIMITED ONLY BY YOUR IMAGINATION - WE'RE WAITING FOR YOU TO COME FORWARD. YOU HAVE THE UNIQUE OPPORTUNITY TO WIN 10,000PLN, GET A PAID INTERNSHIP IN THE ROLE OF CONTENT CREATOR, AND THE CHANCE TO IMPROVE AND DEVELOP YOUR CREATIVE TALENTS UNDER THE WATCHFUL GUIDANCE OF SOME OF THE WORLD'S BEST MENTORS.

task

THIS CATEGORY IS A SPACE IN WHICH YOU CAN FREELY, WITHOUT ANY HINDRANCE, EXPRESS YOUR WAY OF LOOKING AT AND INTERPRETING THE FOLLOWING CORE IDEA. SUBMIT A FULLY FINISHED FILM WITH A RUNNING TIME OF NO LONGER THAN 180 SECONDS.

idea

DIVERSITY IS BEAUTIFUL

IF WE WERE ALL THE SAME, OUR WORLD WOULD BE EXCEPTIONALLY DULL AND BORING. THIS IS WHY WE APPRECIATE, ENCOURAGE AND MAKE EVIDENT ALL OF OUR DIVERSITIES. IT IS THESE DIFFERENCES THAT ARE SO INSPIRING, AND ENSURE LIFE REMAINS EXTRAORDINARY. LET US SEE YOUR TAKE ON THIS.

for/against

USE THE POSSIBILITIES OF TIKTOK. THIS TOOL GIVES YOU PLENTY OF OPPORTUNITIES TO TELL YOUR STORY CREATIVELY. IT IS NOT ENOUGH TO SIMPLY SHOOT A FILM VERTICALLY. USE THE MULTITUDE OF FUNCTIONS IT OFFERS TO ENGAGE YOUNG AUDIENCES.

THIS IS A CATEGORY WHERE YOU SUBMIT YOUR FINISHED VIDEOS. TO PARTICIPATE IN THE COMPETITION YOU MUST:

- RECORD A VIDEO USING THE TIKTOK PLATFORM WITH THE HASHTAG #TIKTOKUNIQUESTORIES, IN RESPONSE TO THE COMPETITION TASK.
- REGISTER FOR THE COMPETITION USING THE APPLICATION FORM AVAILABLE ON THE WEBSITE: <http://papayayoungcreators.com/login>
- FOLLOWING REGISTRATION, YOU WILL RECEIVE ACCESS TO THE PARTICIPANT PANEL, WHERE YOU NEED TO PUT THE LINK OF YOUR RECORDED TIKTOK VIDEO.



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good practices

TIKTOK IS A PLACE WHERE ANY CREATOR CAN FEEL AT HOME AND EVERYONE IS WELCOME. LEARN WHAT MAKES IT A SPECIAL PLACE FOR CREATORS, AND WHY YOU SHOULD CREATE VIDEOS HERE. LET'S GET STARTED!

- **GET THE ATTENTION** - A STRONG OPENING SHOT CAN BE VITAL TO GRABBING A VIEWER'S ATTENTION. YOU CAN RECORD VIDEOS LASTING UP TO THREE MINUTES, SO CONSIDER PUTTING SOMETHING, THAT WILL TRIGGER VIEWERS' ATTENTION AT THE BEGINNING. TRUST YOUR INTUITION.
- **REMEMBER ABOUT THE SOUND** - A SPECTACULAR SOUND CAN CHANGE THE PERCEPTION OF THE MOVIE OF 180-DEGREES! ENJOY THE HUGE MUSIC AND SOUNDS LIBRARY AVAILABLE ON THE PLATFORM. YOU CAN ALSO USE YOUR OWN, ORIGINAL SOUND. REMEMBER THAT IF YOU WANT TO MAKE A MOVIE, YOU MUST ACQUIRE THE RIGHTS TO A PIECE OF MUSIC.
- **TELL YOUR STORY** - STORYTELLING IS AT THE HEART OF TIKTOK. WHETHER YOU'RE CREATING AN AD OR TELLING A PERSONAL STORY, THE KEY TO CAPTURING YOUR VIEWER'S ATTENTION IS A CLEAR, ORIGINAL KEYNOTE AND THE STORY IDEA. THE THREE-PART DIVISION OF THE STORY WITH THE BEGINNING, MIDDLE AND ENDING WILL BE PERFECT FOR THE PLATFORM, BUT DON'T BE AFRAID TO EXPERIMENT - SKY IS THE LIMIT!
- **LIGHTS, CAMERA, TIKTOK!**
 - TO OPERATE THE IN-APP CAMERA, PRESS AND HOLD THE RED ICON TO RECORD A VIDEO, AND RELEASE IT TO STOP. YOU CAN DO THIS STEP AS MANY TIMES AS NECESSARY TO GRAB ALL OF YOUR SHOTS
 - TIKTOK HAS A FEW DIFFERENT OPTIONS TO VARY THE SPEED OF YOUR SHOTS. USE THE SLIDER AT THE BOTTOM OF THE SCREEN TO RECORD SLOW MOTION (E.G., 0.3X, 0.5X) OR FAST MOTION (E.G., 2X, 3X)
 - IF YOU WANT TO CHANGE THE CAMERA'S DIRECTION WHILE RECORDING, YOU CAN USE THE FLIP FEATURE TO CHANGE TO THE FRONT OR BACK CAMERA
 - TIKTOK HAS A VARIETY OF FILTERS TO CHANGE THE LOOK AND FEEL OF YOUR VIDEO. TRY THEM!
 - CREATIVE EFFECTS CAN ADD A WHOLE NEW DIMENSION TO YOUR VIDEOS. TIKTOK HAS A VARIETY OF CREATIVE EFFECTS, AND EDITING TOOLS CREATORS CAN TAKE ADVANTAGE OF WHEN CREATING THEIR VIDEOS
 - TIKTOK ALSO OFFERS A SELECTION OF TIMERS THAT ALLOW YOU TO SHOOT VIDEOS WITHOUT HAVING TO HOLD DOWN THE RECORD ICON
 - ALSO CHECK THE "DISCOVER" TAB ON THE PLATFORM AND GET INSPIRED BY WHAT THE TIKTOK COMMUNITY IS CURRENTLY ENJOYING.
- **BE PART OF THE COMMUNITY** - WHEN YOU CREATE MOVIES ON TIKTOK, OR DISCOVER THE WORK OF OTHERS, YOU BECOME PART OF A GREAT GLOBAL COMMUNITY. THEREFORE, IT IS IMPORTANT TO FOLLOW THE RULES THAT ALLOW TO CREATE A FRIENDLY ENVIRONMENT FOR OUR COMMUNITY. FIND OUT ABOUT THEM AT: <https://bit.ly/35BxoZu>
- **HAVE FUN!** - WHEN YOU SHARE VIDEOS THAT YOU LOVE, YOUR JOY BECOMES INFECTIOUS. TAKE PRIDE IN THE VIDEOS YOU MAKE, AND REMEMBER TO ALWAYS HAVE FUN. :)
- YOU CAN FIND MORE TIPS & TRICKS AND VIDEO TUTORIALS ON THE WEBSITE: <https://bit.ly/3gfVv1H>