

# PROMOTIONAL VIDEO CONTEST



## OVERVIEW

Applying leadership and 21<sup>st</sup> century skills, participants use videography skills to develop a promotional video for TSA chapters across the state to use to recruit members.

**Note: This is NOT a state competitive event nor a national competitive event, but a promotional contest.**

## ELIGIBILITY

A team ranging from one to six (1-6) members may participate. There is no limit on submissions per chapter, and members from various chapters can create a team. Both middle school students and high school students may participate.

## REGULATIONS AND REQUIREMENTS

### A. The video

- a. The digital video may not exceed three (3) minutes in length.
- b. All video footage, graphics, special effects, and audio clips must be created/filmed by the competitors.
- c. All ideas, text, images, and sound from other sources must be properly cited using the Student Copyright Checklist.
- d. Competitors may submit a link to their video (a Google Drive share link or a YouTube video link).
  - i. URL link must point directly to the video submission. The judges need not download any external software to access the video.

### B. Submission

- a. Please email your URL link along with the name of your TSA chapter and your advisors name.
  - i. [Mark.harrell@education.ky.gov](mailto:Mark.harrell@education.ky.gov)
- b. All entries must be submitted by 11:59 pm on December 3<sup>rd</sup>, and you will receive a confirmation email within 48 hours of us receiving the video.
- c. Please make sure entries are school appropriate and can be used by schools across Kentucky.
- d. Participants must complete the Student Copyright Checklist (located on the [National TSA website](#) under Competitions and Programs >

[Competition Forms](#)) and save it as a multi-page PDF to be submitted electronically with the entry online.

- i. If the entry contains images of people, proof of consent must be provided for each person in the video.
  - ii. Minors require parental consent. Use the Photo/Film/Video Consent and Release (located on the [National TSA website](#) under Competitions and Programs > [Competition Forms](#)) for any individuals included in the video footage.
  - iii. Advisor signatures are not required for this contest, but they are encouraged. You will not be penalized for not including advisor signatures.
  - iv. Failure to include the Student Copyright Checklist will result in disqualification.
- C. The winning team and video will be announced on December 15<sup>th</sup>, 2021 on the Kentucky TSA social media platforms and Google Classroom.
  - D. The winning video will be published as a resource to help chapters with membership recruitment.
  - E. Each member of the winning team will receive a \$50 Amazon gift card.

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## Rubric

| VIDEO PRODUCTION (70 points)              |   |  |   |
|---|---|--|---|
| CRITERIA                                  | Minimal performance   | Adequate performance   | Exemplary performance   |
|   | 1-4 points  | 5-8 points   | 9-10 points   |
| <b>Video</b><br>(X1)                      | The video shots have obvious problems with focus, steadiness, and framing.  | The video shots are somewhat focused and framed and there is a limited use of close-ups.   | The video is enhanced by steady, creative shots and incorporates excellent use of close-ups.                                    |
| <b>Audio</b><br>(X1)                      | The audio quality is poor, a result of primary use of the on-camera microphone for recording.   | The audio quality is clear with good levels, and reflects the correct use of microphones and audio techniques.                       | The audio quality is excellent, with use of additional audio clips/cues that enhance the video production.                      |
| <b>Lighting</b><br>(X1)                   | The video reflects poor ambient lighting choices and/or the use of heavy back-lighting.   | The video reflects adequate lighting on subjects and the proper use of lighting techniques.  | The video reflects an excellent and creative use of lighting, which propels the story emotionally.                              |
| <b>Continuity and Pacing</b><br>(X1)      | The sequencing is confusing or incomprehensible; shots are left on too long, and edit points/transitions are "glitchy."                           | The pace and timing are generally structured; the shots move along, helping to tell the story, and there is some use of transitions. | The shots are logically paced and move the story along in an interesting way, with excellent and purposeful use of transitions. |
| <b>Creativity and Originality</b><br>(X1) | There is little original thought or creativity in the design and production, resulting in what appears to be a simple piecing together of events. | The video reflects some original and creative elements.  | Originality and creativity are at the forefront of the video, with thematic elements incorporated in a highly authentic way.    |
| <b>Video Effectiveness</b><br>(X2)        | The work does not meet the project goals, has an unclear message, and reflects sloppy work.   | The topic is presented with some insight, and the video meets most project goals.  | The video is focused, with a clear message and a rich variety of supporting material.   |