(430) Video Production Team

Description

Create a three to five (3:00-5:00) minute video production, based upon the assigned topic.

Eligibility

Any student member may enter this team event. A team will consist of 2-4 members. Contestants participating in national level competition must be registered for the event, prior to submission deadline for technical judging. Teams must participate in both parts of the competition in order to be ranked.

Topic

Create a video promoting the importance of sleep and motivates peers to get more sleep.
Learn more at http://sleepeducation.org/healthysleep/sleep-recharges-you-teen-sleep-duration/school.

Summary

Do you know all the ways sleep affects you? Getting the recommended 8-10 hours of sleep per night will improve athletic performance, have a positive impact on your mood, improve memory and your ability to learn, and even give you a healthier complexion. The American Academy of Sleep Medicine recommends 8-10 hours of sleep per night for 13-18 year olds. A lot of teens don't get the recommended amount of sleep. Life is meant to be lived and lived at its best. We need you to help us spread the word: Sleep Recharges You!

What your video should include:
1) The key statistic: The American Academy of Sleep Medicine recommends 8-10 hours of sleep per night for 13-18 year olds.
2) At least one way teens benefit from getting the right amount of sleep.

What your video should avoid:
1) Negative tone, references to death, injury, etc. Rather than focusing on all the things that could go wrong when you're tired, focus on all the ways life gets better when you're well rested.

Final thought: Be creative! Tell a story or show examples we can all relate to. Sometimes the funniest material is simply content that's hilarious because it's so normal and relatable.

Get more info at sleepeducation.org and NOYS.org.

Teams who do *not* submit an entry that follows this topic will be *disqualified*.

Team must supply

Visual display technology in the form of, but *not* limited to, a desktop/laptop/tablet with internal or external speakers, projector, TV or DVD player

Video projector (optional)

Props (optional)

Carry-in and set-up of equipment must be done solely by the team and must take place within the time allotted

No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges

Team must bring all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the team. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification</u>.

Competencies
- Apply knowledge of software, equipment, and skills related to video production
- Utilize video editing applications
- Develop a story line using a storyboard and outline
- Demonstrate scripting techniques to present a clear overall message
- Apply basic camera techniques, including various camera shots
- Demonstrate knowledge of lighting techniques
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of transitions and audio editing techniques
- Demonstrate proper use in placement of titles and visual effects
- Demonstrate teamwork skills needed to function in a video editing environment

Specifications:
- This is a pre-submitted event. See instructions for submissions.
- The team will develop a video using various software applications related to video production.
- The final project components, including, but *not* limited to, storyboard (8.5" x 11"), script, and video should be compressed in Zip format and uploaded to a video/file sharing site (Dropbox, etc.)
- For completed projects uploaded to a video/file sharing site (Vimeo, YouTube, or Dropbox, etc.), it is recommended to set the access level of your project to one of BPA's recommended settings. See page 15 for settings recommendations.
- Submit the Team Entry Form including the URL to the project and Release Form(s) in a combined PDF file to: http://www.bpa.org/submit no later than 11:59 p.m. Eastern Time on April 1, 2018.
- Note: Member ID will be required for all submissions.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Note: Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions will *not* be accepted.
- Materials from non-registered contestants and/or those missing contestant number *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of a well-developed storyboard, script, the Team Entry Form, including signatures, and Release Form(s) must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- The contestant may utilize audio, text, video, graphics, and animation.
- Use of transitions and continuity must exist in the production.
- The team is responsible for securing a Release Form from any person whose image is used in the production.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- No presentation will be performed at the National Level Finals Competition. The video will be judged on technical merit only.
- All text/graphics materials must follow the organization's Graphic Standards and make proper use of the logo and/or organization's name. (Refer to the Graphic Standards in the *Style & Reference Manual*.)
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at

. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.

- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- All materials, other than the required submission materials may *not* be left with judges.

Method of evaluation
Technical Scoring Rubric
Presentation Scoring Rubric

Length of event
No more than three (3) minutes for set-up/wrap-up
No more than ten (10) minutes for the presentation
No more than five (5) minutes for judges' questions
Finals may be included at regional, state and national levels

Length of Final event (National only)
No more than three (3) hours to plan, produce, and export production

Details for Final event (National only)
- The teams will be have no more than three (3) hours to plan the storyline and complete all production phases including, exporting of video.
- The teams will go out and film their production on site.
- During this time, students may communicate with members of their team via telephone, but may *not* communicate with others concerning the production of their video. This includes communicating with their advisor. Teams will be *disqualified* for violating this rule.
- After filming is complete, teams will return to the contest room to edit and complete all production and post-production elements in their video.
- The video must be one-minute in length, rendered and exported into a MOV, MP4, AVI, or MPG format and submitted using the flash drive provided. If *not* in the appropriate format, it may *not* be judged.
- Scoring from the preliminary round will *not* be included in the finals scoring. The finals will use a separate rubric.
- All materials, other than the required submission materials may *not* be left with judges.

Entries
Each state is allowed two (2) entries

Teams in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

This event is sponsored by:

Business Professionals of America Workplace Skills Assessment Program

(430) Video Production Team

Judge Number _____   **Team Number** _____

<u>Technical Scoring Rubric</u>

Team Violated the Copyright and/or Fair Use Guidelines	☐ Yes *(Disqualification)*	☐ No
If yes, please stop scoring and provide a brief reason for the *disqualification* below:		
Team followed topic	☐ Yes	☐ No *(Disqualification)*

Items to Evaluate			**Points Awarded**
Required Elements			
• Included more than one camera angle	☐ Y | ☐ N	10	
• Included at least one interview	☐ Y | ☐ N	10	
• Included one voice over	☐ Y | ☐ N	10	
• Included ending credits	☐ Y | ☐ N	10	
Total Required Elements (40 points maximum)			

Items to Evaluate	**Below Average**	**Average**	**Good**	**Excellent**	**Points Awarded**
Content					
Team submitted the correct information and in the correct format. • Team Entry Form (must be keyed but does *not* have to be signed for pre-submission) AND Release Form(s) (must be keyed but does *not* have to be signed for pre-submission) in one combined PDF file *All points or none are awarded by the technical judge.*				10	
• Originality of content (at least 50% of video must be footage created by the team)	1–5	6–10	11–15	16-20	
• Developed and portrayed theme (to include, but *not* limited to: a logo, taglines, and color usage)	1–5	6–10	11–15	16-20	
• Effectiveness of production	1–5	6–10	11–15	16-20	
• Production free of typos	1–5	6–10	11–15	16-20	
Total Content (90 points maximum)					
Quality					
• Focus/Steadiness	1–5	6–10	11–15	16-20	
• Lighting	1–5	6–10	11–15	16-20	
• Color	1–5	6–10	11–15	16-20	
• Audio	1–5	6–10	11–15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (210 points maximum)					

(430) Video Production Team

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to explain the development and design process	1–5	6–10	11–15	16-20	
Ability to explain the use and the development of innovative technology	1–5	6–10	11–15	16-20	
Ability to explain the use and development of media elements (graphics, special effects, video, audio, etc.)	1–5	6–10	11–15	16-20	
TOTAL PRESENTATION POINTS (60 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, *not* per judge.		Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10	
Documentation submitted at time of check-in: keyed and signed Team Entry Form (1 copy), Storyboard (1 copy), Script (1 copy), and Release Form(s) (1 copy) at time of presentation ***Must have copies for preliminaries and finals***	10	
All registered team members in attendance for entire event	10	
TOTAL SPECIFICATION POINTS (30 points maximum)		

TOTAL MAXIMUM POINTS = 300

PRESENTATION WILL BE STOPPED AT TEN MINUTES

(430) Video Production Team – NLC Finals Rubric

Judge Number _____   **Team Number** _____

Technical Scoring Rubric – FINAL (Nationals Only)

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, *not* per judge.		Points Awarded
Documentation submitted at time of check-in: keyed and signed Team Entry Form (1 copy) *Must have copies for preliminaries and finals*	10	
TOTAL SPECIFICATION POINTS (10 points maximum)		

Items to Evaluate	Select One	Award all or none	Points Awarded
Required Elements			
Included more than one camera angle	☐ Y │ ☐ N	10	
Video is exactly 1-minute in length	☐ Y │ ☐ N	10	
Final Export met timed event deadline	☐ Y │ ☐ N	50	
Exported in correct format	☐ Y │ ☐ N	20	
Total Required Elements (90 points maximum)			

Items to Evaluate	Below Averag	Average	Good	Excellent	Points Awarded
Content					
Originality of content (All video should be shot on-site)	1–5	6–10	11–15	16-20	
Developed storyline	1–5	6–10	11–15	16-20	
Effectiveness of production	1–5	6–10	11–15	16-20	
Developed and portrayed common theme	1–5	6–10	11–15	16-20	
Total Content (80 points maximum)					
Quality					
Videos were in focus/steadiness	1–5	6–10	11–15	16-20	
Lighting quality	1–5	6–10	11–15	16-20	
Color quality	1–5	6–10	11–15	16-20	
Audio quality	1–5	6–10	11–15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (250 points maximum)					

TOTAL MAXIMUM POINTS = 260