OVERVIEW

Participants write, shoot, and edit a sixty (60)-second video during the conference in this on-site event. Required criteria, such as props and a line of dialogue, make the competition more challenging and will be revealed at the event orientation meeting.

PURPOSE

Participants have the opportunity to use video skills, tools, and processes to communicate, entertain, inform, analyze and/or illustrate a topic, idea, subject, or concept. An extremely powerful and ubiquitous medium, video production has great potential, strengths, and limitations that should be understood by all.

ELIGIBILITY

Participants are limited to one (1) team of two (2) or more students per chapter. One (1) entry per team is permitted.

TIME LIMITS

A. Entries must be started and completed during the conference.
B. The video must be no longer than sixty (60) seconds in length.
C. Participants have forty-eight (48) hours, beginning at the event orientation meeting, to complete the entire production.

ATTIRE

Competition attire, as described in National TSA Dress Code (www.tsaweb.org/Dress-Code), is required for this event.

PROCEDURE

A. Participants report to the event area at the time and place stated in the conference program.
B. The event coordinator distributes the materials, information, directions, and deadlines to each team.
C. Each team supplies its own video production and editing equipment that it wishes to use to complete its production. Entries will be submitted on a 12cm DVD suitable for viewing on a stand-alone DVD player.

D. Entries are reviewed by evaluators. Neither students nor advisors are present at this time.

E. Participants shoot their footage, which must be appropriate for the TSA community, only at officially sanctioned conference locations, as described by the event coordinator. Teams are not allowed to shoot in sleeping rooms, restrooms, restaurants, or elevators/escalators. Participants may not disturb any event in progress, enter a restricted evaluation area, interrupt a conference function, or participate in behavior unbecoming to a conference participant. At the event meeting, the event coordinator will explain any further shooting restrictions on the specific property. Failure to follow these instructions will result in disqualification.

F. Ten (10) finalists are announced at the awards ceremony.

It is essential that students and advisors routinely check the TSA website (www.tsaweb.org) for updated information about TSA general rules and competitive events. This information is found on the website under Competitions/Updates and Clarification. When students participate in any TSA competitive event, they are responsible for knowing of updates, changes, or clarification related to that event.

REGULATIONS

A. Videos must be submitted on a 12cm DVD suitable for viewing on a stand-alone DVD player.

B. All entries become the property of TSA, Inc. and will not be returned after judging.

C. Teams must include two (2) or more members.

D. Teams may use no more than one (1) video camera for the video production.

E. Teams must edit their projects on a nonlinear editing system or their camera. Teams are responsible for providing their own editing equipment.

F. All video footage must be the original work of the team and must have been completed during the event timeline.
G. Where applicable, all ideas, test images and sound from other sources must be cited. Copyrighted materials may NOT be used. NOTE: Failure to follow this procedure results in disqualification.

H. The video documentation materials are turned in to the event coordinator. Documentation materials (comprising “a portfolio”) are required and should be placed and secured in a clear front report cover. The report cover must include the following single-sided, 8½” x 11” pages, in this order:

1. Title page with the event title, the conference city and state, and the year; one (1) page
2. Table of contents; pages as needed
3. Purpose and description of video; one (1) page
4. A shot log used in production planning to aid with shot selection and shot type for each scene; one (1) page
5. Two (2)-column script detailing specific audio and video cues that must correlate with the video; pages as needed
6. List of video equipment and software used in the development of the video; one (1) page
7. List of references that includes sources for materials; pages as needed
8. If all images and audio used in the entry are original, a statement to verify that is required.

EVALUATION

Evaluation is based on the completed video production and the accompanying documentation. Depending on the stated purpose, videos are judged on story concept, artistic and/or social value, camera technique, transition and video pace, as well as technical attributes, creativity and organization, and the overall effect of the solution. The video should also incorporate the specified prop(s) and dialogue presented during the event meeting. Portfolios should be complete, well written, and professional in organization and appearance. Please refer to the official rating form for more information.
STEM INTEGRATION

This event aligns with the STEM educational standards noted below. Please refer to the STEM Integration section of this guide for more information.

Science, Technology, Engineering, Mathematics

COMMON CORE STATE STANDARDS (CCSS) INTEGRATION

Please refer to the Common Core State Standards (CCSS) Integration section of this guide for more information.

PRIMARY LEADERSHIP SKILLS

Leadership skills promoted in this event:

• COMMUNICATION — Students will organize and produce an effective entry. Suggested leadership lessons: Fact Or Fiction and Listening Skills
• CREATIVE THINKING — Students will use original ideas to develop their entry. Suggested leadership lessons: Color Hunt and HAT To Be Creative
• EVALUATION — Students will review and critique their work throughout the development of their video. Suggested leadership lessons: Evaluation Imagination and Seven Components of Effective Evaluation

Additional leadership skills promoted in this event: organization, teamwork

TSA AND CAREERS

This competition connects to one or more of the career areas featured in the TSA AND CAREERS section of this guide. Use The 16 Career Clusters chart and the TSA Competitions and The 16 Career Clusters grid as resources for information about careers.

CAREERS RELATED TO THIS EVENT

Actor
Audio/video operator or technician
Cinematographer
Film/video editor
Screen editor
Script writer
ON DEMAND VIDEO
EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

A. Event coordinator
B. Evaluators, two (2) or more for every twenty (20) entries
C. Evaluators, two (2) or more for the semifinalists from each group

MATERIALS

A. Coordinator’s notebook, containing:
   1. Event guidelines, one (1) copy for the coordinator and for each evaluator
   2. Official rating forms
   3. List of entries with finalist report
   4. List of evaluators/assistants
   5. Pens and notepads for evaluators
   6. One (1) stopwatch per group of evaluators
   7. Calculators, one (1) for each event evaluator
   8. Marking pens, three (3)
   9. Results envelope
B. Tables and chairs for evaluators
C. Computer capable of reading a DVD, and a monitor — one (1) each per evaluation group
D. Extension cords (25’ minimum length), one (1) per evaluation group

RESPONSIBILITIES

A. Upon arrival at the conference, report to the CRC room and check the contents of the coordinator’s notebook. Review the event guidelines and check to see that enough evaluators/assistants have been scheduled.
B. Inspect the area(s) in which the event is being held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.
C. Meet with all participants at the scheduled time and location to deliver the event-specific criteria, including required props and dialogue. Ensure that all participants understand regulations regarding equipment allowed, behavior, deadlines,
and submission requirements. Prior to the event meeting, the coordinator should tour the conference facilities and develop a list of restricted areas and/or specific restrictions for the event. This list should be shared with the event manager prior to the event meeting. The coordinator should mention at the event meeting that teams must be courteous to all guests in common areas or designated filming areas.

D. Check in the completed entries at the time stated in the conference program. Anyone reporting who is not on the entry list may check in only after official notification is received from the CRC chairperson. Late entries are considered on a case-by-case basis and only when the lateness is caused by events beyond the participant’s control. Requirements for attire do NOT apply during check-in.

E. Place an entry/ID# number on each DVD and portfolio. Do not use a sticker (with the ID#) on the DVD; use a marking pen to record the ID number on the DVD. Secure the entries in the designated area.

F. One (1) hour before the judging is scheduled to begin, meet with your evaluators/assistants to review time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.

G. Evaluators independently assess the entries.

H. For participants who violate the rules, the decision either to deduct 20% of the total possible points or to disqualify the entry must be discussed and verified with the evaluators, event coordinator, and a CRC manager; all must initial either of these actions on the rating form.

I. Each group of evaluators averages its scores to determine the top five (5) entries from that group. The number of evaluator groups depends on the number of entries. In this case, there are two (2) or more evaluators for every twenty (20) participants. The top five (5) entries from each group are forwarded to the event coordinator.

J. The coordinator lists the semifinalists in random order on new rating forms that are given to the semifinalist evaluators. The semifinalist list is NOT posted.

K. Semifinalist evaluators independently assess the semifinalists.

L. Semifinalist evaluators average their scores to determine the top ten (10) finalists and their ranking. Evaluators discuss and break any ties.
M. Complete and submit the finalist report, which includes a ranking of the ten (10) finalists, and all related forms in the results envelope to the CRC room.
## On Demand Video

### 2015 & 2016 Official Rating Form High School

**Portfolio (30 points)**

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Minimal performance</th>
<th>Adequate performance</th>
<th>Exemplary performance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1-4 points</td>
<td>5-8 points</td>
<td>9-10 points</td>
</tr>
</tbody>
</table>

Evaluators: Using minimal (1-4 points), adequate (5-8 points) or exemplary (9-10 points) performance levels as a guideline, record the scores earned for the event criteria in the column spaces to the far right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an “adequate” score of 7 for an X1 criterion = 7 points; an “adequate” score of 7 for an X2 criterion = 14 points.)

**Portfolio components**

- See Regulation H (X1)
  - The portfolio is unorganized and/or is missing three or more components.
  - The portfolio is adequately organized, with most, if not all, components included.
  - All components are included and the quality of the content and organization are clearly evident.

**Purpose and description** (X1)

- The purpose and description are poorly written, unclear and/or contain many grammatical errors.
- The purpose and description are explained appropriately; some grammatical errors may be evident; the writing is adequately effective.
- Clearly and concisely written, the purpose and description are completely effective and compelling.

**Script** (X1)

- The script is not in the correct two-column format, and/or it is missing key attributes, such as character dialogue, nonverbal cues, etc.; the script is unorganized, and there is inconsistent spacing.
- The script contains most key attributes and is correctly formatted; overall the script follows the video production.
- The script is concise, fluid, and all of its attributes correlate clearly with the video production.

**Production (100 points)**

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Minimal performance</th>
<th>Adequate performance</th>
<th>Exemplary performance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1-4 points</td>
<td>5-8 points</td>
<td>9-10 points</td>
</tr>
</tbody>
</table>

**Camera handling** (X1)

- Serious problems with focus, steadiness, and framing are evident.
- Most shots are clearly focused and framed, with adequate close-ups included.
- Steady and creative shots that enhance the video are utilized, and excellent close-ups are included.

**Lighting** (X1)

- Numerous shots are improperly lit; bleaching, shadows, or unbalanced conditions may be evident in some shots; there is no evidence of an attempt to correct problems.
- Most shots are properly lit, either through ambient lighting or the use of techniques to correct poor lighting conditions.
- All shots are well lit, either through ambient lighting or the use of techniques to correct poor lighting conditions.

**Audio** (X1)

- Audio may be unclear, distorted, or washed out from poor signal-to-noise ratio; there is evidence of the use of a built-in camera microphone that detracts from the message.
- The audio is clear, with consideration given to a good signal-to-noise ratio; background or ambient noise may occasionally be a distraction.
- The audio is clear and recorded with good signal-to-noise ratio, displaying skillful microphone choice, placement, and technique.

**Continuity and pacing** (X2)

- The story sequencing is confusing; shots are too long or “clipped,” with edit points appearing “glitchy.”
- The pace and timing are well structured; clips move along and tell the story, with moderate use of transitions.
- Shots logically pace the story along in an interesting way, with an excellent and purposeful use of transitions.

**Video effectiveness** (X2)

- The video does not meet project goals, presents an unclear message, and is sloppy overall.
- The video topic is presented with insights; the video adequately meets the objective.
- The video is clearly focused, with a rich variety of supporting material.
### On Demand Video (continued)

#### Production (100 points) (continued)

<table>
<thead>
<tr>
<th>Aesthetics and artisanship (X1)</th>
<th>The work is unorganized and sloppy; the display seems to be an afterthought, as if it were thrown together.</th>
<th>The work provides an organized presentation of essential issues in a logical format.</th>
<th>The work provides an exemplary use of layout and design principles to logically communicate important data.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of required props (X1)</td>
<td>Props incorporated in the video appear as an afterthought.</td>
<td>Props incorporated in the video add some artistic value and tend to further the plot.</td>
<td>Props are integral to the production’s plot and artistic value.</td>
</tr>
<tr>
<td>Use of required dialogue (X1)</td>
<td>The line of dialogue is not incorporated in the production, and/or the dialogue is incorrect.</td>
<td>The line of dialogue is incorporated and somewhat essential to the production’s plot.</td>
<td>The line of dialogue is communicated effectively and is integral to the production’s plot.</td>
</tr>
</tbody>
</table>

| **SUBTOTAL (100 points)** |

**Time violation** (a deduction of five (5) points will be incurred for exceeding the sixty (60)-second time limit for the length of the video). Record the deduction in the space to the right.

**Rules violations** (a deduction of 20% of the total possible points) must be initialed by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the far right.

Indicate the rule violated: __________

(To arrive at TOTAL score, add any subtotals and subtract rules violation points, as necessary. Check your math twice!) **TOTAL (130 points)**

**Comments:**

I certify these results to be true and accurate to the best of my knowledge.

**Evaluator**

Printed name: ____________________________  Signature: ____________________________