





# DIGITAL VIDEO PRODUCTION

 There is no denying the widespread influence of film in modern society. With this event participants can demonstrate mastery of this powerful tool.

Note: The video production may be animated.

 It is strongly suggested that participants demonstrate both an understanding of video editing of live shots as well as an understanding of animation.

## OVERVIEW

Participants have the opportunity to use digital video skills, tools, and processes to communicate, entertain, inform, analyze, or illustrate the given year's theme. An extremely powerful and ubiquitous medium, video technology has great potential, strengths, and limitations that should be understood by all.

Participants develop a public service announcement and a digital video (with sound) that focuses on the given year's theme, which will be posted on the TSA website under Competitions/Themes and Problems.

## ELIGIBILITY

Participants are limited to three (3) teams per state; an individual may participate solo in this team event.

## TIME LIMITS

- A. Entries must be started and completed during the current school year.
- B. The public service announcement should not exceed thirty (30) seconds in length. If it is over thirty (30) seconds, a rules violation will be assessed.
- C. The video should not exceed three (3) minutes in length. If it is over three (3) minutes, a time violation of five (5) points will be assessed. Time starts with the first image or sound and continues until the last sound or image ends.
- D. Semifinalists will participate in a LEAP interview that will last a maximum of five (5) minutes.

## LEAP LEADERSHIP RESUME/INTERVIEW

A Team LEAP Leadership Resume is required for this event and must be submitted at event check-in. Semifinalists will respond to interview questions related to their submitted LEAP Resume for a maximum of five (5) minutes. A team competing in this event will use the *Team LEAP Leadership Resume* template; an



individual competing in this event will use the *Individual LEAP Leadership Resume* template.

### ATTIRE

Competition attire, as described in the [National TSA Dress Code](#) section of this guide, is required for this event.


### PROCEDURE

- A. Participants check in their entries and submit a LEAP Leadership Resume at the time and place stated in the conference program.
- B. Entries are reviewed by evaluators. Neither students nor advisors are present at this time.
- C. Semifinalists will be determined and posted by the CRC.
- D. Semifinalist teams will report at the time and place stated in the conference program to sign up for a semifinalist LEAP interview.
- E. The LEAP interview will last a maximum of five (5) minutes.
- 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](http://www.tsaweb.org)) for updated information about TSA general rules and competitive events. This information is found on the website under [Competitions/Updates](#). 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 DVD, playable from a stand-alone DVD player.
- B. The public service announcement should not exceed thirty (30) seconds in length. If it exceeds thirty (30) seconds, a rules violation will be assessed.
- C. The video should not exceed three (3) minutes in length. If it exceeds three (3) minutes, a time violation will be assessed.
- D. All entries become the property of TSA, Inc. and will not be returned after judging.
- E. Entries may be an individual or team project.
- F. All video footage must be the original work of the team and must have been completed within the current school year.

 Read the General Rules and Regulations section in the front of this guide for information that applies to all of TSA's competitive events. For this event, especially note the rule about original work and the use of materials from other sources.



- G. All ideas, text, images, and sound from other sources must be properly cited. If copyrighted material is used, proper written permission must be included. NOTE: The video production product will not be judged if copyright procedures are not followed.
- H. The DVD and documentation 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, 8 ½" x 11" pages, in this order:
1. Title page with the event title, the title of the video, the conference city and state, and the year; one (1) page
  2. Table of contents; pages as needed
  3. Purpose and description of the video; one (1) page
  4. Team’s self-evaluation of the video, using criteria from the official rating form; one (1) page
  5. Hand sketched storyboard; pages as needed
  6. Public service announcement script; pages as needed
  7. Digital video script; pages as needed
  8. List of hardware and software used in the development of the video; one (1) page
  9. List of references that includes sources for materials (copyrighted and non-copyrighted); pages as needed
  10. Permission letters for copyrighted material (including clips and images); pages as needed
  11. Completed and signed Student Copyright Checklist (see Forms Appendix or TSA website)
  12. Signed consent forms for all video participants
  13. Plan of Work log that indicates preparation for the event, as noted by date, task, time involved, team member responsible, and comments (see Forms Appendix or TSA website)); one (1) page
  14. The DVD should be submitted in a DVD sheet protector and secured in the clear front report cover.
- I. LEAP Leadership Resume (see Forms Appendix or TSA website)/Interview — Teams document, in the LEAP leadership resume (see resume template), the leadership skills that the team has developed and demonstrated while working on this event. Semifinalists will respond to questions about the content of their resume as part of their LEAP interview. The LEAP Leadership Resume/Interview guidelines and other resources can be found on the [TSA website](#). A team competing in this event will use the *Team LEAP Leadership Resume* template; an individual competing in this event will use the *Individual LEAP Leadership Resume* template.



## **EVALUATION**

Evaluation is based on the video footage and on the accompanying documentation. The LEAP requirements will also be evaluated. Depending on the stated purpose, videos are judged on story concept, artistic and/or social value, audio and camera techniques, transitions and pace, as well as technical attributes, creativity and organization, and the overall effect. Portfolios should be complete, well-written, and professional in organization and appearance. They should include a storyboard and a narrative of the project planning and organization process. 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

### 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 Career Clusters* chart and the *TSA Competitions and The Career Clusters* grid as resources for information about careers.

### CAREERS RELATED TO THIS EVENT

- Audio/video operator or technician
- Cinematographer
- Film/video editor
- Screen editor



## DIGITAL VIDEO PRODUCTION EVENT COORDINATOR INSTRUCTIONS

### PERSONNEL

- A. Event coordinator
- B. Evaluators, two (2) or more
- C. Semifinalist evaluators, two (2) or more

### MATERIALS

- A. Coordinator's packet, containing:
  - 1. Event guidelines, one (1) copy for the coordinator and for each evaluator
  - 2. TSA Event Coordinator Report
  - 3. List of evaluators/assistants
  - 4. Pre-populated flash drives for evaluators
  - 5. One (1) stopwatch per team of evaluators
  - 6. Stick-on labels for entries, as needed
  - 7. Results envelope
  - 8. Envelope for LEAP Leadership Resumes
  - 9. LEAP Interview Judging Protocol
- B. Tables and chairs for evaluators
- C. Stand-alone DVD players or computers capable of reading a DVD, as needed
- D. Extension cords (25' minimum length), as needed
- E. Power bars with surge protection, as needed

### RESPONSIBILITIES

- A. Upon arrival at the conference, report to the CRC room and check the contents of the coordinator's packet. 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. Check in the entries and collect LEAP Leadership Resumes at the time stated in the conference program. Anyone reporting who is not on the coordinator's report may check in only after official notification is received from the CRC. 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.

- D. Place an identification number on each DVD and portfolio. Secure the entries in the designated area.
- E. One (1) hour before the event is scheduled to begin, meet with 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.
- F. Evaluators independently assess the entries.
- G. 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.
- H. Each group of evaluators determines the top five (5) entries from that group. (The number of evaluator groups depends on the number of entries. Typically, there are two [2] evaluators for every twenty [20] entries.) The top five (5) entries from each group are forwarded to the event coordinator.
- I. The coordinator notes the semifinalists (there may be more than twelve [12]) for further evaluation and LEAP interviews.
- J. Inspect the area in which the semifinalist LEAP interviews are to take place. Ensure that there is a table and seating for participants and evaluators.
- K. Meet with semifinalist evaluators to review the LEAP Judging Protocol. If questions arise that cannot be answered, speak to the event manager before the semifinalist presentations begin.
- L. Conduct semifinalist LEAP interviews. Interviews should be a maximum of five (5) minutes in length.
- M. Evaluators determine the ranking of the ten (10) finalists and discuss and break any ties.
- N. Review and submit the finalist results and all items/forms in the results envelope to the CRC room.
- O. Return all DVDs, DVD players, computers, portfolios, extension cords, and supplies to the CRC room.



Participant/Team ID# \_\_\_\_\_

# DIGITAL VIDEO PRODUCTION

2017 & 2018 OFFICIAL RATING FORM

HIGH SCHOOL

## Go/No Go Specifications

Before judging the entry, ensure that the items below are present; indicate presence with a check mark in the box. If an item is missing, leave the box blank and place a check mark in the box labeled ENTRY NOT EVALUATED. If a check mark is placed in the ENTRY NOT EVALUATED box, the entry is not to be judged.

- Video is readable/playable on judge's device.
- Documentation is present.
- Student Copyright Checklist and release forms are present.
- Completed LEAP Leadership Resume is present.
- ENTRY NOT EVALUATED

## Preproduction Documentation (30 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
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 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.) A score of zero (0) is acceptable if the minimal performance for any criterion is not met.			
<b>Portfolio components</b> See Regulation H (X1)	The portfolio is completely unorganized and/or is missing three or more components.	The portfolio is missing two components and/or is loosely organized.	The portfolio is clearly organized and has either one or no missing components.
<b>Purpose and description</b> (X1)	The purpose and description of the video are unclear and hard to visualize.	The purpose and description of the video are clear, and they are generally concisely written.	The documentation provides a clear and concisely written purpose and description that interests the reader.
<b>Storyboard</b> (X1)	The hand-sketched storyboard and script are sloppy, appear to be thrown together as an after-thought, and/or do not correlate with the video.	The storyboard and script are drawn appropriately and generally correlate with the completed video.	The storyboard and script are of exceptional aesthetic and artistic quality, and they clearly correlate with the video.
			<b>SUBTOTAL (30 points)</b>

Record scores in the column spaces below.

## Video Production (70 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
<b>Video</b> (X1)	The video shots have obvious problems with focus, steadiness, and framing.	The video shots are clearly focused and framed, but there is limited use of close-ups.	The video is enhanced by steady, creative shots; and it incorporates excellent use of close-ups.
<b>Audio</b> (X1)	The audio quality is poor, a result of primary use of the on-camera microphone for recording.	The audio 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> (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.





Video Production (70 points) (continued)			
<b>Continuity and pacing</b> (X1)	The sequencing is confusing or incomprehensible; shots are left on too long, and edit points/transitions are "glitchy."	The pace and timing are well structured; the shots move along, helping to tell the story, and there is moderate 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> (X1)	There is little original thought or creativity in the design and production, resulting in what appears to be a simple piecing of events together.	The video reflects original thought and creative elements that are effectively expressed and highlighted.	Originality and creativity are at the forefront of the video, with thematic elements incorporated in a highly authentic way.
<b>Video effectiveness</b> (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.
			<b>SUBTOTAL (70 points)</b>

Time violation (a deduction of five (5) points total will be incurred for exceeding the three (3)-minute 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 for the sections above) must be initialed by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the right.  
Indicate the rule violated: \_\_\_\_\_

Semifinalist LEAP Interview (20 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
<b>LEAP Leadership Resume/Interview</b> See Regulation I and instructions on TSA website (X2)	The individual's or team's efforts are not clearly communicated, lack detail, and/or are unconvincing; few, if any, attempts are made to identify and/or incorporate the LEAP Be. Know. Do. criteria.	The individual's or team's efforts are adequately communicated, include some detail, are clear, and/or are generally convincing; identification and/or incorporation of the LEAP Be. Know. Do. criteria is adequate.	The individual's or team's efforts are clearly communicated, fully-detailed, and convincing; identification and/or incorporation of the LEAP Be. Know. Do. criteria is excellent.
			<b>SUBTOTAL (20 points)</b>

Rules violations (a deduction of 20% of the total possible points for the semifinalist section above) must be initialed by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the right.  
Indicate the rule violated: \_\_\_\_\_

(To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary.) **TOTAL (120 points)**

Comments:

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

Evaluator  
Printed name: \_\_\_\_\_ Signature: \_\_\_\_\_