



Digital Video Criteria 2007-2008

Definition

The production of audio and video files stored in a digital format for editing or playback. Digital Video presentations should be for the purpose of showcasing educational ideas. Projects must demonstrate the use of digital video editing techniques. Video compression should be applied as needed for optimal viewing. To be acceptable, videos must be submitted in .avi, .mpg, or Quicktime formats. Students in grades 3-5, 6-8 and 9-12 are eligible to enter the Digital Video contest.

Digital Video will be judged and divided into two categories: less than 90 seconds and from 90 seconds to 3 minutes. Examples include: Public Service Announcements (PSA), commercials, news stories, abstract/experimental videos, documentaries, instructional videos, longer news stories, and abstract/experimental videos.

Judging Criteria

Organization 15%

- Evidence of organization
- Appropriate billboard
- Project adheres to time constraints

Camera Technique 20%

- Focus
- Variety of camera angles
- Steadiness of shots
- Varied composition (rule of thirds)

Audio Editing 20%

- Clearness of sound
- Creative/appropriate sound effects, narration, background music, etc.
- Appropriate use of silence
- Audio enhances mood/pacing

Video Editing 20%

- Clips show no slack time
- Suitable transitions for smooth flow from one scene to the next
- Pacing keeps viewers interested

Creative Content 15%

- Content related to the storyline
- Evidence of imagination, creativity, or new thought
- Work is student created and original
- Mechanics (spelling, grammar, etc.)
- Definite purpose and audience

- Appropriate number of still images and titles used (no more than 20%)

Credits/Work Cited 10%

- All works are properly credited
- All sources are properly cited

Judging Criteria Explanation – Digital Video

Organization:

Appropriate script or storyboard

The project must be accompanied by a hard copy of the script or storyboard used in preparation for the project. The script must be of appropriate length and content for the project for points to be awarded.

Appropriate Billboard

The project must include a billboard video clip preceding the video. It must include the following: video title, district, school, competition category, student's name, length of video, student grade level. The billboard must be present and correct for points to be awarded.

Camera Technique:

Focus

Subjects in the video should be crisp and clear. Blurry or fuzzy subjects will indicate that focus is not correct and points will be deducted. There may be times when the video will require subjects to be out of focus; however, it must be evident to the viewer while the video is being viewed that it was intended so that points will not be deducted.

Variety of camera angles

Videos should have many different camera angles. The camera definitely should not stay in one place for the entire video except under special circumstances. Students can use high angle (bird's eye view), low angle (worm's eye view), extreme close up, close up, head and shoulders, torso, full shot, two-shot (two people in viewer), three-shot (three people in viewer), over the shoulder, etc. The angles should purposefully change throughout the video.

Steadiness of shots

Video should be steady (camera on a tripod) throughout the video. There may be times when the video will not be steady; however, it must be clear to the viewer why it is not steady (ex. during a staged earthquake, on a boat, etc.)

Varied composition (rule of thirds)

Videos must have a balance of foreground, background, and subject.

Audio Editing:

Clearness of sound

Sounds should be crisp and clear. Points will be deducted for sounds that are not purposefully muffled, distorted, etc. If sounds are purposefully made unclear, it should be evident to the viewer that it was intentionally done.

Creative/appropriate use of sound effects, narration, background music, etc.

All sounds should be correct in their timing, sound level, placement, and selection.

Appropriate use of silence

Silence is used in appropriate areas and kept to a minimum. “Dead space” or no sound should only be used for special effects. Awkward pauses and lapses in sound will have points deducted unless it is clear to the viewer that they were used for a specific effect.

Audio enhances mood/pacing

Sounds included in the video add to the mood that the video is trying to set. Sad videos should have sad sounds. Happy videos should have happy sounds. Sounds should keep the video’s mood and keep it moving along.

Video Editing:

Clips show no slack time

There should be no awkward pauses within and in between video clips. The pace of the video should keep moving right along. Points will be deducted for awkward pauses within and in between video clips.

Suitable transitions for smooth flow from one scene to the next

Transitions should be included in-between scenes and for titles. Transitions should not be used during “rapid-fire” dialogue. Video should not be choppy and awkward.

Pacing keeps viewers interested

The video should not drag on. The video should always keep the viewer interested. It should tell the story or get the message across, summarize, and end.

Content/Creativity:

Content related to the storyline

Everything in the video should be related to the storyline.

Evidence of imagination, creativity, or thoughtfulness

The video should present the information in an interesting and imaginative way. It should be apparent that considerable time was devoted to thinking of a different way to present the information.

Work is student created and original

Work is not copied and pasted or taken from someone outside the project group. The more work that is originally created, the more points that will be awarded.

Mechanics (spelling, grammar, etc.)

The projects spelling and grammar should have very few mistakes. Points will deducted based on a rough percentage basis.

Definite purpose and audience

The purpose and target audience (grade level) of the video must appear in the video after the billboard. Points will be awarded if purpose and audience are present and appropriate for the video.

Appropriate number of still images and titles (no more than 20% of total video time)

The video billboard is not included in this time. The video may not have more than 20% still images and titles or points will be deducted.

Credits/Works Cited:

TCEA strongly encourages projects to be the students’ original work.

Copyright laws followed

This applies to any work that is used outside the fair use doctrine in the Copyright Act. Any work that is created by someone other than the student/students creating the project must have

paperwork indicating that permission has been given by the creator for use in his/her or the group's project. The paperwork must accompany the project for credit to be given. For more information see the requirements in the general rules.

All sources properly cited

All work included in the work must be cited **including student's original work**. This includes but is not limited to: still pictures, still picture editing, videography, video editing, sound creation, sound editing, etc. All software and hardware used during the creation of the project must also be cited here (ex. video edited by student's name using iMovie, sound created and edited by student's name using Sound Companion, video recorded by student's name using a Canon ZR10 digital video camera, etc.)

ANY WORK NOT CITED HERE WILL NOT BE CREDITED TO THE STUDENT.

Names of all people (parents, teachers, students) who assisted in the project are listed. Names of each student(s) is/are listed specifying the jobs that each student performed.

Example: Photography by: _____ Recording by: _____
Typing done by: _____ Research done by: _____