# Film-club Executive Contest

## Setting

White Oaks secondary school have a school intro video on YouTube. It has been played in various location to demonstrate to people outside of white oaks what the students in the school experience. However, it was published in 2014, and the school now considers the intro portion of the video to be quite boring, as it is no longer attracting as much people to watch and finish the video.

## Rules

Your job is to create a new 20-seconds-long intro and a new thumbnail to replaced the old ones in this video. The introduction must be exactly 20-seconds-long, and it should give the viewer a general feel about the atmosphere of White Oaks Secondary School, and lead toward to fallowing interview of the students. You are allowed to use any special effect that you may like, as well as any camera angle for the introduction. The introduction must **NOT** contain any recording of voices, and only the original sound track from the video can be used. You can use environment shots as well as shots of people, but you can **ONLY** film people after asking them for their consent. The thumbnail should not be a screenshot from the rest of the video. It should be an inspirational and interesting image that grabs people’s attention and communicate what the video is about.

## Resources

Link to video: <https://youtu.be/wmWQXitH5dE>

## Rubric

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Level 1 | Level 2 | Level 3 | Level 4 | Level 5 |
| Camera shots | There are only 1 types of different camera shots used with a lack of purpose in relation to the film | There are only 2-3 types of different camera shots used with lack of purpose in relation to the film | There are only 1 type of different camera shots used but is somewhat purposeful in relation to the film | There are 2-5 types of different camera shots used and is mostly purposeful in relation to the film | There 5+ types of different camera shots used and shows a sense of purpose in relation to the film |
| Framing | Poor framing with the focal point in unpleasant locations, distracting from the main message | Poor framing with the focal point in unpleasant locations, but only somewhat distractive from the main message | Decent framing with the focal point in acceptable locations, but does not contribute to the expression of the main message | Good framing with the focal point in fitting locations, and somewhat contributes to the expression of the main message | Great framing with the focal point in fitting locations, and helps develop or express the main message |
| Suitability | The video contradicts with the theme of the background music, and looks extremely awkward | The video does not fit with the theme of the background music, and looks very awkward | The video barely fit with the theme of background music, and slightly distracting | The video fits well with the theme of background music, with some timing issues can be observed | The video fits with the theme of the background music well, with no distraction and no timing issues |
| Color | There are blend color with constant over or under exposure. Feels unnatural and distracts from the video | There are blend color with some over or under exposure. Feels unnatural and distracts from the video | There is acceptable coloring with no over or under exposure, but not distractive from the video | There is good coloring with no over or under exposure, and makes the video more visually appealing | There is excellent coloring with good exposer, and makes the video a lot more visually appealing |
| Effects | Effects in the video is poorly made, and distracts from the video | There are no effects used in the video | Effects in the video is made with effort, but lacks perfection, and does not fit the color theme of the video | Effects in the video in the video is well made, with minor improvements possible and fits the color theme | Effects in the video are well made, fitting naturally with the color theme and the video it self |
| Thumbnail | Thumbnail is a boring screenshot from the video without any signs of editing | Thumbnail is a boring screenshot from the video with traces of editing, but not visually appealing | Thumbnail is a custom captured photo that somewhat represents the content of the video or is clickbait | Thumbnail is a custom captured photo with signs of editing, representing the content of the video, but not eye-catching | Thumbnail is a custom captured photo with signs of editing, representing the content of the video and eye-catching |
| Motion Graphics | Motion graphics in the video poorly designed, animated and very distracting from the content of the video | Motion graphics used in the video are poorly designed, animated, but only minorly distracting from the video | There are no motion graphics present | Motion graphics used in the video are well designed, fluently animated and does not distract from the video but does not have a particular purpose | Motion graphics used in the video are well designed, fluently animated and have a meaningful purpose to serve |