

DIGITAL VIDEO PRODUCTION



OVERVIEW

Applying leadership and 21st century skills, participants use digital video skills, tools, and processes to communicate, entertain, inform, analyze, or illustrate the annual theme on the [TSA website](#) under Competitions/Themes and Problems.

ELIGIBILITY

Three (3) teams or three (3) individuals per state may participate.

TIME LIMITS

PRELIMINARY ROUND

- A. All components of the chapter's entry, including the website address (URL) for the entry, must be finished, submitted, and accessible via the Internet by 11:59 p.m. ET on May 15th.
- B. Email verification of each team's entry will be made by June 10th.
- C. The digital video must not exceed three (3) minutes in length.
- D. A deduction of five (5) points total will be incurred for entries over the three (3) minute maximum length.
- E. The timing starts with the first sound and continues until the last sound ends.

SEMIFINAL ROUND

- A. Up to five (5) minutes are allowed for the interview.

ATTIRE

TSA competition attire is required for this event.

PROCEDURE

PRE-CONFERENCE

- A. Participants access the annual theme on the [TSA website](#) under Competitions/Themes and Problems.
- B. Participants concentrate their efforts on the design of an original digital video, while observing the regulations and requirements.

- C. Participants record their processes in a documentation portfolio.
- D. Participants submit the entry by 11:59 p.m. ET on May 15th.
- E. Submission information will be provided on the [TSA website](#) under Competition Updates.

PRELIMINARY ROUND

- A. Entries are evaluated by the judges with neither students nor advisors present based on the following criteria:
 - 1. Judges score the Digital Video criteria to determine the top twenty-four (24) preliminary contestants, which will not be posted.
 - 2. Judges score the Documentation Portfolio criteria of those top twenty-four contestants to determine the top twelve (12) semifinalist teams.
- B. A list of twelve (12) semifinalists (in random order) is posted on the first full day of conference.

SEMIFINAL ROUND

- A. Semifinalists report at the time and place stated in the conference program to sign up for an interview time.
- B. Semifinalists report at the assigned time and place for the interview.
- C. The top ten (10) finalists are announced at the awards ceremony.

REGULATIONS AND REQUIREMENTS

Students will work to develop their leadership and 21st century skills in the process of preparing for and participating in this TSA competitive event. The development and application of those skills must be evident in their submission, demonstration, and/or communication pertaining to the entry.

PRE-CONFERENCE/PRELIMINARY ROUND

- A. The Video:
 - 1. Participants may choose any video hosting site (such as an UNLISTED YouTube URL), or a shareable link in cloud storage, as long as the video is located online and accessible for evaluation.

2. If a URL is provided, the URL must point directly to the participant's entry. Entries that require a software download or a request that access be granted will not be judged.
 3. The video entry must be submitted in a common video format suitable for viewing with VLC Player, utilizing a Microsoft Windows operating system.
 4. Entries received, or changes made to submitted entries after the deadline will not be judged.
 5. All video footage, graphics, special effects, and audio clips must be originally created/filmed by the participants.
 6. All ideas, text, images, and sound from other sources must be properly cited.
 7. 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.
- B. The documentation portfolio must be submitted with the video URL address in the form of a multi-page PDF attachment in the following 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. Digital video script; pages as needed
 7. List of hardware and software used in the development of the video; one (1) page
 8. List of references that includes sources for materials (copyrighted and non-copyrighted); pages as needed
 9. Permission letters for copyrighted material (including clips and images); pages as needed
 10. Student Copyright Checklist (see Forms Appendix)
 11. Signed consent forms for all video participants (see Forms Appendix)
 12. Plan of Work log (see Forms Appendix); one (1) page.

EVALUATION

PRELIMINARY ROUND

- A. The digital video
- B. The documentation portfolio

SEMIFINAL ROUND

- A. The interview

Refer to the official rating form for more information.

STEM INTEGRATION

This event aligns with the STEM (Science, Technology, Engineering, and Mathematics) educational standards.

LEADERSHIP AND 21ST CENTURY SKILLS DEVELOPMENT

This event provides opportunity for students to build and develop leadership and 21st century skills including but not limited to:

- Communication
- Collaboration/Social Skills
- Initiative
- Problem Solving/Risk Taking
- Critical Thinking
- Perseverance/Grit
- Creativity
- Relationship Building/Teamwork
- Dependability/Integrity
- Flexibility/Adaptability

CAREERS RELATED TO THIS EVENT

This competition has connections to one (1) or more of the careers below:

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

DIGITAL VIDEO PRODUCTION

2021 & 2022 OFFICIAL RATING FORM

HIGH SCHOOL

Judges: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline in the rating form, 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.

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 next to the item 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 located online and accessible
- ☐ PDF of the documentation portfolio was submitted and scored
- ☐ Required forms are present
- ☐ ENTRY NOT EVALUATED

| VIDEO PRODUCTION (70 points) | | | | Record scores in the column spaces below. |
|--|---|--|---|---|
| CRITERIA | Minimal performance | Adequate performance | Exemplary performance | |
| | 1-4 points | 5-8 points | 9-10 points | |
| Video (X1) | The video shots have obvious problems with focus, steadiness, and framing. | The video shots are somewhat focused and framed and there is a limited use of close-ups. | The video is enhanced by steady, creative shots and incorporates excellent use of close-ups. | |
| Audio (X1) | The audio quality is poor, a result of primary use of the on-camera microphone for recording. | The audio quality 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. | |
| Lighting (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. | |
| Continuity and Pacing (X1) | The sequencing is confusing or incomprehensible; shots are left on too long, and edit points/transitions are "glitchy." | The pace and timing are generally structured; the shots move along, helping to tell the story, and there is some use of transitions. | The shots are logically paced and move the story along in an interesting way, with excellent and purposeful use of transitions. | |
| Creativity and Originality (X1) | There is little original thought or creativity in the design and production, resulting in what appears to be a simple piecing together of events. | The video reflects some original and creative elements. | Originality and creativity are at the forefront of the video, with thematic elements incorporated in a highly authentic way. | |
| Video Effectiveness (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. | |
| VIDEO PRODUCTION SUBTOTAL (70 points) | | | | |
| 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. | | | | |

| DOCUMENTATION PORTFOLIO (30 points) | | | | Record scores in the column spaces below. |
|---|---|---|---|---|
| CRITERIA | Minimal performance | Adequate performance | Exemplary performance | |
| | 1-4 points | 5-8 points | 9-10 points | |
| Portfolio Components (X1) | The portfolio is completely unorganized and/or is missing three (3) or more components. | The portfolio is missing two (2) components and/or is loosely organized. | The portfolio is clearly organized and has either one (1) or no missing components. | |
| Purpose and Description (X1) | The purpose and description of the video are unclear and hard to visualize. | The purpose and description of the video are somewhat clear. | The documentation provides a clear and concisely written purpose and description that interests the reader. | |
| Storyboard (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. | |
| DOCUMENTATION PORTFOLIO SUBTOTAL (30 points) | | | | |
| Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right. Indicate the rule violated: _____ | | | | |
| PRELIMINARY SUBTOTAL (100 points) | | | | |

| SEMIFINAL INTERVIEW (20 points) | | | | Record scores in the column spaces below. |
|---|---|--|--|---|
| CRITERIA | Minimal performance | Adequate performance | Exemplary performance | |
| | 1-4 points | 5-8 points | 9-10 points | |
| Interview (X2) | The participant(s) demonstrates limited knowledge and has difficulty articulating video production or the design process; there are signs of lack of involvement in the video production or processes; leadership and/or 21 st century skills are not evident. | The participant(s) demonstrates adequate knowledge of the video production and design processes; leadership and/or 21 st century skills are somewhat evident. | The participant(s) demonstrate competence and knowledge related to the design and production of the video and able to articulate the "reasoning" behind the decisions made; leadership and/or 21 st century skills are clearly evident. | |
| SEMIFINAL INTERVIEW SUBTOTAL (20 points) | | | | |
| Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right. Indicate the rule violated: _____ | | | | |
| SEMIFINAL SUBTOTAL (20 points) | | | | |
| To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary. | | | | |
| TOTAL (120 points) | | | | |

Comments:

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

JUDGE

Printed name: _____ Signature: _____

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EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

- A. Event coordinator
- B. Judges
 - 1. Preliminary round, two (2) or more
 - 2. Semifinal round, two (2) or more

MATERIALS

- A. Coordinator's packet, containing:
 - 1. Event guidelines, one (1) copy for the coordinator and for each judge
 - 2. TSA Event Coordinator Report
 - 3. List of judges/assistants
 - 4. One (1) stopwatch per team of judges
 - 5. Stick-on labels for entries, as needed
 - 6. Results envelope
- B. Tables and chairs for judges
- C. Computers capable of reading a USB, as needed
- D. Extension cords (25' minimum length), as needed
- E. Power bars with surge protection, as needed

RESPONSIBILITIES

PRE-CONFERENCE

- A. National TSA will collect entries until 11:59 p.m. ET on May 15th and send out receipt confirmations to participants by June 10th. The results are shared with the CRC manager, event coordinator, and assigned judges.
- B. Review entries as they are submitted to the designated online storage utility.
- C. Manage communication and Pre-conference evaluation (at least two [2] or more judges should be recruited earlier in the year). Coordinate with the Judge Manager.
- D. Judges determine the twelve (12) semifinalists and discuss and break any ties.
- E. At least five (5) days prior to the National TSA Conference, make accessible the online storage utility link for the entries.

- F. Collect completed rating forms electronically and bring them to the conference on a flash drive.

AT THE CONFERENCE

- A. Attend the mandatory coordinator's meeting at the designated time and location.
- B. Report to the CRC room and check the contents of the coordinator's packet.
- C. Review the event guidelines and check to see that enough personnel have been scheduled.
- D. Inspect the area(s) in which the event is to be held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.
- E. At least one (1) hour before the event is to begin, meet with judges and assistants to review time limits, procedures, regulations, evaluation, and all other details related to the event. If questions arise that cannot be answered, speak to the event manager before the event begins.

PRELIMINARY ROUND

- A. Judges independently assess the entries using the following procedure:
 - 1. Judges score the Digital Video Criteria to determine the top twenty-four (24) preliminary contestants, which will not be posted.
 - 2. Judges score the Documentation Portfolio criteria of those top twenty-four contestants to determine the top twelve (12) semifinalist teams.
- B. On the first full day of the conference, post a list of the twelve (12) semifinalists in random order.

SEMIFINAL ROUND

- A. At least one (1) hour before the event is scheduled to begin, meet with judges and review the time limits, procedures, and regulations.
- B. Semifinalist(s) report at the time and place stated in the conference program to sign up for an interview time.
- C. Semifinalist(s) report at the assigned time and place for the interview.

- D. Distribute the guidelines for the interview.
- E. Manage the on-site interviews.
- F. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and the CRC manager to determine either:
 - 1. To deduct twenty percent (20%) of the total possible points in this round
 - 2. To disqualify the entryThe event coordinator, judges, and CRC manager must initial either of these actions on the rating form.
- G. Judges determine the ten (10) finalists and discuss and break any ties.
- H. Submit the finalist results and all related forms in the results envelope to the CRC room.