Background
Students are supplied with music files and video clips from a local event (i.e., Urbanna Oyster Festival's **Education Day**) that contains interviews and various B-roll clips.

Guidelines and Regulations
- It is recommended that each participant have earphones/headphones (but it is not required)
- Contestant(s) must save and leave their completed video to be judged up/visible on their desktop screen for the judges
- It is recommended that contestant(s) be mindful of the time throughout the competition (you have TWO HOURS to complete the competition)
- Contestant(s) can ONLY use the video/music selections provided by the competition officials (voiceover can be used by the contestants, but it is not a competition requirement)**

Student Challenge
You must create a one-minute promotional video that includes the following items:

- *Psychological continuity* (make sure the video is understandable)
- Incorporate *Music/Voiceover* that aides in the video excitement, transitions, etc. (the music must enhance not compete with the overall promotional video). The music/voiceover will further enhance or heighten the segments within the video. **No** outside musical source can be used (internet, unauthorized music option such as a CD, MP3 download, etc.). *Recording your own voiceover is not required, but can be used.***
- Incorporate *interviews* (from the video B-Roll provided) that will enhance the overall purpose of the promotional video.
- *Graphics* – You are expected to use font (size, style, color), spelling/grammar, etc., that will reinforce the message through words on the screen.
- *Effects* – This will include wipes, patterns, transitions, etc., that will carry the viewer throughout the video (beginning to the middle to the conclusion).
- *Spelling/Grammar* – Use of spelling/grammar to enhance and reinforce the video (key words/titles/etc.) must be accurately demonstrated and implemented.
- **No** inclusion of any web accessed or downloaded music and visual effects can be used.

Judging Criteria
The overall criteria of the final video will be based on the following items:

CRITERIA	EXCELLENT (5)	GOOD (3)	POOR (1)	NONE (0)
Relevance	Video displays complex understanding of the meaning/ feeling of the theme	Video displays some understanding of the meaning/ feeling of the theme	Video displays little understanding of the meaning/ feeling of the theme	Video displays no understanding of meaning/ feeling of the theme
Psychological Continuity/Mood	Demonstrates exceptional understanding, comprehension and mood of video	Demonstrates adequate understanding, comprehension and mood of video	Demonstrates little understanding, comprehension and mood of video	Demonstrates no understanding, comprehension and mood of video
Transitions	Transitions are smooth and complement the video composition	Transitions are somewhat smooth with a few distractions	Transitions distract from the flow of the video composition	There were no recognizable/ visible transitions
Spelling/Grammar	Spelling/ grammar was exceptionally displayed (creative/no errors)	Spelling/ grammar was adequately displayed (creative/no more than two mistakes)	Spelling/ grammar was poorly displayed (lack of creativity/ more than two mistakes)	Spelling/ grammar was inaccurate/ nonexistent
Music/Audio	Music/audio effectively complements the composition/ energy of the video	Music/audio adequately complements the composition/ energy of the video	Music/audio distracts and/or does not complement the composition/ energy of the video	Music/audio were not implemented or were not provided in an audible manner
Interviews	Placement/ length/relation of interviews was effectively demonstrated	Placement/ length/relation of interviews was adequately demonstrated	Placement/ length/relation of interviews was minimally demonstrated	Placement/ length/relation of interviews were not implemented/ provided/ included
Graphics	Placement/ creativity/color effectiveness was effectively used and enhances the video composition	Placement/ creativity/color effectiveness was adequately used and enhances the video composition	Placement/ creativity/color effectiveness was distracting and did not enhance the video composition	Placement/ creativity/color effectiveness was not incorporated in an attempt to complement the video composition
Effects	Incorporation/ timing/selection effectively compliments the video transition	Incorporation/ timing/selection adequately compliments the video transition	Incorporation/ timing/selection distracts and/or hinders the video transition	Incorporation/ timing/selection was not utilized