

Video AD Live Challenge Practice 1

Meet Your Droid!

Scenario:

You have the chance to build and customize your very own R2 unit and then take it on missions will be tough to pass up for any Star Wars fan! littleBits has been inspiring kids to invent and create with electronics kits that can be configured into gadgets for a couple of years now, but this official Star Wars tie-in is a match made in heaven. littleBits has created a “Droid inventor Kit.” Your team is tasked with designing a 30 second Ad to promote this product and how it can benefit education and be fun at the same time!

Resource Links:

[Little Bits Website](#)

[YouTube Video](#)

Major Points to Emphasize

- Include one or more pictures of the product or students using the product, etc.
- Is there a cost for this product?
- Where can I buy this product?
- Which devices is the Droid app compatible with?
- How might this product benefit student learning?
- The ad should mention the website
- Convince the student how this product can be useful to their education and be fun at the same time!

Challenge:

- Using Adobe Premiere Pro CC or WeVideo, teams will collaborate to produce a video and plan their presentation.
- Elaborate on the points above using voiceovers, text slides, etc..
- Use blank Storyboards to show the sequence of the shots for the AD (optional)
- Video must have an Intro slide with the Product name and photo.
- Students can add video (student-created from computer cam) and/or pictures (or a combination of both) to be used in the project scenes.
- Include audio files provided (optional)
- Include voiceovers using headsets (optional)
- Video MUST be a maximum of 30 seconds.

Time:

Your team will have:

- 45 minutes to brainstorm, create your video, and export to MP4 (exporting optional-students may present from application).
- 2 minutes to present your Video Ad to the judges

Presenting to Judges:

Teams will take turns presenting their videos to the judges as an exported MP4 or right from the application they used to create the video.

Know your Rubric:

| Live Challenge Scoring Rubric – Video Ad | | | | | |
|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------|
| Category | Exemplary | Proficient | Partially Proficient | Incomplete | Points |
| TIME LIMITS | 5 points | 4 points | 2 points | 0 point | |
| The ad meets the time limit requirement of 30 seconds exactly. The credits DO NOT count as part of the time limit. | The ad is 30 seconds exactly. | The ad is + or – 0.5 seconds. | The ad is + or – 1 second. | The ad is + or – 2 or more seconds. | |
| COLLABORATION | 5 points | 4 points | 2 points | 0 point | |
| Team collaboration during the planning stage. | The team was highly collaborative throughout the process. | The team was mostly collaborative. | The team was somewhat collaborative. | The team had little to no collaboration. | |
| PARTICIPATION | 5 points | 4 points | 2 points | 0 point | |
| Incorporation & participation of all team members into the presentation. | All members of the team participated significantly in the presentation | One member dominated slightly in the presentation and others were less significant. | One member dominated the majority of the presentation and the others were very less significant. | One member dominated the entire presentation. Other members did not speak/talk at all. | |
| CREATIVITY | 5 points | 4 points | 2 points | 0 point | |
| Creativity of the presentation. | The presentation was very creative and includes audio. | The presentation was typical in its creativity. | The presentation was lacking in its creativity. | No creativity was present in the presentation. | |
| TECHNICAL | 5 points | 4 points | 2 points | 0 point | |
| Video Ad contains the Intro slide with Topic and the ad flow is well managed | The Intro slide exists and the flow of the video was well managed and included appropriate transitions. | The Intro slide exists and the flow of the video could have been better, but included transitions. | The Intro slide exists but there was little flow to the video and no transitions. | There was no intro slide, flow or transitions. | |
| EFFECTIVENESS | 5 points | 4 points | 2 points | 0 point | |
| The team addresses points effectively and persuasively using voiceovers, text slides, and/or live video | All points were addressed effectively and persuasively. | All points were addressed, but were less effective and persuasive OR most points were addressed effectively and persuasively. | At least 2-3 points were addressed, but were not effective or persuasive. | Points were not addressed. | |
| Total Points (30 Max) | | | | | |

Tips:

As with most of the live challenges, teams will need to be very careful with time management. They should allocate at least a few minutes to review their video and prepare for the presentation to the judges.

- *This year, students can only use Adobe Premiere Pro CC or WeVideo.*
- IT will provide laptops as they always have containing Adobe Premiere Pro CC (2017) and of course students will also have access to use online video editors such as WeVideo.
 - Students that use We Video will need to know how to access the website and log in to We Video.
- Students will have the choice to use either of the above editing applications.
- Students may show their video without exporting the file to MP4 if they prefer. Note: If using WeVideo lower quality footage is used until it is exported and can cause the video to skip so for best results, we advise students to process their video for judge viewing.

Day of:

- Each Team will have an Event flash drive for each Video event they are participating, and each flash drive will contain the files necessary to complete the event. (For example: Team A is competing in the BB, Doc, and PSA, so there will be three flash drives for Team A, one for each event.)
- Flash drives will be placed in the rooms the students are assigned, thus, the importance of students having the most current schedule.
- **Students that leave without returning the flash drive will not receive points for the event.**
- **Student must stay outside the room, and if they leave the area before they present to judges, they will not receive points for the event.**

Getting Help:

Visit the [TOT App Events Page](#) to see a sample Design Document, Event support files, and sample Live Challenges to help prepare and practice.

Contact Jonathan Graney at Jonathan.Graney@fresnounified.org if you have any further questions about this event.