

Video PSA Live Challenge Practice 2

Convince Me

Scenario:

The City of Fresno wants to increase the use of helmets by bike riders in the city. The Mayor wants a PSA video presented to the City Safety Committee that will encourage bike riders to wear helmets.

Major Points to Emphasize:

- Helmets help tremendously in preventing brain injuries and death in bicycle accidents.
- Think of some way for helmets to look cool to teenagers.
- Encourage parents to get helmets for themselves and their children.

Challenge:

- Use Adobe Premiere Pro CC or WeVideo, create your video presentation
 - Prepare the Script for your product, using storyboard handouts. Feel free to use as part of the presentation to the judges.
 - Emphasize how the product will be beneficial to your audience (using voiceovers, text slides, etc)
 - Video must have an Intro slide with the topic.
 - 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 2 mins.
- Presenting to Judges:
- Teams will need to export their video as an MP4
 - Teams will take turns presenting their videos to the judges.

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

Scoring: You will receive up to:

5pts - The PSA meets the time limit requirement of 2 mins exactly.

5pts - Team collaboration during the planning stage.

5pts - Creativity of the presentation.

5pts - Incorporation of all team members into the presentation

5pts - Video contains the Intro slide with Topic and the PSA flow is well managed

5pts - The points

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.

[Live Challenge Scoring Rubric – Video PSA](#)

Category	Exemplary	Proficient	Partially Proficient	Incomplete	Points
TIME LIMITS	5 points	4 points	2 points	0 point	
The PSA meets the time limit requirement of 2 minutes or less.	The PSA is 2 minutes or less.	The PSA is + 0.5 minutes.	The PSA is + 1 minutes.	The PSA is + 2 or more minutes.	
COLLABORATION	5 points	4 points	2 points	0 point	
Team collaboration and participation 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 and the others were very less significant.	One member said everything and the others did nothing.	
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 real creativity in presentation.	

TECHNICAL	5 points	4 points	2 points	0 point	
Video contains the Intro slide with Topic and the PSA 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 with a combination of voiceovers, text slides, and/or live video.	All points were addressed, but were less effective and persuasive OR most points were addressed effectively and persuasively with at least two of these items: voiceover, text slides, and/or live video.	At least 2-3 points were addressed, but were not effective or persuasive with at least one of these items: voiceover, text slides, and/or live video.	Points were not addressed, and there were no voiceovers, text slides, or video.	
Total Score (30 Max)					