

Video Ad - Live Challenge

Scenario:

In this event your team of 2 or 4 students will produce a 30 second video for an advertisement about some type of product. The team will be given the name of a product and a description of a product with a list of a few points the company wants to emphasize. Using Adobe Premiere Pro CC or We Video, the team will collaborate to produce a video and plan their presentation. Both online will be available.

Challenge:

- Prepare the Script for your product. Feel free to use as part of the presentation to the judges. (optional)
- Emphasize and elaborate on Key points provided
- Emphasize how the product will be beneficial to your audience (using voiceovers, text slides, etc)
- Video must have an Intro slide with the product name and image.
- 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.

Scoring:

You will receive up to:

5pts	The Ad meets the time limit of 30 seconds exactly
5pts	Team collaboration during the planning stage.
5pts	Incorporation of all team members into the presentation
5pts	Creativity of the presentation.
5pts	Video contains the Intro slide with Product Name and image and the ad flow is well managed
5pts	The team addresses points effectively and persuasively using voiceovers, text slides, and/or live video

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 [Advertisement Documents 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 or Robert Delarosa at Robert.Delarosa@fresnounified.org if you have any further questions about this event.

Live Challenge Scoring Rubric – Video Ad

Team Name: _____

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	
Effective Editing: Video Contains: *Intro Slide/Title *Audio/Music *Images/Video *Voiceovers *Transitions *Flow is well managed	Incorporates all requirements into presentation with consistency and flow.	Incorporates majority of requirements with some inconsistency and minimal flow.	Incorporates half of the requirements and somewhat lacks consistency or flow.	Does not incorporate any of the requirements and has no consistency or flow.	
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)					