Video Blockbuster - Live Challenge: 30 second Trailer

Scenario:

Your team of writers has been called in to create a 30 second (maximum time) trailer for another Blockbuster! There will be 3-4 teams working on individual group projects in the same room.

Challenge:

- Review the blockbuster and take notes and storyboard key clips to use for your trailer. Be as creative as possible!
- Using Adobe Premiere Pro CC or We Video online, students will import the blockbuster and begin editing/creating a trailer.

Time:

Your team will have:

- 45 minutes to import, review and edit video (exporting to MP4 optional-students may present from application).
- Judges will view original Blockbusters while students are working
- 3 minutes per team to present trailer (15 mins. total)

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:

6pts	Timing is 30 seconds exactly
6pts	Team collaboration during the planning and editing stage.
6pts	Incorporating all team members into the presentation.
6pts	Creativity of the presentation.
6pts	Effective Editing

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 [Blockbuster 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 – Blockbuster

Team Name:_____

Category	Exemplary	Proficient	Partially Proficient	Incomplete	Points
TIME LIMITS	**6 points**	**4 points**	**2 points**	**0 points**	
Timing is 30 seconds exactly	Timing is 30 seconds exactly	Timing is + or - 5 seconds	Timing is + or -10 seconds	Timing is + or - 20 or more seconds	
COLLABORATION	**6 points**	**4 points**	**2 points**	**0 points**	
Team collaboration during the planning stage.	6 points The team was highly collaborative throughout the process.	4 points The team was mostly collaborative.	2 points The team was somewhat collaborative.	0 points The team had little to no collaboration.	
PARTICIPATION	**6 points**	**4 points**	**2 points**	**0 points**	
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	**6 points**	**4 points**	**2 points**	**0 points**	
Creativity of the presentation.	The presentation was extremely creative and above average.	The presentation was creative, typical, and average.	The presentation was lacking in its creativity and was slightly below average.	No real creativity in presentation.	
TECHNICAL	**6 points**	**4 points**	**2 points**	**0 points**	
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.	
				Total Score (30 Max)	