### Desktop Publishing

#### Solution of On-site Problem (50 points) (continued)

<table>
<thead>
<tr>
<th>Originality (X1)</th>
<th>The design does not incorporate or embody the principles of creativity: freshness, idea cultivation, reality, bravery, momentum, and/or visual signaling.</th>
<th>The design is adequate, but it may be missing a few applicable principles of creativity.</th>
<th>The design is truly unique and includes almost all applicable principles of creativity.</th>
</tr>
</thead>
</table>

**SUBTOTAL (50 points)**

Rules violations (a deduction of 20% of the total possible points) must be initialed by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the far right.

Indicate the rule violated: ____________

(To arrive at TOTAL score, add any subtotals and subtract rules violation points, as necessary. Check your math twice!) **TOTAL (150 points)**

Comments:

I certify these results to be true and accurate to the best of my knowledge.

Evaluator

Printed name: ________________________ Signature: ________________________
OVERVIEW

Participants develop a digital video that focuses on the given year’s theme. Sound should accompany the video.

The theme for 2015 is Cyber Spying.
The theme for 2016 is Stopping Social Media Bullying.

PURPOSE

Participants have the opportunity to use digital video skills, tools, and processes to communicate, entertain, inform, analyze, or illustrate the given year’s theme. An extremely powerful and ubiquitous medium, video technology has great potential, strengths, and limitations that should be understood by all.

ELIGIBILITY

Participants are limited to three (3) teams per state, one (1) entry per team.

TIME LIMITS

A. Entries must be started and completed during the current school year.

B. The video should not exceed five (5) minutes in length. If it is over five (5) minutes, a rules violation will be assessed.

C. The time starts with the first image or sound and continues until the last sound or image ends.

D. The video should be able to be played from a stand-alone DVD player.

ATTIRE

Competition attire, as described in National TSA Dress Code (www.tsaweb.org/Dress-Code), is required for this event.
PROCEDURE

A. Participants check in their entries at the time and place stated in the conference program.

B. Entries are reviewed by evaluators. Neither students nor advisors are present at this time.

C. Ten (10) finalists are announced at the awards ceremony.

It is essential that students and advisors routinely check the TSA website (www.tsaweb.org) for updated information about TSA general rules and competitive events. This information is found on the website under Competitions/Updates and Clarification. When students participate in any TSA competitive event, they are responsible for knowing of updates, changes, or clarification related to that event.

REGULATIONS

A. Videos must be submitted on a DVD, playable from a stand-alone DVD player.

B. The video should not exceed five (5) minutes in length. If it exceeds five (5) minutes, a rules violation will be assessed.

C. All entries become the property of TSA, Inc. and will not be returned after judging.

D. Entries may be an individual or team project.

E. All video footage must be the original work of the team and must have been completed within the current school year.

F. All ideas, text, images, and sound from other sources must be properly cited. If copyrighted material is used, proper written permission must be included. NOTE: The video production product will not be judged if copyright procedures are not followed.

G. The DVD and documentation are turned in to the event coordinator. Documentation materials (comprising "a portfolio") are required and should be placed and secured in a clear front report cover. The report cover must include the following single-sided, 8 ½" x 11" pages, in this order:
   1. Title page with the event title, the title of the video, the conference city and state, and the year; one (1) page
   2. Table of contents; pages as needed
   3. Purpose and description of the video; one (1) page
   4. Team’s self-evaluation of the video using criteria from the official rating form; one (1) page

Read the General Rules and Regulations in the front of this guide for information that applies to all of TSA’s competitive events. For this event, especially note the rule about original work and the use of materials from other sources.
5. Hand sketched storyboard; pages as needed
6. Script; pages as needed
7. List of hardware and software used in the development of the video; one (1) page
8. List of references that includes sources for materials (copyrighted and non-copyrighted); pages as needed
9. Permission letters for copyrighted material, including clips and images; pages as needed
10. Completed and signed Student Copyright Checklist
11. Signed consent forms for all video participants
12. Plan of Work log that indicates preparation for the event, as noted by date, task, time involved, team member responsible and comments (see Plan of Work log); one (1) page
13. The DVD should be submitted in a DVD sheet protector and secured in the clear front report cover.

EVALUATION

Evaluation is based on the video footage and on the accompanying documentation. Depending on the stated purpose, videos are judged on story concept, artistic and/or social value, audio and camera techniques, transitions and pace, as well as technical attributes, creativity and organization, and the overall effect. Portfolios should be complete, well-written, and professional in organization and appearance. They should include the storyboard and a narrative of the project planning and organization process. Please refer to the official rating form for more information.
STEM INTEGRATION

This event aligns with the STEM educational standards noted below. Please refer to the STEM Integration section of this guide for more information.

Science, Technology, Engineering, Mathematics

COMMON CORE STATE STANDARDS (CCSS) INTEGRATION

Please refer to the Common Core State Standards (CCSS) Integration section of this guide for more information.

PRIMARY LEADERSHIP SKILLS

Leadership skills promoted in this event:

- COMMUNICATION — Students will organize and produce a well-written portfolio. Suggested leadership lessons: Fact or Fiction and Listening Skills
- CREATIVE THINKING — Students conceptualize original ideas in their video. Suggested leadership lessons: Color Hunt and The Leadership Chronicles
- EVALUATION — Students review and critique work throughout the development of their video. Suggested leadership lessons: Evaluation Imagination and Seven Components of Effective Evaluation

Additional leadership skills promoted in this event: organization, teamwork

TSA AND CAREERS

This competition connects to one or more of the career areas featured in the TSA AND CAREERS section of this guide. Use The 16 Career Clusters chart and the TSA Competitions and The 16 Career Clusters grid as resources for information about careers.

CAREERS RELATED TO THIS EVENT

Audio/video operator or technician
Cinematographer
Film/video editor
Screen editor
## TECHNOLOGY STUDENT ASSOCIATION
### PLAN OF WORK

<table>
<thead>
<tr>
<th>Date</th>
<th>Task</th>
<th>Time involved</th>
<th>Team member responsible</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

Advisor signature ________________________________
PHOTO/FILM/VIDEO
CONSENT AND RELEASE

I hereby give permission for images of my child or myself (as applicable), captured during Technology Student Association (TSA) activities through video/film, photo or digital camera, to be used solely for the purposes of TSA promotional materials and publications, and I waive any rights of compensation or ownership thereto.

________________________________________
Name of minor in images (please print)

________________________________________
Name of minor’s parent/guardian (please print)

________________________________________
Name of adult in images (please print)

________________________________________
Parent/guardian or adult’s signature (as applicable)

________________________________________
Date
STUDENT COPYRIGHT CHECKLIST

(for students to complete and advisors to verify)

1) Does your solution to the competitive event integrate any music?  YES _____ NO _____

If NO, go to question 2.

If YES, is the music copyrighted?  YES _____ NO _____

If YES, move to question 1A. If NO, move to question 1B.

1A) Have you asked for author permission to use the music in your solution and included that permission (letter/form) in your documentation? If YES, move to question 2. If NO, ask for permission (OR use royalty free/your own original music) and if permission is granted, include the permission in your documentation.

1B) Is the music royalty free, or did you create the music yourself? If YES, cite the royalty free music OR your original music properly in your documentation.

CHAPTER ADVISOR: Sign below if your student has integrated any music into his/her competitive event solution.

I, _________________________ (chapter advisor), have checked my student’s solution and confirm that the use of music is done so with proper permission and is cited correctly in the student’s documentation.

2) Does your solution to the competitive event integrate any graphics?  YES _____ NO _____

If NO, go to question 3.

If YES, is the graphic copyrighted, registered and/or trademarked?  YES _____ NO _____

If YES, move to question 2A. If NO, move to question 2B.

2A) Have you asked for author permission to use the graphic in your solution and included that permission (letter/form) in your documentation? If YES, move to question 3. If NO, ask for permission (OR use royalty free/your own original graphic) and if permission is granted, include the permission in your documentation.

2B) Is the graphic royalty free, or did you create your own graphic? If YES, cite the royalty free graphic OR your own original graphic properly in your documentation.

CHAPTER ADVISOR: Sign below if your student has integrated any graphics into his/her competitive event solution.

I, _________________________ (chapter advisor), have checked my student’s solution and confirm that the use of graphics is done so with proper permission and is cited correctly in the student’s documentation.

3) Does your solution to the competitive event use another’s thoughts or research?  YES _____ NO _____

If NO, this is the end of the checklist.

If YES, have you properly cited other’s thoughts or research in your documentation? If YES, this is the end of the checklist.

If NO, properly cite the thoughts/research of others in your documentation.

CHAPTER ADVISOR: Sign below if your student has integrated any thoughts/research of others into his/her competitive event solution.

I, _________________________ (chapter advisor), have checked my student’s solution and confirm that the use of the thoughts/research of others is done so with proper permission and is cited correctly in the student’s documentation.
DIGITAL VIDEO PRODUCTION
EVENT COORDINATOR INSTRUCTIONS

PERSONNEL
A. Event coordinator
B. Evaluators, two (2) for every twenty (20) entries or fraction thereof
C. Evaluators for semifinalists, two (2) or more

MATERIALS
A. Coordinator’s notebook, containing:
   1. Event guidelines, one (1) copy for the coordinator and for each evaluator
   2. Official rating forms
   3. List of entries with finalist report
   4. List of evaluators/assistants
   5. Pens and notepads for evaluators
   6. One (1) stopwatch per team of evaluators
   7. Calculators, one (1) for each evaluator
   8. Results envelope
B. Tables and chairs for evaluators
C. Stand-alone DVD player or a computer capable of reading a DVD, one (1) each per evaluation team
D. Extension cords, one per evaluation team (25’ minimum length)
E. Power bar with surge protection, one (1) per evaluation team

RESPONSIBILITIES
A. Upon arrival at the conference, report to the CRC room and check the contents of the coordinator’s notebook. Review the event guidelines and check to see that enough evaluators/assistants have been scheduled.
B. Inspect the area(s) in which the event is being held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.
C. Check in the entries at the time stated in the conference program. Anyone reporting who is not on the entry list may check in only after official notification is received from the CRC chairperson. Late entries are considered on a case-by-case basis and only
when the lateness is caused by events beyond the participant’s control. Requirements for attire do NOT apply during check-in.

D. Place an entry number on each DVD and portfolio. Secure the entries in the designated area.

E. One (1) hour before the event is scheduled to begin, meet with your evaluators/assistants to review time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.

F. Evaluators independently assess the entries.

G. For participants who violate the rules, the decision either to deduct 20% of the total possible points or to disqualify the entry must be discussed and verified with the evaluators, event coordinator, and a CRC manager; all must initial either of these actions on the rating form.

H. Each group of evaluators averages its scores to determine the top five (5) entries from that group. (The number of evaluator groups depends on the number of entries. In this case, there are two [2] evaluators for every twenty [20] participants.) The top five (5) entries from each group are forwarded to the event coordinator.

I. The coordinator lists the semifinalists (there may be more than twelve [12]) in random order on new rating forms that are given to the semifinalist evaluators. The semifinalist list is NOT posted.

J. Semifinalist evaluators independently assess the semifinalists.

K. Semifinalist evaluators average their scores. The average score of the semifinalist evaluators determines the top ten (10) finalists and their ranking. Evaluators discuss and break any ties.

L. Complete and submit the finalist report, which includes a ranking of the ten (10) finalists, and all related forms in the results envelope to the CRC room.

M. Bring all DVDs, portfolios, extension cords, and supplies to the CRC room at this time. Return DVD players or computers to appropriate personnel.
# Digital Video Production

## 2015 & 2016 Official Rating Form

### Preproduction Documentation (30 points)

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Minimal performance 1-4 points</th>
<th>Adequate performance 5-8 points</th>
<th>Exemplary performance 9-10 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portfolio components</td>
<td>The portfolio is completely unorganized and/or is missing three or more components.</td>
<td>The portfolio is missing two components and/or is loosely organized.</td>
<td>The portfolio is clearly organized and has either one or no missing components.</td>
</tr>
<tr>
<td>Purpose and description (X1)</td>
<td>The purpose and description of the video are unclear and hard to visualize; major grammatical errors are evident.</td>
<td>The purpose and description of the video are clear, but they are not concisely written and/or contain some grammatical errors.</td>
<td>The documentation provides a clear and concisely written purpose and description that interest the reader, with few or no grammatical errors.</td>
</tr>
<tr>
<td>Storyboard (X1)</td>
<td>The hand-sketched storyboard and script are sloppy, appear to be thrown together as an afterthought, and/or do not correlate with the video.</td>
<td>The storyboard and script are drawn appropriately and generally correlate with the completed video.</td>
<td>The storyboard and script are of exceptional aesthetic and artistic quality, and they clearly correlate with the video.</td>
</tr>
</tbody>
</table>

**SUBTOTAL (30 points)**

### Video Production (70 points)

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Minimal performance 1-4 points</th>
<th>Adequate performance 5-8 points</th>
<th>Exemplary performance 9-10 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video (X1)</td>
<td>The video shots have obvious problems with focus, steadiness, and framing.</td>
<td>The video shots are clearly focused and framed, but there is limited use of close-ups.</td>
<td>The video is enhanced by steady, creative shots and incorporates excellent use of close-ups.</td>
</tr>
<tr>
<td>Audio (X1)</td>
<td>The audio quality is poor, a result of primary use of the on-camera microphone for recording.</td>
<td>The audio is clear, with good levels and reflects the correct use of microphones and audio techniques.</td>
<td>The audio quality is excellent, with use of additional audio clips/cues that enhance the video production.</td>
</tr>
<tr>
<td>Lighting (X1)</td>
<td>The video reflects poor ambient lighting choices and/or the use of heavy back-lighting.</td>
<td>The video reflects adequate lighting on subjects and the proper use of lighting techniques.</td>
<td>The video reflects the excellent and creative use of lighting, which propels the story emotionally.</td>
</tr>
<tr>
<td>Continuity and pacing (X1)</td>
<td>The sequencing is confusing or incomprehensible; shots are left on too long, and edit points/ transitions are “glitchy.”</td>
<td>The pace and timing are well structured; the shots move along, helping to tell the story, and there is moderate use of transitions.</td>
<td>The shots are logically paced and move the story along in an interesting way, with excellent and purposeful use of transitions.</td>
</tr>
<tr>
<td>Creativity and originality (X1)</td>
<td>There is little original thought or creativity in the design and production, resulting in what appears to be a “regurgitation” of events pieced together.</td>
<td>The video reflects original thought and creative elements that are effectively expressed and highlighted.</td>
<td>Originality and creativity are at the forefront of the video, with thematic elements incorporated in a highly authentic way.</td>
</tr>
</tbody>
</table>
### DIGITAL VIDEO PRODUCTION (continued)

<table>
<thead>
<tr>
<th>Video effectiveness (X2)</th>
<th>Video Production (70 points) (continued)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The work does not meet the project goals, has an unclear message, and reflects sloppy work.</td>
<td>The topic is presented with some insight, and the video meets most project goals.</td>
</tr>
</tbody>
</table>

**SUBTOTAL (70 points)**

- **Time violation** (a deduction of five points total will be incurred for exceeding the five-minute limit for the length of the video). Record the deduction in the space to the right.

- **Rules violations** (a deduction of 20% of the total possible points) must be initialed by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the far right.

**Indicate the rule violated:** __________

(To arrive at TOTAL score, add any subtotals and subtract rules violation points, as necessary. Check your math twice!) **TOTAL (100 points)**

**Comments:**

I certify these results to be true and accurate to the best of my knowledge.

**Evaluator**

Printed name: ________________________________  Signature: ________________________________