



ON DEMAND VIDEO

OVERVIEW

Participants have the opportunity to use video skills, tools, and processes to communicate, entertain, inform, analyze and/or illustrate a topic, idea, subject, or concept. An extremely powerful and ubiquitous medium, video production has great potential, strengths, and limitations that should be understood by all.

Participants write, shoot, and edit a sixty (60)-second video during the conference in this on-site event. Required criteria, such as props and a line of dialogue, make the competition more challenging and will be revealed at the event orientation meeting.

ELIGIBILITY

Participants are limited to one (1) team of two to six (2-6) members per chapter, one (1) entry per team.

TIME LIMITS

- A. Entries must be started and completed during the conference.
- B. The video must be no longer than sixty (60) seconds in length. A deduction of five (5) points will be incurred for exceeding the time limit.
- C. Participants have forty-eight (48) hours, beginning at the event orientation meeting, to complete the entire production.
- D. Semifinalists will participate in a LEAP interview that will last a maximum of five (5) minutes.

LEAP LEADERSHIP RESUME/INTERVIEW

A Team LEAP Leadership Resume is required for this event and must be submitted at event check-in. Semifinalists will respond to interview questions related to their submitted LEAP Resume for a maximum of five (5) minutes.




ATTIRE


Competition attire, as described in the [National TSA Dress Code](#) section of this guide, is required for this event.

PROCEDURE

- A. Participants report to the event area at the time and place stated in the conference program.
- B. Participants must submit a LEAP Leadership Resume prior to receiving the onsite problem materials and information.
- C. The event coordinator distributes the materials, information, directions, and deadlines to each team.
- D. Each team supplies its own video production and editing equipment to complete its production. Entries will be submitted on a 12cm DVD suitable for viewing on a stand-alone DVD player. It is recommended to use a DVD-R recordable DVD.
- E. Entries are reviewed by evaluators. Neither students nor advisors are present at this time.
- F. Participants shoot their footage, which must be appropriate for the TSA community, only at officially sanctioned conference locations, as described by the event coordinator. Teams are not allowed to shoot in sleeping rooms, restrooms, restaurants, or elevators/escalators. Participants may not disturb any event in progress, enter a restricted evaluation area, interrupt a conference function, or participate in behavior unbecoming of a conference participant. At the event meeting, the event coordinator will explain any further shooting restrictions on the specific property. **Failure to follow these instructions will result in disqualification.**
- G. Semifinalists will be determined and posted by the CRC.
- H. Semifinalist teams will report at the time and place stated in the conference program to sign up for a semifinalist LEAP interview.
- I. The LEAP interview will last a maximum of five (5) minutes.
- J. 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](#). When students participate in any TSA competitive event, they are responsible for knowing of updates, changes, or clarification related to that event.

 Entries may be submitted to the TSA video library after the conference.

 Read the General Rules and Regulations section in the front of this guide for information that applies to all of TSA's competitive events.

REGULATIONS

- A. Videos must be submitted on a 12cm DVD suitable for viewing on a stand-alone DVD player. It is recommended to use a DVD-R recordable DVD.
- B. All entries become the property of TSA, Inc. and will not be returned after judging.
- C. Teams must include two to six (2-6) individuals.
- D. Teams may use no more than one (1) video camera for the video production.
- E. Teams must edit their projects on a nonlinear editing system or their camera. Teams are responsible for providing their own editing equipment.
- F. All video footage must be the original work of the team and must have been completed during the event timeline.
- G. Where applicable, all ideas, test images and sound from other sources must be cited. Copyrighted materials may NOT be used. **NOTE: Failure to follow this procedure results in disqualification.**
- H. The video and documentation materials 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, 8½" x 11" pages, in this order:
 1. Title page with the event title, the conference city and state, and the year; one (1) page
 2. Table of contents; pages as needed
 3. Purpose and description of video; one (1) page
 4. A shot log used in production planning to aid with shot selection and shot type for each scene; one (1) page
 5. Two (2)-column script detailing specific audio and video cues that must correlate with the video; pages as needed
 6. List of video equipment and software used in the development of the video; one (1) page
 7. List of references that includes sources for materials; pages as needed
 8. If all images and audio used in the entry are original, a statement to verify that is required; one (1) page
 9. Completed and signed Student Copyright Checklist (see Forms Appendix or TSA website)
- I. LEAP Leadership Resume (see Forms Appendix or TSA website)/Interview — Teams document, in the LEAP leadership resume (see resume template), the leadership skills that the



team has developed and demonstrated while working on this event. Semifinalists will respond to questions about the content of their resume as part of their presentation and/or interview. The LEAP Leadership Resume/Interview guidelines and other resources can be found on the [TSA website](#).

EVALUATION

Evaluation is based on the completed video production, the accompanying documentation, and the LEAP requirements. Depending on the stated purpose, videos are judged on story concept, artistic and/or social value, camera technique, transition and video pace, as well as technical attributes, creativity and organization, and the overall effect of the solution. The video also should incorporate the specified prop(s) and dialogue presented during the event meeting. Portfolios should be complete, well written, and professional in organization and appearance. 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

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 Career Clusters* chart and the *TSA Competitions and The Career Clusters* grid as resources for information about careers.

CAREERS RELATED TO THIS EVENT

- Actor
- Audio/video operator or technician
- Cinematographer
- Film/video editor
- Screen editor
- Script writer



ON DEMAND VIDEO EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

- A. Event coordinator
- B. Evaluators, two (2) or more
- C. Evaluators for semifinalist interviews, two (2) or more

MATERIALS

- A. Coordinator's packet, containing:
 - 1. Event guidelines, one (1) copy for the coordinator and for each evaluator
 - 2. TSA Event Coordinator Report
 - 3. List of evaluators/assistants
 - 4. Pre-populated flash drives for evaluators
 - 5. Stick-on labels for entries, as needed
 - 6. One (1) stopwatch per group of evaluators
 - 7. Marking pens, three (3)
 - 8. Results envelope
 - 9. Envelope for LEAP Leadership Resumes
 - 10. LEAP Interview Judging Protocol
- B. Tables and chairs for evaluators
- C. Computer capable of reading a DVD, and a monitor, as needed
- D. Extension cords (25' minimum length), as needed

RESPONSIBILITIES

- A. Upon arrival at the conference, report to the CRC room and check the contents of the coordinator's packet. 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. Meet with all participants at the scheduled time and location to deliver the event-specific criteria, including required props and dialogue. Ensure that all participants understand regulations regarding equipment allowed, behavior, deadlines, and submission requirements. Collect the LEAP Leadership

Resume from each team. Prior to the event meeting, the coordinator should tour the conference facilities and develop a list of restricted areas and/or specific restrictions for the event. This list should be shared with the event manager prior to the event meeting. The coordinator should mention at the event meeting that teams must be courteous to all guests in common areas or designated filming areas.

- D. Check in the completed entries at the time stated in the conference program. Anyone reporting who is not on the coordinator's report may check in only after official notification is received from the CRC. 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.
- E. Place an entry/ID# number on each DVD and portfolio. Do not use a sticker (with the ID#) on the DVD; use a marking pen to record the ID number on the DVD. Secure the entries in the designated area.
- F. One (1) hour before the judging is scheduled to begin, meet with 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.
- G. Evaluators independently assess the entries.
- H. 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.
- I. 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) or more evaluators for every twenty (20) entries. The top five (5) entries from each group advance to the semifinalist round.
- J. Semifinalists will be determined and posted by the CRC.
- K. Inspect the area in which the interviews are to take place. Ensure that there is a table and seating for participants and evaluators.
- L. Meet with semifinalist evaluators to review the LEAP Judging Protocol. If questions arise that cannot be answered, speak to the event manager before semifinalist interviews begin.
- M. Conduct semifinalist LEAP interviews. Interviews should be a maximum of five (5) minutes in length. Evaluation of the



semifinalist event entries can take place at a separate time (before/after the interviews) in order to allow time for judges to view and score the videos/documentation.

- N. Evaluators independently assess the semifinalist entries, and determine the ten (10) finalists and their ranking. Evaluators discuss and break any ties.
- O. Review and submit the finalist results and all items/forms in the results envelope to the CRC room.



Participant/Team ID# _____

ON DEMAND VIDEO

2017 & 2018 OFFICIAL RATING FORM

HIGH SCHOOL

Go/No Go Specifications

Before judging the entry, ensure that the items below are present; indicate presence with a check mark in the box. If an item is missing, leave the box blank and place a check mark in the box labeled ENTRY NOT EVALUATED. If a check mark is placed in the ENTRY NOT EVALUATED box, the entry is not to be judged.

- The portfolio is present.
- The video is playable.
- The 2-column script is present.
- Completed LEAP Leadership Resume is present.
- ENTRY NOT EVALUATED

Portfolio (30 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
Evaluators: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline, record the scores earned for the event criteria in the column spaces to the right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an "adequate" score of 7 for an X1 criterion = 7 points; an "adequate" score of 7 for an X2 criterion = 14 points.) A score of zero (0) is acceptable if the minimal performance for any criterion is not met.			
Portfolio components <small>See Regulation H (X1)</small>	The portfolio is unorganized and/or is missing three or more components.	The portfolio is adequately organized, with most, if not all, components included.	All components are included and the quality of the content and organization are clearly evident.
Purpose and description <small>(X1)</small>	The purpose and description are poorly written, and/or unclear.	The purpose and description are explained appropriately, and are adequately effective.	Clearly and concisely written, the purpose and description are completely effective and compelling.
Script <small>(X1)</small>	The script is not in the correct two-column format, and/or it is missing key attributes, such as character dialogue, nonverbal cues, etc.; the script is unorganized, and there is inconsistent spacing.	The script contains most key attributes and is correctly formatted; overall the script follows the video production.	The script is concise, fluid, and all of its attributes correlate clearly with the video production.
			SUBTOTAL (30 points)

Record scores in the column spaces below.

Production (100 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
Camera handling <small>(X1)</small>	Serious problems with focus, steadiness, and framing are evident.	Most shots are clearly focused and framed, with adequate close-ups included.	Steady and creative shots that enhance the video are utilized, and excellent close-ups are included.
Lighting <small>(X1)</small>	Numerous shots are improperly lit; bleaching, shadows, or unbalanced conditions may be evident in some shots; there is no evidence of an attempt to correct problems.	Most shots are properly lit, either through ambient lighting or the use of techniques to correct poor lighting conditions.	All shots are well lit, either through ambient lighting or the use of techniques to correct poor lighting conditions.



Production (continued) (100 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
Audio (X1)	Audio may be unclear, distorted, or washed out from poor signal-to-noise ratio; there is evidence of the use of a built-in camera microphone that detracts from the message.	The audio is clear, with consideration given to a good signal-to-noise ratio; background or ambient noise may occasionally be a distraction.	The audio is clear and recorded with good signal-to-noise ratio, displaying skillful microphone choice, placement, and technique.
Continuity and pacing (X2)	The story sequencing is confusing; shots are too long or "clipped," with edit points appearing "glitchy."	The pace and timing are well structured; clips move along and tell the story, with moderate use of transitions.	Shots logically pace the story along in an interesting way, with an excellent and purposeful use of transitions.
Video effectiveness (X2)	The video does not meet project goals, presents an unclear message, and/or is sloppy overall.	The video topic is presented with insights; the video adequately meets the objective.	The video is clearly focused, with a rich variety of supporting material.
Aesthetics and artisanship (X1)	The work is unorganized and sloppy.	The work provides an organized and logical presentation of essential issues.	The work provides an exemplary use of layout and design principles to logically communicate important data.
Use of required props (X1)	Props incorporated in the video appear as an afterthought.	Props incorporated in the video add some artistic value and tend to further the plot.	Props are integral to the production's plot and artistic value.
Use of required dialogue (X1)	The line of dialogue is not well incorporated in the production, and/or the dialogue is not in sync with the plot.	The line of dialogue is adequately incorporated and somewhat essential to the production's plot.	The line of dialogue is communicated effectively and is integral to the production's plot.
			SUBTOTAL (100 points)

A time violation (a deduction of five [5] points) will be incurred for exceeding the sixty (60)-second time 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 in the sections above) must be initiated by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the right.
Indicate the rule violated: _____

Semifinalist LEAP Interview (20 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
LEAP Leadership Resume/Interview See Regulation G and instructions on TSA website (X2)	The team's efforts are not clearly communicated, lack detail, and/or are unconvincing; few, if any, attempts are made to identify and/or incorporate the LEAP Be. Know. Do. criteria.	The team's efforts are adequately communicated, include some detail, are clear, and/or are generally convincing; identification and/or incorporation of the LEAP Be. Know. Do. criteria is adequate.	The team's efforts are adequately communicated, include some detail, are clear, and/or are generally convincing; identification and/or incorporation of the LEAP Be. Know. Do. criteria is adequate.
			SUBTOTAL (20 points)

Rules violations (a deduction of 20% of the total possible points in the semifinalist section) must be initiated by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the right.
Indicate the rule violated: _____



(To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary.)

TOTAL (150 points)

Comments:

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

Evaluator

Printed name: _____

Signature: _____