DIGITAL VIDEO PRODUCTION

OVERVIEW

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.

Participants develop a public service announcement and a digital video (with sound) that focuses on the given year’s theme, which will be posted on the TSA website under Competitions/Themes and Problems.

ELIGIBILITY

Participants are limited to three (3) teams per state; an individual may participate solo in this team event.

TIME LIMITS

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

B. The public service announcement should not exceed thirty (30) seconds in length. If it is over thirty (30) seconds, a rules violation will be assessed.

C. The video should not exceed three (3) minutes in length. If it is over three (3) minutes, a time violation of five (5) points will be assessed. Time starts with the first image or sound and continues until the last sound or image ends.

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. A team competing in this event will use the Team LEAP Leadership Resume template; an
individual competing in this event will use the *Individual LEAP Leadership Resume* template.

**ATTIRE**

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

**PROCEDURE**

A. Participants check in their entries and submit a LEAP Leadership Resume 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. Semifinalists will be determined and posted by the CRC.

D. Semifinalist teams will report at the time and place stated in the conference program to sign up for a semifinalist LEAP interview.

E. The LEAP interview will last a maximum of five (5) minutes.

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

It is essential that students and advisors routinely check the TSA website ([www.tsaweb.org](http://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.

**REGULATIONS**

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

B. The public service announcement should not exceed thirty (30) seconds in length. If it exceeds thirty (30) seconds, a rules violation will be assessed.

C. The video should not exceed three (3) minutes in length. If it exceeds three (3) minutes, a time violation will be assessed.

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

E. Entries may be an individual or team project.

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

H. 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
5. Hand sketched storyboard; pages as needed
6. Public service announcement script; pages as needed
7. Digital video script; pages as needed
8. List of hardware and software used in the development of the video; one (1) page
9. List of references that includes sources for materials (copyrighted and non-copyrighted); pages as needed
10. Permission letters for copyrighted material (including clips and images); pages as needed
11. Completed and signed Student Copyright Checklist (see Forms Appendix or TSA website)
12. Signed consent forms for all video participants
13. Plan of Work log that indicates preparation for the event, as noted by date, task, time involved, team member responsible, and comments (see Forms Appendix or TSA website); one (1) page
14. The DVD should be submitted in a DVD sheet protector and secured in the clear front report cover.

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 LEAP interview. The LEAP Leadership Resume/Interview guidelines and other resources can be found on the TSA website. A team competing in this event will use the Team LEAP Leadership Resume template; an individual competing in this event will use the Individual LEAP Leadership Resume template.
EVALUATION

Evaluation is based on the video footage and on the accompanying documentation. The LEAP requirements will also be evaluated. 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 a 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

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

Audio/video operator or technician
Cinematographer
Film/video editor
Screen editor