10 Steps to a Winning DigiMedia Entry in 2012

The purpose of DigiMedia is to produce an **intellectually honest, well-planned, original, and quality video** that engages/compels the viewer emotionally (e.g., laugh, cry, reflect, etc.) and/or to take action in some way (get involved, find more information, etc.).

Complete these 10 steps and you WILL have a great video to enter into the 2012 competition.

1. **Make the Judges Happy: Know the Rubric – Know the Rules**

2. **Build a Strong Foundation through Preplanning** (using a storyboard, mind map, team log, other visual planning document)

3. **PRESENT your plan** to your coach/instructor **and REVISE** based on comments

4. **Set Your Stage**: organize your materials/equipment for every scene/shot

5. **Production Time!** Follow your planning steps. Follow best practices for filming, special effects, mood lighting, motion, angles, etc. Pay attention to background noise and follow audio best practices

6. **Edit, Add Effects**, Add Title and Credits pages, **Embed your video** and **Enter References** on Reference page (read the Rules about Citation/Credits/References)

7. **PRESENT your video** to your peers/coach/instructors

8. **Receive feedback and Edit**

9. **FINAL PRESENTATION** to your program/family/coach/instructors/peers **and Celebrate** your accomplishment!

10. **Submit your completed DigiMedia Site** which includes:
    a) an Introduction page with your purpose, audience, objectives AND your preplanning/storyboard steps – it also describes challenges and the learning that occurred
    b) an embedded Video, and
    c) a Citation/Reference page with active links if applicable (NOTE: no Fair Use allowed; if you use a free use resource such as Creative Commons follow the free use resource rules for citation.)

Now, look at each step with details and tips below.

Step 1: Make the Judges Happy: Know the Rubric – Know the Rules
If you want the judges to score high on your DigiMedia, **you must know the Rubric and the Rules**.

The DigiMedia Rubric points are based on:

- **An Introduction Page (10 possible points) includes:**
    1. Clear statements on the topic and purpose of the video, who the audience is, and what you want the audience to learn
    2. A preplanning document (embedded or linked) – such as a storyboard, outline/mindmap, team log or other type of visual planning document – that exhibits careful thought around the chosen topic and the purpose/goal. The preplanning document exhibits evidence that the student(s) are trying to create viewer interest and impact through the development of each scene which can include: a) visual, audio, and action effects, b) shot types/angles/movement, and c) crafted dialogue/narration (if applicable). *Note: these preplanning steps will help to develop a video that engages/compels the viewers' emotionally and/or to take action.*
    3. A description of any challenges and how you embraced or tackled those challenges as well as what you learned throughout the process.

- **A DigiMedia Entry Page (the page where you embed your video – 80 possible total points). The video exhibits:**
    1. *Engaging, Original & Quality Content (40 possible points)*
    Fair Use in not allowed in DigiMedia. Therefore, originality that illustrates the purpose of the video and provides impact to the viewer is KEY! DigiMedia entries need original concepts, original music, original lyrics, original scripting, and original use of video, etc. in order to do well with the judges. If you use copyright material, you will be **disqualified.** You can, however, use free use resources such as Creative Commons. NOTE: all creative elements are cited so the viewer knows if it is original or from a free use resource. All elements of the content (the composition, script, acting, pace, and transitions) are well thought out and compels the viewer's interest as well as drives a reaction and/or action.
    2. *Quality Video and Audio (40 possible points)*
    Video camera techniques such as filming, special effects, mood, lighting, motion, angles, etc. are well planned and executed to emphasize the purpose of the video. In addition, the audio is clear and even without background noise; it is synched with the video; and it is clearly well planned and executed to add impact to the purpose of the video. Of course, both the video and the audio should work well together to enhance timing/pace/impact of the overall message. All these together plus having a beginning, middle, and end provide strong evidence that planning occurred.

- **A Digital Citizenship & Ethical Practice Page – i.e., a Reference Page (10 possible points)**
  NEW: References/Citations are required on the Reference page of the DigiMedia Template; they are not required at the end of a video.
    1. Citations must be in a format easily understood; for free use resources (such as Creative Commons), citations must follow the free use resource rules.
    2. Active links are provided for all free use resource citations.
    3. Credits for all participants can be listed at the end of a video. NOTE: Follow Rules with a parental agreement on file for last names if used.
    4. Permission is provided IF APPLICABLE. NOTE: use of copyright or Fair Use = Disqualification.

And DigiMedia Rules that must be followed are (8):

1. Entries are submitted by the deadline
2. Entries use Google Sites with a video embedded on the Video page of their Google site
3. Entries are not longer than 3 minutes, including any Credits at the end. **NEW: References are no longer required at the end of the video BUT they are required within the Reference page of the DigiMedia template.**
4. Entries must be appropriate for students 12 years and above

5. **NEW: For students under 18, a parental permission form must be kept by the program which states that a student's last name can be listed on the entry and the submission form IF last names are on the video or DigiMedia Google Site.**
6. Entries must use the DigiMedia Google Sites template which includes an Introduction page, a Video page, and a Reference page
7. Entries must follow Google Site's Terms of Use
8. Programs must maintain documentation of permission for all identifiable in the video

Step 2: Build a Strong Foundation through Preplanning

1. Decide on a **Topic and the purpose** of your entry
2. Who is the audience?
3. What is interesting about your entry topic?
4. What are the objectives of your entry? (e.g., what do you want the viewer to learn or do)
5. **Provide these answers (1-4) on the Introduction page of your DigiMedia template**
6. Keeping the DigiMedia Rubric in mind, visualize the video from the Beginning, through the Middle, and the End in a way that meets the purpose of your video
7. Keeping the DigiMedia Rubric in mind, outline/storyboard/draw how you would like your entry to proceed, scene-by-scene, shot-by-shot so the purpose of your video is achieved. (See Storyboard resources on our site for more detail). Save your planning steps to a document or digital format that can be attached to the Introduction page.
8. Prepare a list of what you will need to produce your video (e.g., equipment, actors, backdrops, other materials, etc)
9. **Attach your Preplanning document to the Introductory page**
10. Don't forget to think of possible introductions and endings for your entry including, but not limited to, a Title page and a Credit page for all participants
11. Keep a list of References as you plan; **Enter all References/Resources on the Reference page**

Step 3: PRESENT your Plan to your coach/instructor and REVISE your plan based on their comments
Using the steps you took in Step 2 as a guideline:

1. Introduce the Topic and explain:
   a. Why and how you chose it
   b. Why you are interested in it
2. Explain how you narrowed the topic for a specific purpose
3. Explain who the audience is
4. State your objectives on what the viewers will learn/do from viewing your entry
5. Explain what you plan to do to impact the viewers to understand and react to the purpose
6. Conclude your Presentation with your next steps (i.e., Set your Stage and Production steps)
7. Ask for feedback, make changes to your planning steps, and attach edited steps to the Introduction page
NOTE: Here is a good resource with 5 simple rules to follow and an example to view: *The Formula for Compelling Video* from the DV Show: "Podcasting the Ins and Outs of Digital Video". This formula is good for any type of video: to sell something or to inform or to entertain.

Rule # 1: Keep it Short
Rule # 2: Grab attention within the first 15-30 seconds
Rule # 3: Use compelling graphics, bright colors, various angles and audio to grab and keep attention.
Rule # 4: Inform and demonstrate
Rule # 5: Include a call to action

Step 4: Set your Stage
Using your preplanning steps for scenes, shots, etc. gather, create, organize all materials and equipment you will need, including scripting dialogue, etc.

Step 5: Production Time!
The following elements of production illustrate the composition of your entry. Here is a link to Useful Video Tutorials which is an excellent resource to understand the terminologies below. Using video techniques as listed below will help create interest in your entry.

Remember: Every element you use should be focused on fulfilling your purpose and objectives!
1. Framing
2. Shot Types
3. Angles
4. Rule of Thirds & 180 Degree Rule
5. Movement
6. Light & Action
7. Audio (test how your audio will sound in specific scenes and make adjustments; avoid background noise!)
8. Don't forget to follow carefully crafted Dialogue/Narrative

Step 6: Edit, Add Effects, Add Title and Credits Pages, Embed your Video, Add References
These are Post-Production steps which are crucial to a winning DigiMedia entry

1. Choose your Video editing software. (See our Resources for a list of free editing software.)
2. Organize all your material (images, music files, narration docs, etc) into a folder on your computer (if you are a team, allocate one main computer for editing).
3. Download/Copy & Paste/Capture & Import footage from your camera(s) onto your computer
4. Import files to your editing software (usually a drag and drop feature)
5. Put the pieces together and Record narration and/or lay down an original music track and/or add simple transitions/effects. Note: remember your time frame for completion; effects can be time consuming, therefore, keeping it simple is often best.
6. Add your title page to the video
7. Credit all participants at the end of your video
8. Save! Save! Save! And, be sure to do so every few minutes.
9. Time your Video; keep it 3 minutes or less or it will not be judged.
10. Follow our steps to embed your video on the Video page of the DigiMedia template. NOTE: if you want to edit a video that is already embedded on your Google site, you will need to take down the first video and re-embed the correct video.
11. Finally, enter all References/Resources on the Reference page of the DigiMedia template. (Follow Rules for Citation and References)

Step 7: PRESENT your Video
Presenting your completed video allows you to show what you've accomplished as well as to present yourself and your video entry in a professional manner.

Here is what you should do: (Note: If you are a team, divided presentation tasks.)

1. Projected your completed video at the Google site home page.
2. Everyone introduces him/herself and their role in the creation of the entry, OR an Individual introduces his/herself and explains s/he is the sole creator of the entry.
3. Introduce the Topic and explain:
    a. Why and how you chose it
    b. Why you are interested in it

      c.   What category it fits and why
      d.   How you narrowed the topic for a specific purpose
      e.   Who the audience is
      f.   The objectives on what the viewers will learn/do from viewing your entry
      g.   What you did within the video to impact the viewers to understand and react to the purpose

4. NOW, SHOW YOUR VIDEO
5. Conclude your presentation by thanking the viewers for their attention
6. Ask if they have any questions or comments.
7. Go back to the video segments to address any questions/comments your audience might have
8. End the presentation with another thank you when it appears that the audience has no further questions or comments

Presentation tips

1. Dress in a nice clothes for a professional appearance (No shorts, t-shirts, halter tops, etc.)
2. Be prepared – know enough about your topic that you can explain what it is you would like to accomplish the most with the topic
3. Be organized – decide who is going to present points above
4. Practice – practice your presentation beforehand so that it moves smoothly with transitions between each point and so it fits within any time limitations set by your coach.
5. Ask for questions, comments, suggestions. If people do not respond, ask "What did you like best?" "What did you like least?" "Did the video address the purpose and goal?"

Step 8: Receive feedback and Edit

Use all constructive feedback to edit and improve your entry. If feedback is limited, use the resource listed in Step 3, *The Formula for Compelling Video* from the <u>DV Show</u>: "Podcasting the Ins and Outs of Digital Video".

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Step 9: FINAL PRESENTATION to your program/family/class and CELEBRATE!
Follow Step 7.

Step 10: Submit Completed DigiMedia Site which includes:
- **An Introduction page** with Purpose, Audience, Objectives AND Preplanning Steps AND a description of any challenges and how you tackled/embraced those challenges
- **A Video entry page** with your embedded video
- **A Reference page** with citation for all resources, active links to resources, etc.

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