

## Technology Media Fair 2009

### Digital Video

#### Definition:

The production of audio and video files stored in a digital format for editing or playback. Video compression should be applied as needed for optimal viewing. Videos must be submitted in .avi, .mpg, .wmv, or Quicktime formats.

#### Contest Categories:

##### 1. Less than 90 seconds

*Examples are Public Service Announcements (PSA), commercials, news stories, and abstract/experimental videos.*

##### 2. From 90 seconds five (5) minutes.

*Examples are documentaries, instructional, longer news stories and abstract /experimental videos.*

#### Judging Criteria:

##### Organization 15%

- Evidence of organization.
- Appropriate billboard (title information).
- Project adheres to time constraints.

##### Camera Technique 20%

- Focus.
- Variety of camera angles.
- Steadiness of shots.
- Varied composition (rule of thirds).

##### Audio Editing 20%

- Clearness of sound.
- Creative/appropriate sound effects, narration, background music, etc.
- Appropriate use of silence
- Audio enhances mood/pacing.

##### Video Editing 20%

- Clips show no slack time.
- Suitable transitions for smooth flow from one scene to the next.
- Pacing keeps viewers interested.



## Irving Independent School District



### Creative Content 15%

- Content related to the storyline.
- Evidence of imagination, creativity, or new thought.
- Work is student created and original.
- Mechanics (spelling, grammar, etc.)
- Definite purpose and audience.
- Appropriate number of still images and titles used (no more than 20%).

### Explanation 10%

- Proper grammar and spelling.
- Includes reason for project.
- Includes explanation of technical details.
- All works are properly credited.
- All sources are properly cited.

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