



Library Video Commercial

Instructions to Compete

Team Event (2-4 Students)

Limit 1 entry per chapter

Objective:

A team of students will create a video commercial for their local school or public library. Students should plan, write, direct, edit, and produce the commercial in its entirety.

Anchor Standards:

CCSS.ELA-Literacy.CCRA.SL.4 Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task, purpose, and audience.

CCSS.ELA-Literacy.CCRA.SL.5 Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.

Method of creation:

Any video program can be used. The finished product will need to be in a format that can be linked to a public URL, such as YouTube or Animoto.

Product should:

1. be between 1 minute and 3 minutes in length.
2. video should promote the local library as a whole OR promote a specific program of the local library.
3. strive to have seamless, engaging, and professional quality
4. includes creative, artistic and promotional elements
5. follow copyright fair use*
 - a. ***Fair Use Guidelines - *Transformativeness*.** Is my use of a copyrighted work transformative? Am I using the material for a different purpose than that of the original? Or am I just repeating the work for the same intent and value as the original? Also review the *Code of Best Practices for Online Video*, which applies to the creation of new videos that are distributed online.
 - b. See more at:
<http://mediaeducationlab.com/new-model-school-copyright-policy-using-copyrighted-materials-digital-media-production>
6. Product does NOT have to be live action full live action. However, video should be in the format of a television commercial (no slideshows).

Submission limitations:

Each chapter is allowed to submit 1 entry. *Entries should be created by a team of NO MORE than 4 students. (Casted "actors" in the video do not count against the team count. The team consists of those who planned, edited, and produced the video)*

Method of Submission:

Advisers will submit entries through the online Spring Adviser Competition Entry form. Directions will be emailed to paid chapter advisers prior to the deadline.



Entry must be accessible through a public URL (YouTube). All entry links must be submitted by no later than the posted Spring Competition deadline found at tomesociety.org/competitions. Entries must be submitted by the Chapter Adviser to the Canvas Adviser group -- only 1 entry per chapter/level (3-5), (6-8) and (9-12).



Library Video Commercial
Competition Rubric

Element	Exemplary	Proficient	Unsatisfactory	Points Earned
Content (15)	Video promotes local library as a whole OR promotes a specific program of the local library. Library name and/or program and desired viewer action is clear. (10-15)	Video somewhat promotes local library as a whole OR promotes a specific program of the local library. Library name and/or program or desired viewer action is hard to determine. (1-9)	Video does not promote local library or program. Library name and/or program or desired viewer action is unclear.(0)	
Length (5)	Video is at least 1 minute long and no more than 3 minutes long (5)		Video is not 30 seconds long or is longer than 3 minutes (0)	
Copyright/Fair Use* (5)	Fair Use guidelines* for images, videos, or text are followed. (5)	Some elements do not follow Fair Use guidelines. (1-4pts)	Video does not conform to Fair Use guidelines (0)	
Engaging (10)	Video hooks the viewer and makes them want to keep watching. Video is fun to watch(10)	Video is somewhat engaging and fun to watch(1-9 pts)	Video is uninteresting (0)	
Quality (15)	Video is well made, has perfect grammar/spelling, seems professional quality enough to air on television (15-10)	Video lacks professional quality but is still a good product and/or has some grammar/spelling errors (1-9 pts)	Video is poorly made and/or has several grammar/spelling mistakes (0)	
Creativity (15)	Video is thoughtful and creative; it is clear that the students planned out the elements of the video. (15-10)	Video is somewhat creative, but includes more generic elements and/or could benefit from more organization. (1-9 pts)	Video is generic and lacks creativity. (0)	
Submission (5)	Video is an acceptable format and is easily accessible for judging (5)		Video is not submitted in an acceptable format/is not easily accessible for judging (0)	
Total				____/70

Judges Comments:



