



Tome Library Commercial Video Competition Instructions

Team Spring Competition	One Entry Per Chapter Level
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Objective: A team of 2-4 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.

Learning Targets:

- The student will collaborate effectively with peers to brainstorm ideas and delegate tasks for the project.
- The student will write a compelling script that engages the target audience and conveys the library's message.
- The student will learn basic cinematography techniques, including shot composition, lighting, and sound recording.
- The student will edit video footage using software to create a cohesive and engaging final product.
- The student will present the completed commercial to an audience, receiving and incorporating constructive feedback.
- The student will reflect on the project process to evaluate personal and group strengths and areas for improvement.

Final Product Guidelines:

- Commercial may be for a school or local library, promoting the library as a whole or a specific program at the library.
- Video must be in the style of a TV commercial - no slideshows.
- Any video program may be used for creation. The finished product will need to be in a format that can be linked to a public URL, such as YouTube or Animoto.
- Video must be 1-2 minutes in length
- Commercial can be a mixture of live action and text-on-screen, or all live action.
- Video must include, in text or spoken elements:
 - The name of the library
 - Where the library is located
 - Services or programs the library offers (can be one specific program or service or several)
 - Images/video of the actual library
- All images and music must conform to fair use guidelines.
- Strive to have seamless, engaging, and professional quality
- Include creative, artistic and promotional elements
- All text elements must have excellent grammar and spelling

Tome Library Commercial Video Scoring Rubric

*Student should self-assess their work using the following scoring rubric before submission.
Failure to meet all rubric requirements will result in loss of points.*

Video is submitted with a public, sharable link. 5 pts		Video is not submitted with a public, sharable link. 0 pts	
Script & video are clearly the students' original work. 20 pts		Evidence suggests the work was created using AI or is not fully the students' original work. 0 pts	
Excellent delivery of content 20 pts	Good delivery of content 15 pts	Fair delivery of content 10 pts	Poor delivery of content 5 pts
Video is between 1 and 2 minutes in length. 5 pts		Video is less than 1 minute or more than 2 minutes in length. 0 pts	
Video advertises a school or public library and its programs and services. 10 pts		Video does not clearly advertise a school or public library.. 0 pts	
Video includes at least one program or service the library offers. 5 pts		Video does not include any services or programs the library offers. 0 pts	
Video includes an image of the library or footage inside the library. 5 pts		Video does not include an image of the library or footage inside the library. 0 pts	
Video hooks the viewer making them want to visit the library. 10 pts	Video is interesting, but could grab the viewer's attention more. 5 pts		Video does not hook the viewer. 0 pts
Very enjoyable to watch 20 pts	Enjoyable to watch 15 pts	Somewhat enjoyable to watch 10 pts	Not enjoyable to watch 5 pts

Total Points Awarded: _____/100 pts