

2019-2020 Video Judging Guidelines

Produce a video based on the theme: “Buckle Up! The use of a seat belt when riding in a motor vehicle can save your life.”

The winning video will be chosen by a panel of judges. The winning video will be submitted to the Virginia Governor's Transportation Safety Awards and may be produced for inclusion in future GIT programs.

REMINDERS:

- * For the Video submission, use the following format: MP4
- * Photo/Video Releases are REQUIRED for all students seen in the submitted videos
- * Submit the video on the flash drive only, no email or internet drive submissions accepted.

Videos are to be placed on the flash drive and mailed to:
AAA Tidewater Virginia
Public Affairs Office
5366 Virginia Beach Boulevard
Virginia Beach, VA 23462

Tier One: Does the video submission follow the following guidelines? (Yes/No)

- Does the video run within the 60-second time limit?
- Is the information included in the video accurate and current?
- Are any copyrighted materials used in the video?
 - If copyrighted materials are used, is there a copyright release form included with the video?
- Is any portion of the video inappropriate?
- Are completed student release (parental permission) forms included with the submission?

Tier Two: Quality of Video

35% Content Quality

Does the video clearly make the connection between population and the chosen topic/message?

- | | |
|-----------------|--|
| 4 Points | Population is clearly tied in with the topic in an obvious manner; a strong connection is shown between the topic and its intended audience. |
| 3 Points | Population is tied in with the topic; a fairly clear connection is made between population and the topic. |
| 2 Points | Population is mentioned but the connection to the topic is not supported. |
| 1 Point | Population is not tied in with the topic; no connection between population and the topic is made. |

Does the video explain why the chosen topic is important?

- 4 Points** The video expertly makes the case for the topic's importance using precise arguments. The video has a clear purpose.
- 3 Points** The video explains the topic's importance but the arguments and message is not complete.
- 2 Points** The video states that the topic is important but provides little explanation.
- 1 Point** The video does not explain why the chosen topic is important.

35% Memorable/Creative

How well does the video draw in the viewer and keep their attention?

- 4 Points** Viewer is left with a strong understanding of the topic, will remember the video, and feels like they want to learn more.
- 3 Points** Viewer is left with a general understanding and will remember the video.
- 2 Points** Viewer mostly understands the topic and might remember the video. Some introduced themes/topics may distract from the message.
- 1 Point** Presentation is unclear on the topic and unmemorable.

Is the video original and innovative?

- 4 Points** Video is original, creative and unique.
- 3 Points** Video has some original thought and is moderately creative.
- 2 Points** Video has little original thinking and incorporates very few creative ideas.
- 1 Point** Video has no original thinking.

20% Logical/Solution

Is the solution offered appropriate and supported by your claims?

- 4 Points** A strong solution is offered that is both logical and appropriate.
- 3 Points** A solution is offered but doesn't clearly connect to the video's claims. The solution is appropriate.
- 2 Points** A solution is offered by does not match the video's claims or is not appropriate.
- 1 Point** No solution is offered.

10% Production

What is the overall quality of production (including visual and sound elements)?

- 4 Points** Video is well planned with smooth transitions and edits. Sound is expertly balanced and easy to hear. All sound and visual elements coincide with the video's message.
- 3 Points** Video is well planned with competent edits. Sound is well balanced and easy to hear. Most sound and visual elements blend with video's message.
- 2 Points** Video was somewhat planned. Transitions and edits are rudimentary. Sound is reasonably balanced. Some sound and visual elements are distracting.
- 1 Point** Video is not well planned and has poor edits. Sound is of poor quality. Many sound and visual elements distract from the video's message.

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