

# Electrathon Promotion Video Competition

We are excited to announce the Electrathon Video Competition! This thrilling contest invites high school students to showcase their creativity, teamwork, and enthusiasm for environmentally friendly transportation by producing compelling promotional videos to attract new members to their Electrathon Organization.

Here are the guidelines for the competition:

## 1. Eligibility:

- The competition is open to all students in their Electrathon organization.
- Each participating school can submit only one promotional video.

## 2. Theme:

- The video should primarily focus on promoting the benefits and opportunities offered by the Electrathon program at their school.
- Participants are encouraged to highlight the environmental advantages, technological innovation, and community involvement aspects of their electric vehicle and club.

## 3. Duration:

- The promotional video must be between 2 and 5 minutes long, excluding end credits.

## 4. Content:

- The video should effectively convey the spirit, values, and activities of the Electrathon program at their respective high school.
- Participants may showcase car-building workshops, eco-friendly initiatives, community outreach programs, the October electric car race, or any other unique aspects of their club.
- Creativity, originality, and professionalism in the content will be highly valued.

## 5. Technical Requirements:

- The video must be recorded in high definition (at least 720p) and uploaded to YouTube by Nov 1<sup>st</sup> 2024 in a commonly used video format (e.g., MP4, MOV).
- Clear audio, suitable background music, and voice-overs (if included) are strongly recommended.
- Subtitles or captions are optional but could enhance the message's effectiveness.

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## 6. Judging Criteria:

- Videos will be evaluated based on creativity, originality, and promotional effectiveness.
- The judging panel will assess visual quality, video editing, script clarity, and overall impact.
- Bonus points may be awarded for incorporating innovative and sustainable techniques, such as using renewable energy sources in video production.
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## 7. Submission:

- The promotional video must be uploaded to YouTube, Vi as an unlisted or public video.
- Participants must complete this Google form <https://forms.gle/5QYs4taHQzyuGTY38> providing the video link and their name, high school name, and contact details.
- After uploading the video, an email must be sent to [carlson@edadvance.org](mailto:carlson@edadvance.org) to notify the review committee of the video's entry.

## 8. Deadline:

- All video submissions must be received by **Nov 1, 2024**, to be considered for the competition.
- Late entries will not be accepted.

## 9. Announcement of Winners:

- Winners will be contacted.

In conclusion, the Electrathon Promotion Video Competition offers high school students a fantastic opportunity to showcase their skills, creativity, and dedication to advancing sustainable transportation. By participating, students will contribute to the recruitment efforts of their electric car club and promote the larger goal of environmental sustainability. So, gather your team, charge your cameras, and create an electrifying promotional video that ignites change!

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## Electrathon Rating Scale

School Name	<b>Below Average</b>	<b>Average</b>	<b>Above Average</b>
<b>Criteria</b>	<b>1 - 2 - 3 points</b>	<b>4 - 5 - 6 - 7 points</b>	<b>8 - 9 - 10 points</b>
<p><b>Content</b> - The multimedia program was appropriate, exciting, engaging, and moved the viewer towards action.</p> <p><b>Refer to this year's theme/challenge for details.</b></p>	<ul style="list-style-type: none"> <li>• Content was boring or missing key concepts</li> <li>• The theme/challenge was not addressed or not addressed well</li> <li>• Animations and titling (if included) were distracting, missing, or ineffective</li> <li>• Audio was poor quality and/or did not enhance the intended message</li> </ul>	<ul style="list-style-type: none"> <li>• Content was engaging for potential viewers</li> <li>• The theme/challenge was addressed and would most likely make sense to the targeted audience(s)</li> <li>• Some titling and animation were present but did not add to the overall value of the media</li> <li>• Audio was good quality and somewhat enhanced the intended message</li> </ul>	<ul style="list-style-type: none"> <li>• Content was especially exciting and engaging and moved the viewer to action or motivated them</li> <li>• The theme/challenge was well addressed and has a high potential to make sense to the targeted audience(s)</li> <li>• Relevant information was integrated with a compelling storyline</li> <li>• Animations and titling (if included) were informative, effective, professional, and added value</li> <li>• Audio was high quality and enhanced the intended message</li> </ul>
<p><b>Form</b> - the multimedia program was created in such a way as to both educate and motivate the viewer to act towards the specific theme or challenge.</p> <p><b>Refer to this year's theme/challenge for details.</b></p>	<ul style="list-style-type: none"> <li>• The multimedia program lacked substantial form and did not educate or motivate the viewer</li> <li>• The multimedia program did not cover aspects of the theme/challenge</li> <li>• Continuity - the multimedia</li> </ul>	<ul style="list-style-type: none"> <li>• Multimedia program was somewhat educational and/or motivational</li> <li>• The multimedia program covered some aspects of the theme/challenge but did not fully educate the viewer</li> <li>• Continuity - The multimedia</li> </ul>	<ul style="list-style-type: none"> <li>• Multimedia program was powerfully educational and motivational</li> <li>• Viewer left the multimedia program with a strong grasp of the theme/challenge and potential implications</li> <li>• Multimedia program motivated</li> </ul>

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	<p>program did not flow and/or was confusing to the viewer</p>	<p>program may have had pieces that did not fit or flow with the overall message</p>	<p>the viewer to action</p> <ul style="list-style-type: none"> <li>• Continuity - multimedia program-maintained continuity throughout (transitions, voiceovers (if included) matched current media content, etc.)</li> </ul>
<p><b>Creativity</b> - multimedia program demonstrates new, innovative, unique, or insightful ideas. These concepts, methods or techniques are used to convey the intended message.</p>	<ul style="list-style-type: none"> <li>• Overall, the multimedia program appears to be a simple reproduction of previously produced work</li> <li>• Multimedia program demonstrates few examples of creativity and novelty</li> <li>• Multimedia program demonstrates few examples of creative techniques</li> <li>• Shot framing and camera movements were poor or not aligned with continuity</li> </ul>	<ul style="list-style-type: none"> <li>• Multimedia program may demonstrate a few examples of creatively used techniques</li> <li>• Multimedia program may demonstrate a few creative elements</li> <li>• Multimedia program goes above and beyond simple regurgitation of previous ideas and may demonstrate small glimpses of novelty</li> <li>• Shot framing and camera movements were average and somewhat selected for continuity</li> </ul>	<ul style="list-style-type: none"> <li>• Multimedia program has many examples of creative messages, ideas, and concepts</li> <li>• Multimedia program has many examples of creative techniques</li> <li>• Multimedia program demonstrates creative content, unique to the designing team, and uniquely related to the challenge</li> <li>• Shot framing and camera movements were well performed, selected, and sequenced/paced</li> </ul>
<p><b>Animation (opening sequence)</b> <b>Refer to this year's theme/challenge for details.</b></p>	<ul style="list-style-type: none"> <li>• Animation lacks a recognizable message</li> <li>• Simple effects, tools, mediums, or processes were used</li> <li>• Low-level ability was demonstrated in the software/program of choice</li> </ul>	<ul style="list-style-type: none"> <li>• Animation conveys a message in a somewhat understandable way</li> <li>• Minimal use of effects, tools, mediums, or processes used to convey a specific message or achieve a specified goal</li> <li>• Average ability was demonstrated in the software/program of choice</li> </ul>	<ul style="list-style-type: none"> <li>• Animation conveys a specific message in an understandable way</li> <li>• A variety of effects, tools, mediums, or processes were used to convey a specific message or achieve a specified goal</li> <li>• Proficiency was demonstrated in the software/program of choice</li> <li>• Animation introduced and complimented the main program</li> </ul>
<p><b>Credits</b> - included engaging multimedia and complimented the media program message.</p>	<ul style="list-style-type: none"> <li>• The credits were not engaging and/or did not complement the video message.</li> </ul>	<ul style="list-style-type: none"> <li>• The credits were somewhat engaging and mostly complimented the video message</li> </ul>	<ul style="list-style-type: none"> <li>• The credits were highly engaging and complimented the video message</li> </ul>

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<p><b>Refer to this year's theme/challenge for details.</b></p>	<ul style="list-style-type: none"> <li>• The multimedia included was not engaging</li> <li>• Continuity and consistency were not maintained in the credits</li> <li>• Some or several components outlined in the contest challenge were not included</li> </ul>	<ul style="list-style-type: none"> <li>• The credits integrated multimedia (e.g., text, audio, video, photos, animations) but did not always do so in an engaging, integrated way</li> <li>• Continuity and consistency were mostly maintained throughout the credits as appropriate</li> <li>• The credits met most of the specifications outlined in the challenge document</li> </ul>	<ul style="list-style-type: none"> <li>• The credits integrated multimedia (e.g., text/titling, audio, video, photos, animations) as appropriate to make the credits engaging</li> <li>• Continuity and consistency were maintained throughout the credits as appropriate</li> <li>• The credits met the specifications outlined in the challenge document</li> </ul>
<p><b>Problem Statement</b></p>	<ul style="list-style-type: none"> <li>• Problem statement was missing or poorly created/followed</li> <li>• Lack of planning and understanding of the need for the problem statement is evident</li> </ul>	<ul style="list-style-type: none"> <li>• Problem statement was poorly created/followed</li> <li>• Lack of planning and understanding of the need for the problem statement is evident</li> </ul>	<ul style="list-style-type: none"> <li>• Problem statement was well-thought-out and effectively created</li> <li>• Thorough planning and understanding of the need for the problem statement is evident</li> <li>• Research with details and/or statistics is evident</li> </ul>
<p><b>Adherence to rules -</b> multimedia program follows contest guidelines and procedures.</p>	<ul style="list-style-type: none"> <li>• Many of the contest rules were not followed appropriately</li> <li>• Most procedures were not followed correctly (i.e. appropriate use of google docs, file locations, etc.)</li> <li>• Many deliverables may have been turned in late</li> </ul>	<ul style="list-style-type: none"> <li>• Some of the contest rules were followed exactly</li> <li>• Some procedures were followed correctly (i.e. appropriate use of google docs, file locations, etc.)</li> <li>• Some deliverables may have been turned in late</li> </ul>	<ul style="list-style-type: none"> <li>• All the contest rules were followed exactly</li> <li>• All procedures were followed correctly (i.e., appropriate use of google docs, file locations, etc.)</li> <li>• All deliverables were turned in on time</li> </ul>
<p><b>Technical Deliverables -</b> produced and submitted all files - in the correct formats - as noted in the challenge. Appropriate conversion and production techniques were employed for each file type. Media was appropriately compressed</p>	<ul style="list-style-type: none"> <li>• Most file types not turned in correctly</li> <li>• Delivered files were named poorly or inconsistently for the client</li> <li>• Incorrect compression (or no compression) was used</li> <li>• Files did not meet proper size and dimension requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Some file types not turned in correctly</li> <li>• Incorrect compression (or no compression) may have been used for the multimedia program</li> <li>• Most files were named correctly and consistently, and contest guidelines were mostly followed</li> </ul>	<ul style="list-style-type: none"> <li>• All file types turned in correctly</li> <li>• All compression specifications were followed accurately</li> <li>• All files were named correctly/consistently and followed the contest guidelines</li> <li>• All file types meet proper dimensions and sizing requirements</li> </ul>

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without degrading the quality of the technical deliverables.	<ul style="list-style-type: none"><li>• Files production notes were missing or incomplete</li></ul>	<ul style="list-style-type: none"><li>• Some files did not meet proper size and dimension requirements</li><li>• Files production notes were complete but may lack details</li></ul>	<ul style="list-style-type: none"><li>• Files production notes were complete and included all details</li></ul>
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