



# Video Challenge

Students will produce a one-minute public service announcement video about ways to save energy.



## Learning outcomes

By the end of this activity, students will have:

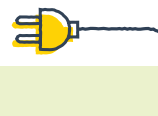
- ✓ identified ways to create an effective public service announcement
- ✓ worked as a team to design and produce a video

## There is only **ONE** option for this challenge.

All videos uploaded to the website will automatically be eligible to receive public votes when voting opens on **April 1, 2021 (public voting closes April 23, 2021)**. Videos can be uploaded any time before or after this date, but voting deadlines will not be extended for late entries.

## Important

Please respect all school and governmental guidelines and restrictions surrounding COVID-19. Review the 2021 CDC COVID-19 policy [here](#). This challenge does not require students to gather together - video segments can be filmed individually and stitched together if required.





# Video Challenge

## Activity

Students will produce a one-minute public service announcement video about ways to save energy.

## Materials

As required to make and edit your videos.

## Proof to be submitted

Videos must be uploaded to the website.

## Video challenge details

### Making your video

Have a discussion about the purpose of public service announcements, as well as effective ways of communicating ideas through them. Brainstorm about the message or themes that you would like to communicate in your video, and determine roles for each student, both in front of and behind the camera. Check out videos from previous years on the Classroom Energy Diet Challenge homepage ([energydiet.ca](http://energydiet.ca)).

**The video should be no more than sixty (60) seconds in length and should encourage people to reduce their energy consumption.**

### Video format

Files must be uploaded as .mov, .avi, .m4v, or .mp4, and cannot be larger than 75 MB. Your video will NOT be judged based on the type of equipment used.

### Video submission

When your video is complete, log into your Classroom Energy Diet Challenge account and upload the file. Videos must be uploaded before **April 23, 2021** to receive votes from the public.

### Video voting

The general public can view and vote for their favourite videos starting on **April 1, 2021**, at noon EST. All videos that have been successfully uploaded will be made public on the website under the video gallery section. To vote for a video, you must watch it from start to finish, at which point a “vote” button will appear. Viewers can cast just one vote for each video per day, but may vote for multiple videos. Public voting will last until 11:59 a.m. EST on **April 23, 2021**.

### Prizes

Two potential Classroom Video Contest Grand Prizes, one in the Elementary School Category and one in the Secondary School Category, will be awarded and three potential additional Theme Video Prizes, one each for Best Call to Action; Most Unique; and Most Public Engagement, will be awarded. Each Grand Prize will have a value of \$1,500.00 and each Runner-Up Prize will have a value of \$1,000.00.





# Video Challenge

## Important note on video content and copyrights

Classroom videos must be written, produced and recorded solely by the members of the classroom submitting the video. Videos may not include images, music, lyrics, or other licensed images or audio without the creator's consent and may not include video content that has been previously published or is pending publication.

The creator of the work (e.g., a photo, a song) is the copyright holder and decides whether or not their content can be used by others and how it can be used. They do this by granting a license. There are different types of copyright licenses for certain conditions or uses.

### Here are a few key things to keep in mind:

- Most licenses that allow for you to use the work will require you to show **attribution**. This means you must credit the copyright holder in the manner that they indicate. In the video, you can have credits appear at the end.
- Some licenses will indicate that you cannot alter the work if you are going to use it.
- Some licenses are non-commercial, which means that you cannot use that content for the Classroom Energy Diet Challenge because this is a competition with a monetary prize.
- A Public Domain license allows for work to be used by anyone, for any purpose, without restrictions. This means you can do whatever you want with the work, including altering it, without having to indicate from where you took the work.
- All rights reserved means you cannot use the content.

Most websites will have a page or a link describing their copyright or image use policies where they will indicate what kind of license they provide. This link may often be found in the same place as the site's About or FAQ pages. Image sites, such as Wikimedia or Flickr, will have a license indicated specifically for each image. The same applies for music (e.g., YouTube has an Audio Library in the Creator Studio with lots of music free for use with attribution or in the Public Domain).

In the education sphere, you may have heard of the term "fair dealing" which allows you to use other people's content for educational purposes without asking permission (e.g., using excerpts from books or playing videos in the classroom). This **does not** apply in the case of the Classroom Energy Diet Challenge because you are participating in a competition with a monetary prize. This means that all the content that appears in your video Challenge submission must be your own original content or must adhere to copyright licencing.

Please contact [info@energydiet.ca](mailto:info@energydiet.ca) if you have any questions.





# Video Challenge

Final score:

/35

## Judging rubric for video finalists

Judge's name: \_\_\_\_\_

Judge's contact info (email or phone number): \_\_\_\_\_

Video title: \_\_\_\_\_

Teacher/Class name: \_\_\_\_\_

School: \_\_\_\_\_

Grade level: \_\_\_\_\_

### Creativity and originality

	1	2	3	4	5
This video stands out among the other videos submitted. It is clear that the class went above and beyond to be innovative and original.					
This video shares an important message about energy awareness and conservation and upholds the purpose of the Classroom energy Diet Challenge.					
The class has developed an original way to convey their message. They effectively targeted an audience.					
This video makes effective use of video techniques (camera angles, scenes, zoom, etc.) and has visual impact. It captures the audience's attention and holds it throughout.					
This video appears to be student driven. It is evident that students did the majority of the writing, filming and editing.					

Total score: /25

### Production value

	1	2	3	4	5
The picture quality (lighting, focus, framing) of this video is clear and easy to watch.					
This video's audio is clear and easy to hear.					

Total score: /10

