



Presented by



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 will automatically be eligible to be viewed from the moment they are approved and uploaded to the website. Videos can be uploaded any time before the contest closing date of April 22, 2022, noon EST, but must receive a minimum of 1,000 views to be considered for judging.

Important

Please respect all school and governmental guidelines and restrictions surrounding COVID-19. Review the 2022 CEDC 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 how they can be used to effectively communicate ideas. Brainstorm messages 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. Before you begin creating your video, discuss with students the category in which they would like to compete: Most Student Driven, Best Everyday Energy Savings Tip, or Best Call to Action, to help them plan the video. **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. Teachers must indicate

under which category they would like their video to be judged: Most Student Driven, Best Everyday Energy Savings Tip or Best Call to Action. Teachers can only submit their video under one category. Videos should be uploaded as early as possible in the contest to ensure they receive the minimum number of views required (1,000) to be eligible for judging.

Video judging

There is no voting period. As soon as videos are approved and uploaded to the website, the public will be able to watch them. All videos that receive 1,000 views or more will be eligible for judging. We encourage teachers to upload their videos as early as possible in the contest to ensure their videos receive enough views for judging. Videos must be viewed in their entirety for a view count to be added.

Prizes

Three grand prizes will be awarded to the top videos in each of the following categories: Most Student Driven, Best Everyday Energy Savings Tip, and Best Call to Action. Each grand prize is worth \$2,000.





Video Challenge

Important note on video content and copyright

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 copyrighted materials 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 a website's About or FAQ pages. Image websites, 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 if you have any questions.





Video Challenge

Final score:

/35

Judging rubric for video finalists

Judge's name: _____

Video category: Most Student Driven Best Everyday Energy Savings Tip Best Call to Action

Video title: _____

Teacher/Class name: _____

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

