

**COMPETITION #3**  
**Live Action Videotape**

**DESCRIPTION:**

Full motion productions which achieve the purpose for the audience to entertain, inform, or persuade may be entered by an individual or a group. These productions generally will have an on-screen talent in the form of actors, instructors, hosts, or narrators. Productions must not exceed 7 minutes, including title and credits. Sound is required on each entry. Although a computer will likely be used for title, credits, or overlays, such projects are still Live Action. They do not qualify as a multimedia production. Entries may be submitted on VHS tape, CD, or DVD.

**GRADE LEVELS:**

PK-2, 3-5, 6-8, 9-12. Entries may be the work of an individual, a group, or a class. If students from more than one grade division work on an entry, the entry must be entered in the grade division of the oldest student participating.

**PROCEDURES:**

All entries, from conception to final product, must be written, directed, and produced by the students entering the production. However, there is no age limit on the actors or performers who appear in the production. Entries must have been produced within the last year prior to the Carroll County Public Schools Media Festival. The student producer must categorize the entry's purpose as one of the following: to entertain, to inform, or to persuade.

Each entry must have

- a) title,
- b) credits at the end,
- c) an official "Live Action" label affixed to the outside of the videotape box or CD/DVD case,
- d) **be accompanied with the original script or storyboard.**

**JUDGING CRITERIA:**

Productions will be judged on

**A. CONTENT AND ORGANIZATION**

CREATIVITY/ORIGINALITY, ORGANIZATION/PURPOSE, RELEVANCE/IMPORTANCE, DOCUMENTATION, USE OF AVAILABLE RESOURCES, CLARITY/UNIVERSALITY/MEANING, and ENERGY/EMOTION/RESIDUE.

**B. TECHNICAL QUALITY**

AUDIO, EXPOSURE/FOCUS/COLOR, CONTINUITY/COMPOSITION. SPECIAL EFFECTS/TITLES/LIGHTING.

**AWARDS:**

The highest scoring entry in each film category will receive a first place. Second place awards may be given at the discretion of the judges.

**JUDGING CRITERIA AND HELPFUL HINTS**  
**COMPETITION #3: LIVE ACTION VIDEO**

**CREATIVITY /ORIGINALTY:**

An entry should be a statement of your own ideas that you wish to communicate to your audience. If you develop your idea in an interesting or unusual manner, your production will have Creativity. Your judges will be asking this when they evaluate your production – “Did you develop your idea in an interesting or unusual manner?”

**ORGANIZATION /PURPOSE:**

The purpose of your production should be apparent to your audience. Some thread of unity carried out in the production should easily determine your plan and purpose. It may flow and hold together in a logical way or be a series of disconnected events, which comes together in the end.

**CLARITY/UNIVERSALITY/MEANING**

Within the organization and purpose of your production, the overall theme should come across to your audience. The audience should clearly be able to state the reason behind your idea and the production. Along with this the audience should be able to feel energy and/or emotion along with your characters and through the way your story (visuals and dialogue) has been scripted.

**TECHNICAL QUALITY:**

**EXPOSURE/FOCUS/COLOR:**

No one enjoys seeing a video that is too fuzzy to view comfortably. In general, it is desirable to have the complete scene in focus; however, it is more important to control the viewer’s eye and direct it to what you want it to see. This is accomplished by the use of focusing techniques.

**AUDIO:**

The audio portion of a production is an important element. Much imagination, thought, and planning should go into it. Focus on creative dialogue, a variety of voices, originally composed or performed music, and sound effects. The soundtrack should be easily understood. It should introduce or reinforce the visual image of your production. The soundtrack should be free of distracting background sounds such as shuffling papers.

**USE OF COLOR OR CONTRAST:**

Bright, vivid colors can add beauty to your film. You can use color creatively in front of the cameras, in costumes, in artwork, in titles, or in the setting. The color Of your video should be true to the color of the real scene. In order to make a color true, you must take care to use the right kind of lights. Good lighting and proper exposure also helps. Good exposure means that the image is bright and crisp in all parts of the scene.

