

**COMPETITION #4**  
**Multimedia Video**

**DESCRIPTION:**

A multimedia video is the mixing of various media to produce a production. An equal amount of at least two technologies are needed to produce a project. An example would be using a 2D or 3D animation sequence with live action, computer generated images with live action, or still images with live action as a collage. Productions must not exceed 7 minutes, including title and credits. Sound is required on each entry. Productions may be entered on VHS tape, CD, or DVD. Productions that are entirely, or almost entirely done with a presentation program using clip art or path animation used to liven up the presentation should be classified as Slide Show Stills.

**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 "Multimedia Videotape" label affixed to the outside of the videotape box or CD/DVD case, and
- d) **be accompanied with the original script or storyboard.**

**JUDGING CRITERIA:**

Productions will be judged on

A. CONTENT AND ORGANIZATION

CREATIVITY/ORIGINALITY, ORGANIZATION/PURPOSE, RELEVANCY/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, APPROPRIATENESS OF TECHNIQUE.

**AWARDS:**

The highest scoring entry in each film category will receive a first place award. Second place awards may also be given.

**JUDGING CRITERIA**  
**COMPETITION #4 MULTIMEDIA VIDEO**

1. **Creativity/Originality:** Provide fresh, interesting insights into the subject of your video.
2. **Organization/Purpose:** Show evidence of planning and choice through all parts of your production as you focus on achieving the program's purpose.
3. **Continuity/Composition:** Show that the information or story is paced and developed in a way that keeps viewers interested and helps them understand your meaning.
4. **Relevancy/Importance:** Will anyone care about the content of your video? Is the subject or idea big enough to sustain the entire program?
5. **Documentation:** Have you provided a storyboard or script that you used to help plan and complete your production?
6. **Use of Available Resources:** Have you used the media opportunities available to you to their maximum effect?
7. **Clarity/Universality/Meaning:** Could anyone understand it? Did you tell a unified story or message that provides an insight into your subject or the human condition?
8. **Energy/Emotion/Residue:** Does your program heighten viewer attention and interest? Does the program touch human emotions or feelings? When the program is over, does it leave a meaning with the viewer more general or beyond the specific presentation or story you told?
9. **Technical Quality:** Judges will be looking at focus clarity, sound track quality, use of color or contrast, presentation techniques, composition, graphic techniques, and special effects.