

## OVERVIEW

Applying leadership and 21st century skills, participants use digital video technology to create original content around a pre-determined technology theme. Vlogging encourages good storytelling, videography, and editing techniques to create a coherent series of creative work. Participants will find the current year's theme posted on the [TSA website](#) under *Themes & Problems* for this information. Semifinalists complete in on-site challenge to produce additional video(s). Required criteria, such as props, lines of dialog, topics, etc. will be revealed at the semifinalists orientation meeting.

## ELIGIBILITY

Two (2) teams of two (2) to six (6) members per chapter may participate.

## TIME LIMITS

### PRELIMINARY ROUND

- A. All components of the chapter's entry (video series URL and documentation portfolio PDF) must be finished, submitted by 11:59 p.m. ET on a designated date in mid-May.
- B. The video series may not exceed 6 minutes in length for all videos included.
- C. The timing starts with the first sound of the first video and continues until the last sound of the final video.

### SEMIFINAL ROUND

- A. The number of videos and timing will be revealed at the semifinalist orientation meeting.
- B. Participants have thirty-six (36) hours, beginning at the semifinalists orientation meeting, to complete the entire production.

## ATTIRE

TSA competition attire is required for this event.

## PROCEDURE

### PRE-CONFERENCE

- A. Participants access the annual theme posted on the TSA website under Themes & Problems.
- B. Participants concentrate their efforts on the design of a series of original digital videos, while observing the regulations and requirements.
- C. Participants record their process in a documentation portfolio.
- D. Participants submit the video series URL and documentation portfolio PFD by 11:59 p.m. ET on a designated date in mid-May.
- E. The submission information and deadline will be provided in January on the [TSA website](#) under *Competition Updates*.

### PRELIMINARY ROUND

- A. Entries are evaluated by the judges with neither students nor advisors present based on the following criteria:
  - 1. Judges score the Vlog Series criteria to determine the top twenty-four (24) preliminary contestants, which will not be posted.
  - 2. Judges score the Documentation Portfolio criteria of those top twenty-four contestants to determine the top twelve (12) semifinalist teams.
- B. A list of twelve (12) semifinalists (in random order) is posted on the first full day of conference.

### SEMIFINAL ROUND

- A. Semifinalists report at the time and place stated in the conference program to receive the on-site challenge information. TSA competition attire is required to receive the on-site challenge.
- B. The event coordinator distributes the materials, information, directions, and deadlines to each team.
- C. Each team supplies its own video production and editing equipment to complete its entry.
- D. Teams are responsible for submitting a hyperlink of their video solution and a PDF of a completed Student Copyright Checklist using the submission procedures provided by the event coordinator.
- E. Entries are reviewed independently by judges.

- F. The top ten (10) finalists are announced at the awards ceremony.

## REGULATIONS AND REQUIREMENTS

Students will work to develop their leadership and 21st century skills in the process of preparing for and participating in this TSA competitive event. The development and application of those skills must be evident in their submission, demonstration, and/or communication pertaining to the entry.

### PRE-CONFERENCE

#### A. The Video Series:

1. Participants may choose any video hosting site that allows for a playlist feature (such as UNLISTED YouTube Playlist of UNLISTED YouTube Videos)
2. The URL must point directly to the participant's playlist. Entries that require a software download, request access be granted, or have multiple video links not in a playlist will not be judged.
3. Entries received, or changes made to submitted entries after the deadline, will not be judged.
4. All video footage, graphics, special effects, and audio clips must be originally created/filmed by the participants.
5. All ideas, text, images, and sound from other sources must be properly cited.
6. If copyrighted material is used, proper written permission must be included. NOTE: The video production produce will not be judged if copyright procedures are not followed.

#### B. The documentation portfolio must be submitted with the playlist URL address in the form of a multi-page PDF document with pages in this order:

1. Title page with the event title, the title of the vlog series, the conference city and state, and the year, one (1) page.
2. Table of contents; pages as needed
3. Purpose and description of the video series; one (1) page
4. Overview of each video in the series; up to two (2) pages

5. Hand sketched storyboard (screenshots are not acceptable); pages as needed
6. Video scripts; pages as needed
7. List of hardware and software used in the development of the videos; one (1) page
8. Team's self-evaluation of the video series, using the criteria for TIER-1 VLOG SERIES on page 322 (can be in paragraph format or a copy of the rubric portion with data from the team); one (1) page
9. List of references that include sources for materials (copyrighted and non-copyrighted); pages as needed
10. Permission letters for copyrighted material (including clips and images); pages as needed
11. Student Copyright Checklist (see Forms Appendix); one (1) page
12. Signed Photo/Film/Video Consent and Release forms for all video participants (see Forms Appendix); pages as needed
13. Work Log (see Forms Appendix); pages as needed

#### C. The video and documentation portfolio must adhere to the general rules F. Prohibited Materials, References, and Images.

### SEMIFINAL ROUND

- A. Semifinalists report at the time and place stated in the conference program to receive the on-site challenge information. TSA competition attire is required to receive the on-site challenge.
- B. Participants produce a video while observing the following:
1. Participants film their footage, which must be appropriate for the TSA community, only at officially sanctioned conference locations as described by the event coordinator.
  2. Teams are not allowed to film in sleeping rooms, restrooms, bathrooms, restaurants, or elevators/escalators.
  3. Participants may not disturb any event in progress, enter a restricted evaluation area, interrupt a conference function, or participant in behavior unbecoming of a conference participant.

4. At the event meeting, the event coordinator explains any further filming restrictions on the specific property.
  5. Failure to follow these instructions will result in disqualification.
- C. TSA competition attire is optional for the participants in the video.
- D. Teams may use no more than one (1) video camera for the video production.
- E. Teams must edit their projects on a nonlinear editing system or their camera. Teams are responsible for providing their own editing equipment.
- F. All video footage must be the original work of the team and must have been completed during the event timeline.
- G. All members, adults, or children that are visible in the video must be registered members of the conference.
- H. On-site Submission Information:
1. Participants may choose any video hosting site (such as an UNLISTED YouTube URL), or a sharable link in cloud storage, as long as the video(s) is located online and accessible for evaluation.
  2. The URL must point directly to the participant's entry. Entries that require a software download or request access be granted will not be judged.
  3. Entries received or changes made to submitted entries after the deadline will not be judged.
  4. Students must complete the Student Copyright Checklist (see Forms Appendix) and save it as a PDF to be submitted electronically with the entry online.
  5. When applicable, all ideas, text, images, and sounds from other sources must be cited. Copyrighted materials may NOT be used. If including a citation page, the page must be included as the second page of the Student Copyright Checklist in PDF in H.4.
  6. National TSA will not provide wireless Internet.

## EVALUATION

### PRELIMINARY ROUND

#### Tier 1

- A. The vlog series

#### Tier 2

- B. The documentation portfolio

### SEMIFINAL ROUND

- A. The interview

Refer to the official rating form for more information.

## STEM INTEGRATION

This event has connections to the STEM areas of Science, Technology, Engineering, and Mathematics.

## LEADERSHIP AND 21<sup>ST</sup> CENTURY SKILLS DEVELOPMENT

This event provides opportunity for students to develop leadership and 21<sup>st</sup> century skills including but not limited to:

- Communication
- Collaboration
- Creativity
- Critical Thinking
- Flexibility/Adaptability
- Integrity
- Initiative
- Perseverance
- Problem Solving
- Risk Taking
- Teamwork

## CAREERS RELATED TO THIS EVENT

This competition has connections to one (1) or more of the careers below:

- Audio/video operator or technician
- Cinematographer
- Film/video editor
- Screen editor

# VLOGGING

## 2024 & 2025 OFFICIAL RATING FORM

### MIDDLE SCHOOL

Judges: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline in the rating form, record the scores earned for the event criteria in the column spaces to the right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an "adequate" score of 7 for an X1 criterion = 7 points; an "adequate" score of 7 for an X2 criterion = 14 points.) A score of zero (0) is acceptable if the minimal performance for any criterion is not met.

#### Go/No Go Specifications

- Before judging the entry, ensure that the items below are present; indicate presence with a check mark in the box.
- If an item is missing, leave the box next to the item blank and place a check mark in the box labeled ENTRY NOT EVALUATED.
- If a check mark is placed in the ENTRY NOT EVALUATED box, the entry is not to be judged.

- ☐ TIER 1 – Vlog playlist is located online and contains all videos
- ☐ TIER 2 – PDF of the documentation portfolio was submitted
- ☐ ENTRY NOT EVALUATED

TIER 1 – VLOG SERIES (80 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
<b>Videos</b> (X1)	The video shots have obvious problems with focus, steadiness, and framing.	The video shots are somewhat focused and framed and there is a limited use of close-ups.	The videos are enhanced by steady, creative shots and incorporate excellent use of close-ups.	
<b>Audio</b> (X1)	The audio quality is poor, a result of primary use of the on-camera microphone for recording.	The audio quality is clear with good levels, and reflects the correct use of microphones and audio techniques.	The audio quality is excellent, with the use of additional audio clips/cues that enhance the video production.	
<b>Lighting</b> (X1)	The video reflects poor ambient lighting choices and/or the use of heavy back-lighting.	The video reflects adequate lighting on subjects and the proper use of lighting techniques.	The video reflects an excellent and creative use of lighting, which propels the story emotionally.	
<b>Continuity and Pacing</b> (X2)	The sequencing of the video series is confusing or incomprehensible; shots are left on too long, edit points/transitions are "glitchy", and/or continuity between videos is not used.	The pace and timing of the video series are generally structured; the shots move along, helping to tell the story, there is some use of transitions, and the videos in the series generally flow from one to the next.	The video series and shots are logically paced and move the story along in an interesting way, with excellent and purposeful use of transitions.	
<b>Creativity and Originality</b> (X1)	There is little original thought or creativity in the design and production, resulting in what appears to be a simple piecing together of events.	The videos reflects some original and creative elements.	Originality and creativity are at the forefront of the video, with thematic elements incorporated in a highly authentic way.	
<b>Video Series Effectiveness</b> (X2)	The work does not meet the project goals, has an unclear message, and reflects sloppy work.	The topic is presented with some insight, and the videos meet most project goals.	The videos are focused, with a clear message and a rich variety of supporting material.	
TIER 1 – VLOG SERIES SUBTOTAL (80 points)				

TIER 2 – DOCUMENTATION PORTFOLIO (30 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
<b>Portfolio Components</b> (X1)	Portfolio is unorganized and/or missing three (3) or more components.	Portfolio includes most components and is generally organized.	All components of the portfolio are included in order, and content and organization are clearly evident.	
<b>Purpose and Description</b> (X1)	The purpose and description of the animation idea are unclear.	The purpose and description of the animation are explained appropriately.	The purpose and description of the animation are clear and concisely written.	
<b>Storyboard</b> (X1)	The hand-sketched storyboard is sloppy, seems to have been thrown together after the creation of the animation, and/or it does not correlate with the animation.	The storyboard is drawn appropriately and largely correlates with the completed animation.	The storyboard is of exceptional aesthetic and artistic value and clearly correlates with the animation.	
<b>TIER 2 – DOCUMENTATION PORTFOLIO SUBTOTAL (30 points)</b>				
<p>Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right.</p> <p>Indicate the rule violated: _____</p>				
<b>PRELIMINARY SUBTOTAL (110 points)</b>				

SEMIFINAL ON SITE CHALLENGE (80 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
<b>Camera Handling</b> (X1)	Serious problems with focus, steadiness, and framing are evident.	Most shots are focused and framed, with adequate close-ups included.	Steady and creative shots that enhance the video are utilized, and excellent close-ups are included.	
<b>Lighting</b> (X1)	Numerous shots are improperly lit; bleaching, shadows, or unbalanced conditions may be evident in some shots; there is no evidence of an attempt to correct problems.	Most shots are properly lit, either through ambient lighting or the use of techniques to correct poor lighting conditions.	All shots are well lit, either through ambient lighting or the use of techniques to correct poor lighting conditions.	
<b>Audio</b> (X1)	Audio may be unclear, distorted, or washed out from poor signal-to-noise ratio; there is evidence of the use of a built-in camera microphone that detracts from the message.	The audio is clear, with consideration given to a good signal-to-noise ratio; background or ambient noise may occasionally be a distraction.	The audio is clear and recorded with good signal-to-noise ratio, displaying skillful microphone choice, placement, and technique.	
<b>Continuity and Pacing</b> (X2)	The story sequencing is confusing; shots are too long or "clipped" with edit points appearing "glitchy", there is little continuity between the videos in the series.	The pace and timing are well structured; clips move along and tell the story, with moderate use of transitions; there is good continuity between videos in the series.	The video series is clearly focused, with a rich variety of supporting material; there is excellent continuity between videos in the series.	
<b>Video Effectiveness</b> (X2)	The video does not meet project goals, presents an unclear message, and/or is sloppy overall.	The video topic is presented with insights; the video series adequately meets the objective(s).	The video series is clearly focused with a rich variety of supporting material.	

SEMIFINAL ON SITE CHALLENGE (80 points) – continued				
Use of Required Props/Dialogue/Content (X1)	The required materials, such as props or dialog, are not well incorporated in the production or appear as an afterthought.	The required materials, such as props or dialogue, are adequately incorporated and somewhat essential to the production’s plot and tend to add some artistic value and further the plot.	The required materials, such as props or dialogue, are communicated effectively and are integral to the production of the plot, adding artistic value.	
SEMIFINAL ON SITE CHALLENGE SUBTOTAL (80 points)				
Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right. Indicate the rule violated: _____				
SEMIFINAL SUBTOTAL (80 points)				
To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary. TOTAL (190 points)				

Comments:

I certify these results to be true and accurate to the best of my knowledge.

JUDGE

Printed name: \_\_\_\_\_ Signature: \_\_\_\_\_



# VLOGGING

## EVENT COORDINATOR INSTRUCTIONS

### PERSONNEL

- A. Event coordinator
- B. Assistant for check-in, one (1)
- C. Judges:
  - 1. Preliminary round, two (2) or more
  - 2. Semifinal round, two (2) or more

### MATERIALS

- A. Coordinator's packet, containing:
  - 1. Event guidelines, one (1) copy for the coordinator and for each judge
  - 2. TSA Event Coordinator Report
  - 3. List of judges/assistants
  - 4. Results envelope with coordinator forms
- B. One (1) computer with monitor as needed for judges
- C. One (1) extension cord and one (1) power strip as needed for judges
- D. Tables and chairs for event coordinator, judges, and participants

### RESPONSIBILITIES

#### PRE-CONFERENCE

- A. National TSA will collect entries until 11:59 p.m. ET on a designated date in mid-May. The results are shared with the CRC manager, event coordinator, and assigned judges.
- B. Review entries as they are submitted to the designated online storage utility.
- C. Manage communication and pre-conference evaluation (at least two [2] or more judges should be recruited earlier in the year). Coordinate with the Judge Manager.
- D. Judges determine the twelve (12) semifinalists and discuss and break any ties.

#### AT THE CONFERENCE

- A. Attend the mandatory event coordinator's meeting at the designated time and location.
- B. Report to the CRC room and check the contents of the coordinator's packet.
- C. Review the event guidelines and check to see that enough personnel have been scheduled.
- D. Inspect the area(s) in which the event is being held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.
- E. At least one (1) hour before the evaluation of entries is to begin, meet with your judges and check in, personnel to review time limits, procedures, regulations, evaluation, and all other details related to the event. If questions arise that cannot be answered, speak to the CRC event manager before the evaluation begins.

#### SEMIFINAL ORIENTATION

- A. Prior to the semifinalist orientation meeting, the coordinator should tour the facilities and develop a list of restricted areas and/or specific restrictions for the event. This event should be shared with the event manager prior to the event meeting. The coordinator should mention at the event meeting that teams must be courteous to all guests in common areas or designated filming areas.
- B. Meet with all participants at the designated time and place to deliver the specific criteria, including any required props and dialog.
  - 1. Ensure that all participants understand regulations regarding equipment allowed, behavior, deadlines, and submission requirements.
  - 2. Share the online submission link with the participants.
  - 3. Late entries are considered on a case-by-case basis and only when the delay is caused by events beyond the participant's control.
  - 4. In order to compete, participants must be on the entry list, or must have approval of the CRC.

### SEMIFINAL SCORING

- A. Close the online submission link.
- B. Ensure judges have access to the entries.
- C. Judges independently evaluate the entries.
- D. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and CRC manager to determine either:
  - 1. To deduct 20% of the total possible points or
  - 2. To disqualify the entryThe event coordinator, judges, and CRC manager must initial either of these actions on the rating form.
- E. Judges determine the ten (10) finalists and discuss and break any ties.
- F. Submit the finalist results and all related forms in the results envelop to the CRC room.