

## Audio Engineering & Video Editing Driving Contest - Project

### **Description: Courageous Persuaders Video Contest**

Creating a Public Service Announcement (PSA) style commercial spot encourage and persuade viewers of various driving practices. Judges are Middle School students from around the country. Scholarships are awarded to multiple winners in each category. **Contest Deadline: March 11th, 2024**

Visit [courageouspersuaders.com](http://courageouspersuaders.com) for specific details and guidelines.

1. Under the “*The Competition*” header, visit:
  - “*About*”
  - “*Official Rules*”
  - “*2023 Winners*”
  - “*Previous Finalists*”
  - “*Resources*”
    - Tips, Storyboard, & Statistics
2. Visit AEVE Google Doc of 2023 submissions
3. Investigate & research
4. Decide which category best suits you.
5. Decide on a team, if desired.
6. Students will utilize their Celtx to plan and guide pre and post production process. See below.
7. Constant collaboration with studio members will ensure the project proceeds smoothly.
  - Take advantage of our MS members, as they’re the target demographic.
8. Audio master tracks will be mixed and well-balanced.
9. All permissions are properly acquired and documented for submission
10. Utilize HSPS relationships with community, local businesses, and first responders
11. AEVE submission date will be determined based on your enrollment per semester I and/or II

**Project Type: Commercial - PSA** (Consider the driver/s, passenger/s, bystanders, & loved ones)

- A. **Impaired Driving:** Impact of substances while driving. (Alcohol, Drugs, Medication, etc.)
- B. **Distracted Driving:** Impact of driving with distractions. (Calls, text, videos, cameras, etc.)
- C. **Safe Driving:** Benefits of responsible driving. (Seat belts, signals, proper merging, etc.)

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### **Pre-Production: Planning with Celtx** - See *Celtx Help Center & YouTube Play List*

Utilize storyboards (SB) to explore your ideas. SB's outline each scenes actions and dialogue by actors / narrator. Include any onscreen text or special effects. Keep it simple. SB's convey the vision and needs for the scene. They'll guide students during production and editing process.

- Story Development: Beat Board (Sheet) or Freeform: Brainstorm & map ideas
- Film & TV Script: Traditional Script (Stageplay very similar)
  - Beat Board
  - Detailed Storyboard (Film & TV Only)
- Multi-Column AV: 3-Column Script
  - Beat Board
  - Storyboard & Slide Show Views

### **Considerations:**

- Projects represent the “call to action”
- Keep it simple
- Time is the enemy - Time management
- Research & develop ideas
- Plan the production - Over prepare
  - Cast actors & production team
  - Designate equipment, locations, & props
  - Make timetable for shooting / editing
  - Double check the parameters / rubric
- Collaborate! - More eyes / ears catch more issues
  - Utilize MS A EVE students
- Use the space & time! - Fill the screen (Landscape), and time (00:00:29.59)
- Quality sound: External Mics - All voices heard (singing, narration, script, layers)
- Quality camera work: Slow & steady movement - utilize tripod, gimbal or stabilizer
- Consistent device and settings - Resolution (1080pi/2K) & frame rate (23/30/60fps)
- Text/Graphics are easy to read - Text color vs. background color
- Text & Graphics are visible long enough to be read
- Accessibility - Closed captions & audio descriptions
- Be proud of your work - No regrets

### **Rubric: 9 Points Total**

- Storyboard reflects final product
- 30 second Maximum
- Follows Official Rules - TV Appropriate
- Quality Audio (per all audio labs)
- Quality Visual (1080pi minimum)
- Clearly conveys message
- Accessibility Friendly (closed captions & audio descriptions)
- Fill Screen (black bars)
- All team members participate
  - Pre-production, production, post-production