

DIGITAL VIDEO PRODUCTION



OVERVIEW

Applying leadership and 21st century skills, participants use digital video skills, tools, and processes to communicate, entertain, inform, analyze, or illustrate the annual theme on the [TSA website](#) under *Themes & Problems*.

ELIGIBILITY

Three (3) teams or three (3) individuals per state may participate.

TIME LIMITS

PRELIMINARY ROUND

- A. All components of the chapter's entry (digital video URL and documentation PDF) must be finished, submitted, and accessible via the Internet by 11:59pm ET on a designated date mid-May.
- B. The digital video must not exceed three (3) minutes in length.
- C. A deduction of five (5) points total will be incurred for entries over the three (3) minute maximum length.
- D. The timing starts with the first sound and continues until the last sound ends.

SEMIFINAL ROUND

- A. Up to ten (10) minutes are allowed for the interview.

ATTIRE

TSA competition attire is required for this event.

PROCEDURE

PRE-CONFERENCE

- A. Participants review the TSA Honor Statement for Competitive Events found in the General Rules and listed in the individual competitive event rules.
- B. Participants access the annual theme on the [TSA website](#) under *Themes & Problems*.
- C. Participants concentrate their efforts on the design of an original digital video, while observing the regulations and requirements.

- D. Participants record their processes in a documentation portfolio.
- E. Participants submit the digital video URL and documentation PDF by 11:59pm ET on a designated date in mid-May.
- F. 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 Digital Video 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 sign up for an interview time.
- B. Semifinalists report at the assigned time and place for the interview.
- C. 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/PRELIMINARY ROUND**A. The Video:**

1. Participants may choose any video hosting site (such as an UNLISTED YouTube URL), or a shareable link in cloud storage, as long as the video is located online and accessible for evaluation.
2. If a URL is provided, the URL must point directly to the participant's entry. Entries that require a software download or a request that access be granted will not be judged.
3. The video entry must be submitted in a common video format suitable for viewing with VLC Player, utilizing a Microsoft Windows operating system.
4. Entries received, or changes made to submitted entries after the deadline will not be judged.
5. All video footage, graphics, special effects, and audio clips must be originally created/filmed by the participants.
6. All ideas, text, images, and sound from other sources must be properly cited.
7. If copyrighted material is used, proper written permission must be included.

B. The documentation portfolio must be submitted with the video URL address in the form of a multi-page PDF attachment in the following order:

1. Title page with the event title, the title of the video, 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; one (1) page
4. Team's self-evaluation of the video, using criteria from the official rating form; one (1) page
5. Hand sketched storyboard (screenshots are not acceptable); pages as needed
6. Digital video script; pages as needed
7. List of hardware and software used in the development of the video; one (1) page
8. List of references that includes sources for materials (copyrighted and non-copyrighted); pages as needed

9. Permission letters for copyrighted material (including clips and images); pages as needed
10. Student Copyright Checklist (see Forms Appendix); one (1) page
11. Signed Photo/Film/Video Consent and Release forms for all video participants (see Photo/Film/Video Consent and Release Forms in Forms Appendix); pages as needed
12. 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.**EVALUATION****PRELIMINARY ROUND****Tier 1****A. The digital video****Tier 2****B. The documentation portfolio****SEMIFINAL ROUND****A. The interview**

Refer to the official rating form for more information.

TSA HONOR STATEMENT

All work must be created and completed by individual competitors or teams. Plagiarism, the use of Generative Artificial Intelligence (GenAI) software, copyright violation, cheating, and falsification of information are prohibited. Participants may NOT use any generative artificial intelligence (GenAI) tools (e.g. ChatGPT, Google Gemini, GitHub Copilot, etc.). Any attempt to gain an unfair advantage will not be tolerated. Competitors at any level of TSA competition understand and agree to abide by the TSA Honor Statement.

If it is determined that a student violated the TSA Honor Statement, a rules violation of twenty percent (20%) will be incurred.

STEM INTEGRATION

This event aligns with the STEM (Science, Technology, Engineering, and Mathematics) educational standards.

LEADERSHIP AND 21ST CENTURY SKILLS

This event provides opportunity for students to build and develop leadership and 21st century skills including but not limited to – Communication, Collaboration/Social Skills, Initiative, Problem Solving/Risk Taking, Critical Thinking, Perseverance/Grit, Creativity, Relationship Building/Teamwork, Dependability/Integrity, and Flexibility/Adaptability

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

DIGITAL VIDEO PRODUCTION

2025 & 2026 OFFICIAL RATING FORM

HIGH 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 – Video is located online and accessible
- ☐ TIER 2 – PDF of the documentation portfolio was submitted
- ☐ ENTRY NOT EVALUATED

TIER 1 – DIGITAL VIDEO (70 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points	
Video (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 video is enhanced by steady, creative shots and incorporates excellent use of close-ups.	
Audio (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 use of additional audio clips/cues that enhance the video production.	
Lighting (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.	
Continuity and Pacing (X1)	The sequencing is confusing or incomprehensible; shots are left on too long, and edit points/transitions are "glitchy."	The pace and timing are generally structured; the shots move along, helping to tell the story, and there is some use of transitions.	The shots are logically paced and move the story along in an interesting way, with excellent and purposeful use of transitions.	
Creativity and Originality (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 video 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.	
Video Effectiveness (X2)	The work does not meet the project goals, has an unclear message, and reflects sloppy work. The year's theme is not well represented or represented at all.	The video is focused, with a clear message and a rich variety of supporting material. The yearly theme is the centerpiece of the work and easily understood by the viewer.	The topic is presented with some insight, and the video meets most project goals. The theme is represented somewhat but may not be fully clear to the viewer.	
TIER 1 – DIGITAL VIDEO SUBTOTAL (70 points)				

Time violation (a deduction of five (5) points total will be incurred for exceeding the three (3)-minute limit for the length of the video). Record the deduction in the space to the right.

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: _____

TIER 1 – SUBTOTAL (70 points)

TIER 2 – DOCUMENTATION PORTFOLIO (30 points)

CRITERIA	Minimal performance	Adequate performance	Exemplary performance
	1-4 points	5-8 points	9-10 points
Portfolio Components (X1)	Portfolio is unorganized and/or is missing three (3) or more components.	Portfolio has most components and is generally organized per the order of the event guide listing; it has sufficient content.	All components are included in the portfolio; content and organization per the order of the event guide listing are excellent.
Purpose and Description (X1)	The purpose and description of the video are unclear and hard to visualize.	The purpose and description of the video are somewhat clear.	The documentation provides a clear and concisely written purpose and description that interests the reader.
Storyboard (X1)	The hand-sketches storyboard and script are sloppy, appear to be thrown together as an after-thought, and/or do not correlate with the video.	The storyboard and script are drawn appropriately and generally correlate with the completed video.	The storyboard and script are of exceptional aesthetic and artistic quality, and they clearly correlate with the video.
TIER 2 – DOCUMENTATION PORTFOLIO SUBTOTAL (30 points)			

Record scores in the column spaces below.

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: _____

PRELIMINARY SUBTOTAL (100 points)

SEMIFINAL INTERVIEW (40 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Organization (X1)	The team/individual seems unprepared and unorganized for the interview.	The team/individual is adequately prepared and organized for the interview.	The responses to the interview questions are organized within the team and impressive.	
Knowledge (X1)	The team/individual seems to have very little understanding of the concepts and gives vague interview answers.	The team/individual has a generalized understanding of the concepts discussed and answers questions well.	There is clear evidence of a thorough understanding of the concepts discussed.	
Articulation (X1)	Communication of the design concept is unclear, unorganized, and or illogical; leadership and/or 21 st century skills are not evident.	Communication of the design concept is somewhat logical and clear; leadership and/or 21 st century skills are somewhat evident.	Communication of the design concept is clear, concise, and logical; leadership and/or 21 st century skills are clearly evident.	
Delivery (X1)	The team/individual is verbose and/or uncertain in the interview; posture, gestures, and lack of eye contact diminish the delivery.	The team/individual is somewhat well-spoken and clear in the interview; posture, gestures, and eye contact result in an acceptable delivery.	The team/individual is well-spoken and distinct in the interview; posture, gestures, and eye contact result in a polished, natural, and effective delivery.	
SEMIFINAL INTERVIEW SUBTOTAL (40 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 (40 points)				
To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary.				
TOTAL (140 points)				

Comments:

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

JUDGE

Printed name: _____ Signature: _____

DIGITAL VIDEO PRODUCTION

EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

- A. Event coordinator
- B. 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
- B. One (1) stopwatch per team of judges
- C. Interview questions
- D. Tables and chairs for judges
- E. Computers with the semi-finalist video files and URLs

RESPONSIBILITIES

PRE-CONFERENCE

- A. National TSA will collect entries until 11:59pm 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 National TSA and/or the Judge Manager.

AT THE CONFERENCE

- A. Attend the mandatory 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 to be 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 event is to begin, meet with judges and assistants 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 event manager before the event begins.
- F. Ensure the judges have access to the online judging system.

PRELIMINARY ROUND

- A. Judges independently assess the entries using the following procedure:
 - 1. Judges score the Digital Video 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. On the first full day of the conference, post a list of the twelve (12) semifinalists in random order.

SEMIFINAL ROUND

- A. At least one (1) hour before the event is scheduled to begin, meet with judges and review the time limits, procedures, and regulations.
- B. Semifinalist(s) report at the time and place stated in the conference program to sign up for an interview time.
- C. Semifinalist(s) report at the assigned time and place for the interview.
- D. Distribute the guidelines for the interview.
- E. Manage the on-site interviews.
- F. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and the CRC manager to determine either:
 - 1. To deduct twenty percent (20%) of the total possible points in this round
 - 2. To disqualify the entry
 The event coordinator, judges, and CRC manager must initial either of these actions on the rating form.
- G. If necessary, manage security and the removal of materials from the area.