University of Washington TRIO
T R A I N I N G

TRIO Live! TRIO Day 2010

Competition Guide & Resources

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Overview

TRIO Quest presents a hands-on activity for TRIO staff and students to create a 60 second PSA-type production using popular pocketmedia and software. The goal is to inform viewers about TRIO or tell a story about TRIO that conveys its impact on a student or students. These submissions may be used as desired to support TRIO Day 2010 to help create powerful, positive stories about TRIO on the web.

Productions are created by TRIO students or staff and uploaded to YouTube for the world to see. You need to complete a simple registration form to be entered in the contest.

TRIO Quest provides two types of judging. First are People's Choice Awards based in part on the Ratings in YouTube. Second is judging by experienced judges of Internet activities; this determines all other awards. All TRIO students, staff, and TRIO supporters are encouraged to view and rate all TRIO Day submissions at http://uwtrio.org/quest/triolive/judging.html .

Entries are due December 15. YouTube ratings posted as of January 8th will be considered for People's Choice awards. Winners will be announced on February 8, 2010 on the http://uwtrio.org website. The Best of Contest participants in each category (Middle School, High School, College, Staff) will each receive a $500 award from TRIO Quest's Farrow Award funds. Other prizes to be announced.

Please contact us at tquest@uw.edu for questions or support.

Quick Start Summary for TRIO Live—TRIO Day 2010 Competition!

What: 60 second pocketmedia video competition that highlights TRIO with cash prizes!

When: Deadline December 15, 2009

How:
1. **Plan:** Review the <u>instructions</u>, <u>rules</u>, and <u>optional resources</u>. Work individually or in small groups and develop a plan for a short 60-second video. Use the optional storyboard form if desired.

2. **Video:** Using pocketmedia create a PSA-type production that captures the essence of a TRIO program and that might encourage student involvement or public support.

3. **Edit:** Using a computer and software, edit and finalize the video.

4. **Publish:** Upload the video to any YouTube account (create an account if needed)

5. **Submit:** Submit the video URL for TRIO Live as part of the simple Entry Submission at http://uwtrio.org/triolive/. Click on "Submit".

See this Guide below or visit http://uwtrio.org/triolive/ for more information and resources for this competition.

Instructions

To Create, Upload, and Submit your video, follow the steps below:

1. Review the Rules

2. Create Your Video

- Use the Resources tab above to help you plan, capture (using a PocketMedia device), and edit a 60 second Public Service Announcement (PSA)-type production that informs viewers about TRIO or tells a story about TRIO that conveys its impact on a student or students.

3. Upload Your Video to YouTube

- You will need a YouTube account to submit a video. To learn how you can easily obtain a YouTube account, click on the Resources tab above and go to the Publishing section. NOTE: If an eligible TRIO student is under 13, a TRIO Staff member will have to upload the student's video to YouTube. The student, however, should complete the Registration and Submission process (Step 4 below).

- To be eligible for People's Choice Awards, **videos must allow ratings and be tagged with the "uwtriolive" keyword.** If you are concerned about receiving some negative or other unfortunate comments, you may turn off comments. To learn how to add tags to new and existing videos or change comment settings, see our <u>YouTube settings page</u> .

- Note that accounts and submissions are governed by YouTube's Community Guidelines.

- You will need to know the URL of your YouTube video entry in order to submit your video to the competition.

4. Registration and Submission of Video to the Competition

- To enter this competition you will need to register as either <u>TRIO Staff</u> or a <u>TRIO Student</u>, validate your email address, and fill out the <u>entry submission form</u>. If you already have an existing account with UW TRIO Training, you may use that account instead of creating a new one.

- Note that once you have uploaded your video, you cannot return to edit it without YouTube creating a new URL for your edited work. Judges will only look at the URL submitted on your entry submission form.

5. Entry Deadline

- Note that submissions are due by December 15, 2009 at 8 PM Pacific Standard Time.

6. People's Choice Judging

- All TRIO students, staff, and TRIO supporters are encouraged to <u>view and rate all TRIO Day submissions</u>.

Rules

1. Entries are due December 15th, 2009 at 8 PM Pacific Standard Time. An entry is complete when the short submission form is completed and your email address is verified. Follow all the steps for submission listed under <u>Instructions</u>.

2. Entries must be viewable on YouTube and be setup to permit Ratings and to have the keyword "uwtriolive" as a tag. Go to YouTube help page on <u>how to add a tag to a video</u> or see our <u>Resources</u> for details.

3. Entries can only be submitted by either TRIO students or staff. There can be no mixed teams of students and staff.

4. Entries can be submitted either by an individual or a group (limited to six individuals).

5. Each individual or group is limited to one submission.

6. All productions must contain only video captured on pocketmedia* devices. Audio may be recorded separately.

7. All productions must be no longer than 60 seconds.

8. All productions must be in English.

9. All productions should be free of copyrighted materials. Participants are strongly encouraged to use visuals and audio created specifically for this production.

10. All productions must be appropriate for viewing by a general audience of individuals over the age of 12.

11. Submissions will also be governed by YouTube's Community Guidelines which govern: sex and nudity, hate speech, shocking and disgusting material, dangerous illegal acts, children, copyright, privacy, harassment, impersonation and threats.

12. Inclusion of individuals in your video requires the written consent of that person. Persons filmed from the TRIO program may be covered by parental permission or other permission obtained by the program. By submitting a production to this competition, the creators assure that all necessary permission is on file at your TRIO program office.

13. Only first names may be used in the video or credits if the participant is a minor under the age of 18. This is the responsibility of the individual or individuals submitting an entry.

14. Finalists under 18 years of age are required to have the permission of a parent or legal guardian in order to be eligible as a finalist and potential winner.

15. Since the People's Choice Awards will consider Ratings posted in YouTube, all Ratings taken into consideration by the judges must be posted by January 8th, 8 PM Pacific Standard Time.

16. The Best of Contest participants in each category (Middle School, High School, College, and Staff) will each receive a $500 award from TRIO Quest's Farrow Award funds. Other prizes to be announced.

17. By submitting a video to the contest, you grant to the University of Washington's TRIO Training Program a royalty-free, irrevocable right to reproduce, publish, distribute, perform, display, create derivative works of the submission, or otherwise use the work for non-commercial purposes, and authorize others to do so.

18. A submission will be disqualified if it does not meet all of the competition rules. Please inform us at tquest@uw.edu if any of the entries you view are inappropriate or an obvious violation of copyright rules.

19. The decision of TRIO Quest is final regarding all awards and the disqualification of entries from the competition.

    Pocketmedia is defined as "video shot on cameras that will fit in your pocket, such as a mini camcorder, a digital camera, or a mobile phone."

Registering for the UW TRIO Online Activities

1. Go to http://uwtrio.org/quest/triolive/submit.html

2. Choose to register for either TRIO Staff or TRIO Students

3. Fill in all Contact, Applicant, and Login information

4. Go to your email, find a message from no-reply@etrio.org, open and click the Email Validation link (Note: depending on how your email is set up, it may have gone to your Spam/Junk folder.)

Submitting your video

1. Go to http://uwtrio.org/quest/triolive/submit.html

2. Click on the link for entry submission form

3. You will be asked to provide all of the following

    - First Name of Creator or Contact
    - Last Name of Creator or Contact
    - Email Address
    - TRIO Program Type
    - Program Name
    - Institution or Agency
    - Grade Level of Oldest Participant
    - Title of Entry
    - Entry URL
    - Type of PocketMedia
    - Names, Institutions, and Email Addresses of Other Creators
      (up to six total participants)
    - You will also need to verify that you have received permission from all people
      appearing in your video.

4. Make sure that you agree to the Terms and Conditions and click **Submit**. Note that you
    must complete all the fields that have a red asterisk (*).

Important URLs

Check for the latest information:
UW TRIO Training Website
http://uwtrio.org/

YouTube My Videos
http://www.youtube.com/my_videos

Register for the UW TRIO Online Activities
http://etrio.org/

Entry Submission Form
http://etrio.org/drupal08/triolive/submit

Video Resources
http://depts.washington.edu/trio/quest/howto/media/video/index.html

Audio Resources
http://depts.washington.edu/trio/quest/howto/media/audio/index.html

YouTube Guides
http://news.cnet.com/an-experts-guide-to-youtube/

Rubrics and Judging

TRIO Quest provides two types of judging. First are People's Choice Awards based in part on the Ratings in YouTube posted as of January 8th, 8 PM Pacific Standard Time. Second is judging by experienced judges of Internet activities; this determines all other awards. Winners will be announced on February 8, 2010 on the http://uwtrio.org website.

All TRIO students, staff, and TRIO supporters are encouraged to rate all TRIO Day submissions on YouTube. Please inform us at tquest@uw.edu if any of the entries you view are inappropriate, offensive, or an obvious violation of copyright rules.

The following rubrics may be considered when rating these videos:

- Is the entry successful in informing viewers about TRIO or does it tell a story about TRIO that conveys its impact on a student or students?

- Is it creative or artistic in its presentation?

- Is it free from obvious copyright violations?

- Does the entry use technology effectively to convey its message?

- Is it appropriate for viewing by a general audience of individuals over the age of 12?

- Is it less than 60 seconds?

- Is it in English?

- Does it violate YouTube's Community Guidelines which govern: sex and nudity, hate speech, shocking and disgusting material, dangerous illegal acts, children, copyright, privacy, harassment, impersonation and threats.

To view and rate these videos, go to the UW TRIO Live YouTube channel at: http://www.youtube.com/user/uwtriolive .

You will need to log in to your Google or YouTube account or create one to rate the videos. Select the videos from the list and rate them using YouTube's 1-5 star rating system, with 5 being the best. You may also subscribe to this channel.

<u>Optional Tips & Resources</u>

Planning and Storyboarding

While planning is always important, it is critical when creating videos. A well-planned video beyond assuring that the message is delivered effectively helps to reduce the amount of editing that is required. Planning is especially essential when creating short videos if the message is to achieve the desired outcome.

Note: When creating videos that will be shared in a public forum like the web, it is critical to obtain written permission from the people featured in the video.

Therefore, the following three steps have been identified for the planning stage:
1. Identify the goal
2. Identify the style (i.e. interview, animation)
3. Draft a StoryBoard

Goal
For this exercise, the goal has been set as: "Use a pocketmedia camera to create a 60 second PSA-type production to inform viewers about TRIO or tell a story about TRIO that conveys its impact on a student or students."

This goal can be expanded to be more specific such as: This video specifically identifies and celebrates the positive experience of Josh B., a McNair student from _____University.

Write your goal here:
_____

Style
The style is up to the creator's imagination. It might be an animation, a slide show, a video, or a combination. It might include dialogue, background music or sound and/or special audio or video effects.

Briefly describe your style here:
_____

StoryBoard
There are many versions of storyboards, which are basically a planning template. The example storyboard included for this exercise uses a Microsoft Word format that allows users to develop the storyboard on a computer or to modify/customize the storyboard. In general animations require more planning than simple interviews. For this exercise, an example storyboard is used to identify and demo the parts of the storyboard. A blank form is also provided and extra forms will be available during the exercise. Additionally, the form and detailed information about storyboards can be accessed in the TRIO Live! Section of the uwtrio.org website.

Draft a storyboard for your video using one or more of the blank forms provided.

SCENE: 1   SHOT: 1   PANEL:
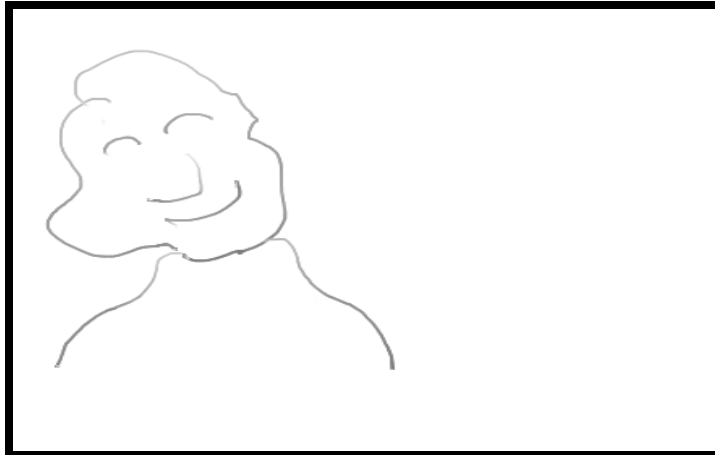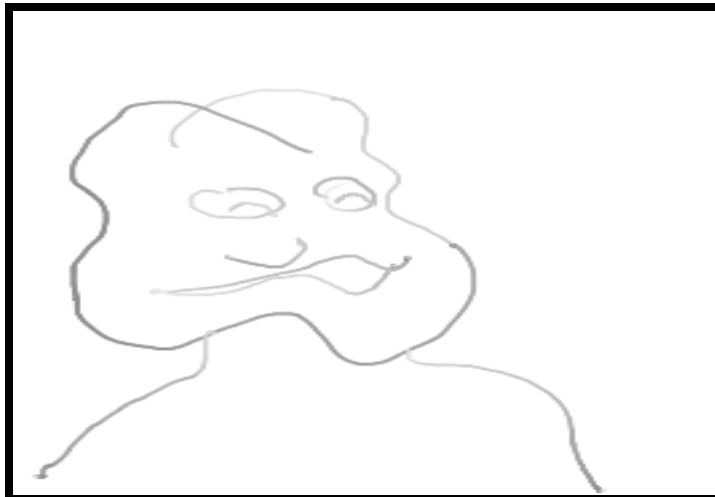
	Dialogue: We're talking today with the TRIO Director at the University. We understand that one of your students has recently been featured in the local paper
	Action: Move from interviewer to still of headline.
	FX-special audio/video: Flip video/background music, low

SCENE: 2   SHOT: 1   PANEL:

	Dialogue: Director discusses student story (all or key phrases are added in here if desired). "M credits TRIO for helping him define and reach his goals."
	Action: interview of director, including still photos of student
	FX-special audio/video: none

SCENE: 3   SHOT: 1   PANEL:

THE SUCCESS STORY OF M. SMITH AT UM **By S. Brown and B. James**	Dialogue: None
	Action: Image of campus runs to end – title & credits edited in
	FX-special audio/video: Use Flip software to add title & credits during editing

TITLE: _____ PAGE: _____

SCENE: SHOT: PANEL:

Dialogue:
Action:
FX-special audio/video:

SCENE: SHOT: PANEL:

Dialogue:
Action:
FX-special audio/video:

SCENE: SHOT: PANEL:

Dialogue:
Action:
FX-special audio/video:

General Story Telling Tips

(From www.flipvideospotlight.com/resources/storytelling.aspx)

1. **Keep It Short**
   Powerful videos are often under 2 minutes long. The effort you put into keeping it short will go a long way in helping you focus your message.

2. **Keep It Simple**
   - Try to focus on one main topic (i.e. an event, one person's story, a lesson, a testimonial). It's easier to get excited about a video that is focused.
   - Be genuine — Viewers want to connect with the work that your organization is doing. Focus on content that is compelling rather than what's "cool".

3. **Keep It Fluid**
   Beginning-Middle-End: Catch the audience at the beginning and explain what is happening, build emotion in the middle, and come to some sort of resolution at the end.

4. **Keep It Moving**
   Audio: Video shows the story but don't forget the importance of audio. Audio adds emotion and excitement to the piece and can offer valuable contextual information. Simple, poignant narration or a great music track can drastically improve your piece.

5. **Keep It Interesting**
   Capture varied shots:
   - Wide shot - establishes the scene
   - Medium shot - gives more intimacy, focuses on one subject
   - Close-up - for emotion and direct connection to what is being said or done
   - Extreme close-up - very intimate, emotional effect.

6. **Practice, Practice, Practice**
   Shoot, download, review, and edit as much as you can.

Pre-Production (Planning) Resources

StoryBoarding
http://karenjlloyd.com/blog/free-storyboard-template-downloads/
A good place to start. Simple, yet has templates and tips. Also, has a free online community for those who want to go further.

Visual Storytelling for Web: Tips and Techniques
http://www.slideshare.net/filizefe/visual-storytelling-for-web-tips-and-techniques
Learn about the essential techniques of visual storytelling.

Permissions

When creating videos that will be shared in a public forum like the web, it is critical to obtain written permission from the people featured in the video.

If your program, institution, or agency does not have a form, many samples are available on the web as well as instructions for when they are necessary. For PDF of release forms, please visit our Resources page at http://uwtrio.org/quest/triolive/resources.html

Production Tips (Shooting)

From Visual Storytelling for Web at uwpocketmedia.org
CAMERA MOVEMENT
- *Dynamic Shot*: This shot has camera moves/movements.
- *Static Shot*: This shot has no camera moves/movements.
- *Avoid zoom*. Move physically closer to the subject when necessary.

Move when subjects move. Pan the camera to a specific place or cut to your subject in motion.

Shooting Resources

Video Production Tutorials
http://www.mediacollege.com/video/
Detailed articles on the many different steps for video production, from how to get started, lighting techniques, to how to shoot interviews.

VideoMaker Tips & Tricks
http://www.videomaker.com/video/tips-and-tricks/
Learn tips, tricks and solutions for video production.

VideoMaker Lighting Tips
http://www.videomaker.com/learn/production/lighting/
Helpful tips how to create great lighting. Lighting can be used to create a specific mood or feeling, or to simply light your subject and set. Learning how to properly light is an essential part in making professional looking videos.

Video Shooting Basics
http://zimmer.csufresno.edu/~candace/basics/shooting.htm
Learn about the different camera shots, moves, and techniques.

Ten Tips to Better Video
http://www.camcorderinfo.com/content/ten_steps_better_video.htm
10 simple tips to improve your video.

Ten Top Tips for Working with the New Media
http://www.edutopia.org/ten-top-tips
A free guide to latest technologies from Edutopia.

Flip Camera QuickStart Guide
http://depts.washington.edu/trio/quest/triolive/QuickStart.pdf
A quick guide that shows how to use a Flip Camera.

Editing Video Resources

Windows MovieMaker (Windows XP)
http://depts.washington.edu/trio/quest/howto/media/video/moviexp.html
Windows MovieMaker software allows you to edit video on your PC, and is included in most versions of Windows XP.

Windows MovieMaker (Windows Vista)
http://depts.washington.edu/trio/quest/howto/media/video/movievista.html
"Windows Movie Maker is a feature of Windows Vista that enables you to create home movies and slide shows on your computer, complete with professional-looking titles, transitions, effects, music, and even narration. And when you're ready, you can use Windows Movie Maker to publish your movie and share it with your friends and family."

Apple iMovie
http://depts.washington.edu/trio/quest/howto/media/video/imovie.html
"iMovie makes viewing and working with video as intuitive as enjoying your photos. A built-in library automatically organizes your video, so all the clips you've captured and movies you've created are just a click away. With its revolutionary interface, iMovie makes it quick and easy to browse your library and create new movies. And iMovie is built for sharing. In just a few steps, you can add movies to your website, publish them on YouTube, and create versions for iPod, iPhone, and Apple TV."

Microsoft Photo Story 3 (Windows XP)
http://depts.washington.edu/trio/quest/howto/media/video/story3.html
Microsoft PhotoStory 3 software is a free download for Windows XP. Turn your photos into a video slide show with titles, music, and narration.

Animation-ish from Fablevision
http://www.fablevision.com/animationish/
Animation-ish is an intuitive program that allows teachers and students to create animations quickly and easily. Includes resources for incorporating activities into curricula and aligning them to national standards. A free trial of Animation-ish is available.

FlipShare Guide
http://depts.washington.edu/trio/quest/howto/media/video/flipshare.html
Tutorials from how to use the Flip video camera to creating a movie with the FlipShare software.

Adobe Flash Tutorials
http://depts.washington.edu/trio/quest/howto/media/video/flash.html
Adobe Flash software is an advanced tool for creating movies, animations, and interactivity.

Adobe Premiere Elements
http://depts.washington.edu/trio/quest/howto/media/video/pelements3.html
Adobe Premiere Elements software is an advanced tool for editing video.

Converting video files
http://depts.washington.edu/trio/quest/howto/media/video/vconverter.html
Links to homepages and tutorials for video converter programs.

Editing Audio Resources

Apple GarageBand Tutorials
http://depts.washington.edu/trio/quest/howto/media/audio/apple.html
Mac users can easily create and record original songs with GarageBand, a program included with iLife '08.

Audacity Tutorials
http://depts.washington.edu/trio/quest/howto/media/audio/audacity.html
Find out how to download and use Audacity, "free, open source software for recording and editing sounds. It is available for Mac OS X, Microsoft Windows, GNU/Linux, and other operating systems.

Adobe Soundbooth Tutorials
http://depts.washington.edu/trio/quest/howto/media/audio/adobe.html
Links to tutorials that show you how to use Adobe Soundbooth, a program included with Adobe CS3 and CS4 software bundles.

Converting Audio Files to MP3 format with Apple iTunes
http://depts.washington.edu/trio/quest/howto/media/audio/itunes.html
This page will show how to convert audio into a MP3 file that can be easily posted to the Web or used in a podcast. Any Audio Converter is convenient for converting audio files into a format that is recognized by an audio editing, such as MP3, WMA, and AAC.

Convert to any audio format with Any Audio Converter
http://depts.washington.edu/trio/quest/howto/media/audio/convert.html
This page will show how to convert audio you've captured into an MP3 file that can be easily posted to the Web or used in a podcast. There are many ways to convert files to MP3 format. One of the easiest is Apple's iTunes, a simple, convenient and free way to generate MP3 files.

Sony Sound Forge Tutorials
http://depts.washington.edu/trio/quest/howto/media/audio/sony.html
Links to video tutorials on the Sony website for Sound Forge software.

Other Audio Tutorials
http://depts.washington.edu/trio/quest/howto/media/audio/other.html
Links to audio programs that have not been covered in other pages.

Exporting Video Resources

Exporting Movies from Windows MovieMaker (Windows XP)
http://depts.washington.edu/trio/quest/howto/media/video/exportwmm.html

Exporting Movies from iMovie
http://depts.washington.edu/trio/quest/howto/media/video/exportimovie.html

Exporting Movies from FlipShare
http://depts.washington.edu/trio/quest/howto/media/video/flip_import.html

Registering for YouTube

1. Go to http://youtube.com

2. On the top right of the page, click on **CREATE ACCOUNT**

3. Fill in all the required information, then click **I ACCEPT**.

4. If you have a Gmail account, you can add YouTube to your existing account, then you will use your Google email (Gmail) address to log in to YouTube. If you don't have a Gmail account or you prefer to use a non-Gmail email address to log in to YouTube, fill out the right part of the form.

   If you add YouTube to your Google account, your YouTube account will be activated right away, no email verification needed.

If you create a new YouTube account, you will need to check your email, open the message from YouTube, and confirm your email address by clicking on the verification link to activate your YouTube account.

Publishing

Uploading to YouTube

1. Go to http://www.youtube.com

2. Log in.

3. Click on the Upload button on the top right of the page or simply go to http://www.youtube.com/my_videos_upload

4. Click on **Upload Video** button to browse your computer and select the video you would like to upload.
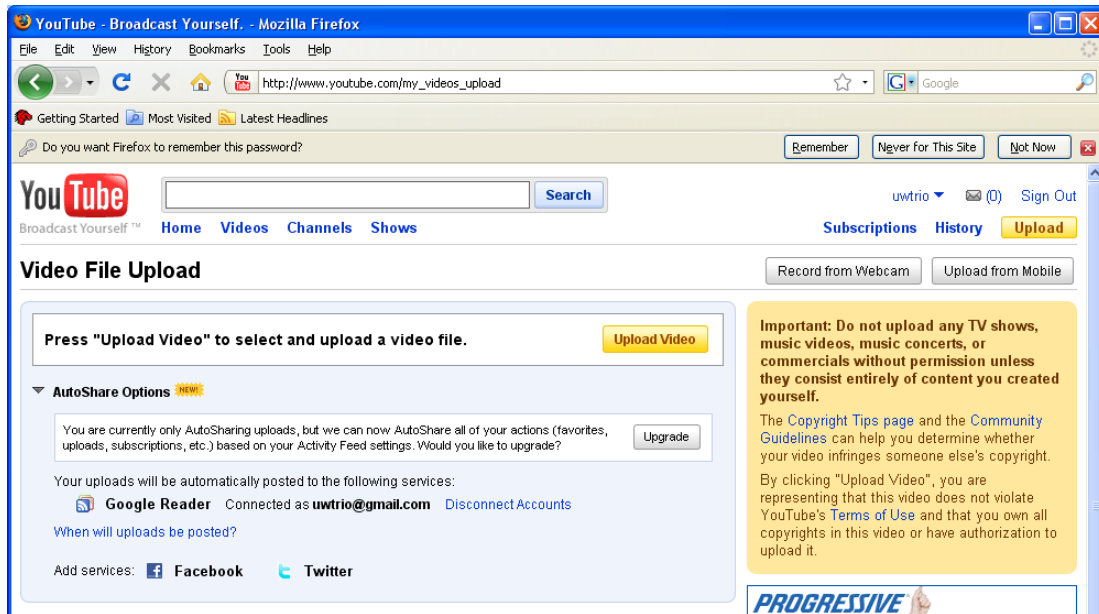
Adding a "uwtriolive" tag to your video, and changing rating or comment setting

In order to be eligible for People's Choice Awards, you will need to add "uwtriolive" tag to your video and allow ratings. You may decide to allow or disallow comments depending on your preference.

The default settings for ratings and comments on YouTube are fine, so there is no need to make any changes to these two settings. **However, you have to add the tag on your own**, so please see below for instructions.

Tagging

There are two ways to tag your video. The first one is to add the tag while you're uploading your video to YouTube. Type in "uwtriolive" under tags, and click on **Save Changes** once you are finished.

The other way is to edit the video settings after your video has been uploaded to Youtube; go to YouTube help page on how to add a tag to a video at http://www.google.com/support/youtube/bin/answer.py?hl=en&answer=55769 for instructions.
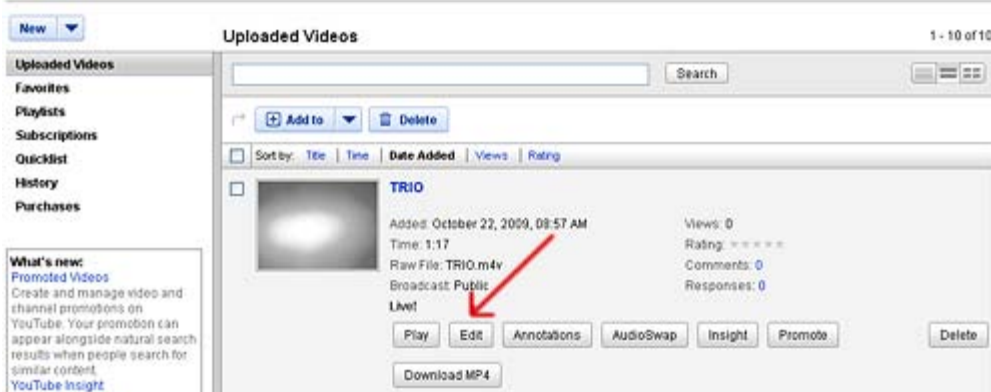

Ratings

Ratings are allowed on YouTube videos by default and ratings must be allowed in order for your video to be eligible for People's Choice Award, but see below if you ever need to change the setting.

1. Go to YouTube and log in

2. Mouseover your username on the top right of the page and click on *My Videos* on the dropdown menu or simply go to http://www.youtube.com/my_videos

3. Click on the *Edit* button for the video you choose

4. Scroll down the page, and under *Broadcasting & Sharing Options*, click on *Ratings* to show the options, choose 'Yes, allow this video to be rated by others.'

5. Click on *Save Changes*.

Comments

It is your choice whether or not to allow comments on your video. Comments from all YouTube users are allowed on YouTube videos by default, but if you are concerned about receiving some negative or other unfortunate comments, please see below to learn how to change the setting.

1. Go to YouTube and log in

2. Mouseover your username on the top right of the page and click on *My Videos* on the dropdown menu or simply go to http://www.youtube.com/my_videos

3. Click on the *Edit* button for the video you choose
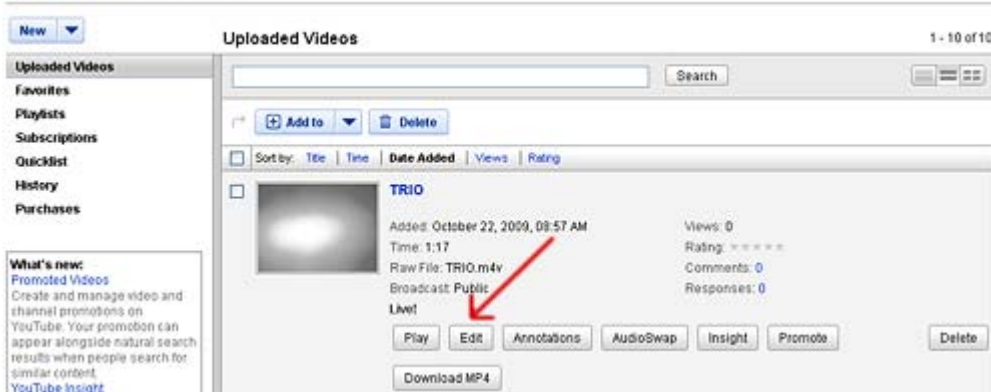
4. Scroll down the page, and under *Broadcasting & Sharing Options*, and under *Comments* please choose accordingly.

   - o Allow comments automatically: every YouTube user can comment

   - o Allow friends' comments automatically, all others with approval only: YouTube users that you have added as your friends can have their comments posted right away, all other users' comments will be moderated and you may choose whether to accept or reject their comments

   - o Allow all comments with approval only: all comments will be moderated and you may choose whether to accept or reject their comments

   - o Don't allow comments: no one can comment on your video

5. Click on *Save Changes*.

Finding your YouTube Video URL

1. Go to your video page (which you can access from http://www.youtube.com/my_videos by choosing **My Videos** from the drop down menu under your account name at the top of the page.) and then click on the Play button for your chosen video.

2. You will be able to find your video URL on the address bar and on the right sidebar. This is the address to link to your video. Copy and paste this URL on the form where you submit your video. Make sure that you copy the entire URL.
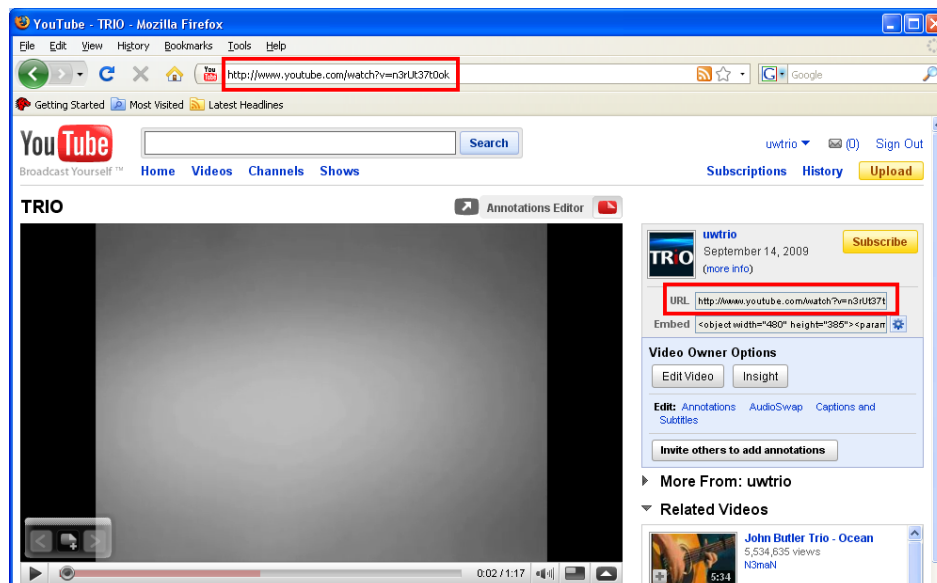
Good luck on creating a great entry for TRIO Live—TRIO Day 2010!