10 Steps to a Winning DigiMedia Entry

Complete the 10 steps below and you WILL have a great video to enter into the 2011 competition. Be sure to follow the links to detailed information to help you with each step.

1. Make the Judges Happy: Know the Rubric – Know the Rules
2. Build a Strong Foundation through Critical Analysis and Storyboarding
3. PRESENT your storyboard and Revise based on comments
4. Production Time!
5. Edit, Add Effects, Title Page, Credits/References and Post on YouTube
6. PRESENT your video
7. Receive feedback and Edit
8. Embed your YouTube video, Add your Critical Thinking answers, edit your Storyboard to your Google Site pages
9. FINAL PRESENTATION
10. Submit Completed DigiMedia Site with embedded Video, Storyboard and Critical Thinking Answers

Step 1: Make the Judges Happy: Know the Rubric – Know the Rules
If you want the judges to score high on your DigiMedia, you must know the Rubric and the Rules.

The purpose of DigiMedia is to produce an **intellectually honest, well-planned, original, and quality video** that engages/compels the viewer emotionally (e.g., laugh, cry, reflect, etc.) and/or to take action in some way (get involved, find more information, etc.).

Therefore the DigiMedia Rubric is based on:

- Preplanning and Critical Thinking (30 possible points)
  Storyboard planning that exhibits careful thought around a topic, a purpose/goal, and an audience, as well as creating interest and impact within each scene through 1) visual, audio, and action effects, 2) shot types/angles/movement, and 3)crafted dialogue/narration (if applicable). Storyboard planning will help to develop a video that engages/compels the viewers emotionally or to take action
- Content: Originality, Quality, and Impact (40 possible points)
  Fair Use in not allowed in DigiMedia. Therefore, originality that illustrates the purpose of the video and provides impact to the viewer is KEY! DigiMedia entries need original concepts, original music, original lyrics, original scripting, and original use of video, etc. in order to do well with the judges
- Technical Quality with Audio and Video (20 possible points)
  Quality editing, effects, and enhancements that add impact to the message/purpose of the entry
- Intellectual Honesty (10 possible points
  Giving credit where it is due to all participants and resources

And Rules that must be followed are:

- Entries are submitted by the deadline
- Entries use Google Sites with a YouTube video linked or embedded on the Home page of their Google site
- Entries are not longer than 3 minutes, including the titles, credits, etc.
- Entries fit into one of the four categories: PSA, Creative Narrative, Research, Documentary, or TRIO Live!
- Entries must be appropriate for students 12 years and above
- Entries must not contain personal information (last names, email addresses, schools, etc)

- Entries must include answers to the Critical Thinking component of the Rubric, and a link to a storyboard using a DigiMedia storyboard template
- Entries must follow YouTube's Terms of Use
- Programs must maintain documentation of permission for all identifiable in the video

Use the Wanna Win? Student Checklistwhen creating and submitting your entry to check to see if you are meeting the rubric.

Step 2: Build a Strong Foundation through Critical Analysis and Storyboarding

1. Decide on a Topic and the purpose of your entry (don't forget to choose a Category for your topic_
2. Who would the audience be?
3. What is interesting about your entry topic?
4. What are the objectives of your entry? (e.g., what do you want the viewer to learn or do)
5. What would you like to learn as you develop this entry?
6. **Write out your answers to the Critical Thinking Component based on 1 - 5**
7. Visualize the video from the Beginning, through the Middle, and the End
8. Outline how you would like your entry to proceed
9. **Go to the DigiMedia Storyboard Template and draft a storyboard for your entry**
10. Don't forget to think of possible introductions and endings for your entry including, but not limited to, a Title page and a Credit page

Step 3: Present your Critical Thinking Analysis and Storyboard to your instructor and peers
Using the steps you took in Step 2 as a guideline:

1. Introduce the Topic and explain:
   a. Why and how you chose it
   b. Why you are interested in it
   c. What category it fits and why
2. Explain how you narrowed the topic for a specific purpose
3. Explain who the audience is
4. State your objectives on what the viewers will learn/do from viewing your entry
5. Explain what you plan to do to impact the viewers to understand and react to the purpose
6. Conclude your Presentation with your next steps (i.e., your Production steps)
7. Ask for feedback and make changes to your Critical Thinking Analysis and Storyboard

Step 4: Production Time!
The following elements of production illustrate the composition of your entry. Here is a link to Useful Video Tutorials which is an excellent resource to understand the terminologies below. Using video techniques as listed below will help create interest in your entry.

Remember: Every element you use should be focused on fulfilling your purpose and objectives!

1. Framing
2. Shot Types
3. Angles
4. Rule of Thirds & 180 Degree Rule
5. Movement
6. Light & Action
7. Audio
8. Don't forget to follow carefully crafted Dialogue/Narrative

Step 5: Edit, Add Effects, Title Page, Credits/References, and Post on YouTube
These are Post-Production steps which are crucial to a winning DigiMedia entry

1. Choose your Video editing software. (See our Resources for a list of free editing software.)
2. Organize all your material (images, music files, narration docs, etc) into a folder on your computer (if you are a team, allocate one main computer for editing).
3. Download/Copy & Paste/Capture & Import footage from your camera(s) onto your computer
4. Import files to your editing software (usually a drag and drop feature)
5. Put the pieces together and Record narration and/or lay down an original music track and/or add simple transitions/effects. Note: remember your time frame for completion; effects can be time consuming, therefore, keeping it simple is often best.
6. Save! Save! Save! And, be sure to do so every few minutes.
7. Time your Video; keep it 3 minutes or less or it will not be judged.
8. Following our Publishing Resources: How to Register for YouTube and YouTube Guide, create your YouTube account and upload your completed Video

NOTE: if you want to edit a video that is already uploaded to YouTube, you will get a new URL. Be sure to submit your final YouTube video URL to the competition or the judges will not see the final version.

Step 6: PRESENT your Video
Presenting your completed video is a moment to show what you've accomplished as well as to present yourself and your video entry in a professional manner.

Here is what you should do: (Note: If you are a team, divided presentation tasks.)

1. Projected your completed video at the google site home page.
2. Everyone introduces him/herself and their role in the creation of the entry, OR an Individual introduces his/herself and explains s/he is the sole creator of the entry.
3. Introduce the Topic and explain:
   a. Why and how you chose it
   b. Why you are interested in it
   c. What category it fits and why
   d. How you narrowed the topic for a specific purpose
   e. Who the audience is
   f. The objectives on what the viewers will learn/do from viewing your entry
   g. What you did within the video to impact the viewers to understand and react to the purpose
4. NOW, SHOW YOUR VIDEO
5. Conclude your presentation by thanking the viewers for their attention
6. Ask if they have any questions or comments.
7. Go back to the video segments to address any questions/comments your audience might have
8. End the presentation with another thank you when it appears that the audience has no further questions or comments

Presentation tips

1. Dress in a nice clothes for a professional appearance (No shorts, t-shirts, halter tops, etc.)
2. Be prepared – know enough about your topic that you can explain what it is you would like to accomplish the most with the topic
3. Be organized – decide who is going to present points above
4. Practice – practice your presentation beforehand so that it moves smoothly with transitions between each point and so it fits within any time limitations set by your coach.
5. Ask for questions, comments, suggestions. If people do not respond, ask "What did you like best?" "What did you like least?" "Did the video address the purpose and goal?"

Step 7: Receive feedback and Edit

Use all constructive feedback to edit and improve your entry. If feedback is limited, here is a good resource with 5 simple rules to follow and an example to view: *The Formula for Compelling Video* from the DV Show: "Podcasting the Ins and Outs of Digital Video". This formula is good for any type of video: to sell something or to inform or to entertain.

Rule # 1: Keep it Short
Rule # 2: Grab attention within the first 15-30 seconds
Rule # 3: Use compelling graphics, bright colors, various angles and audio to grab and keep attention.
Rule # 4: Inform and demonstrate
Rule # 5: Include a call to action

Step 8: Embed your YouTube video, Add your Critical Thinking answers, edit your Storyboard to your Google Site pages (go to http://depts.washington.edu/trio/trioquest/dm/index.php to find instruction.

NOTE: If you edit your video and upload it again to You Tube, you will get a new URL. Be sure to submit your final You Tube entry to the competition.

Step 9: FINAL PRESENTATION
Follow Step 6.

Step 10: Submit Completed DigiMedia Site with embedded Video, Storyboard and Critical Thinking Answers
Go to http://depts.washington.edu/trio/trioquest/dm/register.php and follow steps to Submit your entry.

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