

VIDEOCASTING

REVISED.NEW IE CATEGORY 8/26

Section 1: Entries.

Clause 1: Each school will be entitled to enter one to three contestants in the District Contest.

Section 2: Selections/Materials.

Clause 1: The content of the videocast is to be written by the contestant. The majority of the video footage must be of original content and created by the student. The video will be on any subject appropriate for a videocast and **MUST** be presented in a digital format.

Clause 2: The videocast should engage, inform, and/or entertain a specific audience. The material may market, advertise, or promote a product, person, event, organization, or idea, or bring awareness to a particular need.

Clause 3. Special effects, transitions, music, etc., should enhance the performance, should be used thoughtfully, and should amplify the message.

Clause 4. May re-record for the state contest using new, the same, or edited material.

Clause 5. Material used for this category can not be used for another entry.

Clause 6. Materials used or the manner of presentation deemed by the local contest judge(s) to be obscene or disruptive may receive lower ratings or, in some cases, may result in disqualification.

Section 3: Length. The video will be limited to five minutes.

Section 4: Preparation and Presentation.

Clause 1: The participant will produce and edit their video based on the contestant's chosen style. While various styles are appropriate, the videocast should engage, inform, and/or entertain a specific audience.

Clause 2: Entries will be limited to a five-minute presentation, produced in any environment by the student.

Clause 3: The performance will be viewed by a judge. The participant or school representative will bring a projector, media source, and speakers. **The host school will not provide internet access;** however, it will provide a projection surface.

Clause 4: All aspects of the videocast may be edited at any time.

Clause 5: The entry will bear no school identification.

Section 5. Timing. Timing for the videocast will begin with the first spoken word, visual image, or music/sound heard and will conclude with the last spoken word, visual image, music/sound heard or the final credits (if applicable).

Section 6. Judging. Judging will be based on content, delivery, and technical execution. Content is to be judged on organization and development of material, transitions, and engagement. Delivery will be judged on both oral and physical presentational skills, including characterization, voice quality, vocal rate, emphasis, pronunciation, facial expressions, and camera presence.

CASEBOOK Questions--Answers

1. Q. What is videocasting?

A. Videocasting is a pre-recorded video performance in which a speaker effectively integrates digital elements and technical skills to communicate a focused idea, message, or theme. A videocast engages, informs, inspires, or entertains viewers. Through a visual/aural presentation, physical and facial camera presence, and vocal delivery, the speaker showcases a topic of interest, encouraging deeper thought to a specific audience.

2. Q. What would be appropriate for videocasting?
A. It could be a review of a product, a tutorial on something (studying for a test), a travel or event recap, finding magic in the mundane (a humorous take on school life), completing a mission (you found keys, and your mission is finding who they belong to), opening up on a personal aspect (dealing with diabetes), event coverage or "on-the-spot" reporting; a guided tour of a location or space; a creative product unboxing; behind-the-scenes-look at an activity, event, or process, etc. The material may market, advertise, or promote a product, person, event, organization, or idea, or bring awareness to a particular need.
3. Q. Does the contestant need to be present at the contest?
A. Each school entering must have a school representative at the contest to present the videocast. (Coach and/or student)
4. Q. Can more than one camera or a video mixer be used to enhance the videocast?
A. Yes.
5. Q. Could a contestant focus on a local item of interest for the videocast?
A. A local interest issue could certainly be appropriate; however, the film will bear no school identification.
6. Q. Must the content of the entry be serious in nature?
A. No. The genre is up to the discretion of the performer.
7. Q. Is there a time minimum?
A. No.
8. Q. Can the student change and edit the videocast between districts and state?
A. Yes.
9. Q. May special effects, transitions, and music be used to enhance the performance?
A. Yes.
10. Q. May the student use clips from other sources (ie: TV, films, and video)?
A. The contestant is the focal point of the videocast. Limited use of videos or photos could be used to enhance the editing process and should be given appropriate credit. The majority of the content must be original material created by the student.
11. Q. May the student use another person's idea, short story, or videocasting, for their script?
A. Yes, but it must not be a direct copy. Use the spirit, not the direct content.
12. Q. Must the student be in front of the camera the entire time?
A. The student's online presence, both visually and vocally, must be the majority of the video. The student may have occasional moments when they are not seen or heard.
13. Q. Can anyone else be in the video besides the student?
A. Yes, as long as the presenter is the focus, crowd shots are allowed.
14. Q. Can the student interview someone as part of the video?
A. No. The emphasis of videocasting is on the student's communication. Additional people may appear in the background of a shot.

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15. Q. May another individual assist the student in holding the camera?
A. Yes, another individual may assist in filming. The student should create the content, as well as edit the video.
16. Q. What makes a VIDEOCASTING different from a SHORT FILM?
A. A VIDEOCASTING offers a non-fiction, online camera presence both visually and vocally of the student. The student is the primary focus.
17. Q. What makes VIDEOCASTING different from REVIEW, EXPOSITORY ADDRESS, or ORIGINAL ORATORY?
A. VIDEOCASTING is judged on the integration of a digital medium to best convey a message.
18. Q. Are credits part of the timing?
A. Yes, credits are included in the time.

As per Executive Committee directive, VIDEOCASTING will not be open to revisions until 2029 to allow for data collection.

ROYALTIES: It is the duty and responsibility of the local school director to secure appropriate production rights and licenses for all video/audio content that is presented in contest production, and is required whether or not admission is assessed.