Video Production

Location: COS, Visalia

Chairperson:

Zach Green, **Zach Green Films**

For any questions about the competition, contact Assistant Producer Audrey Pichurko. agracepich@gmail.com

CHECK IN: 9:00 am   CONTEST BEGINS: 9:15 am

ELIGIBILITY: Open to teams and solo videographers.

SCOPE OF CONTEST: Create an original video utilizing the required competition elements in the option you select below. Videos may NOT contain copyrighted images or music without written permission. All videos must include a **black title card at the beginning of the film that includes; Title, instructor name, students names, & option.**

       Option 1) Narrative

- **Fictional**
- **3 - 5 minutes in length**
    - Credits <u>do not</u> count toward final run time
- **A required theme** (you may use more than 1)
    - Coming of age
    - Man vs. Nature
    - Beating the odds
- **Found footage video element**

    You are required to use a shot that utilizes a different camera/device to the one used for the majority of your film's shots.

    Examples of devices:

    - Go-pro
    - Doorbell camera
    - Security camera

    - Alternatively, you are allowed to stylize footage from the same device in post-production. This can be done with video filters, graphics, or any other creative way you can think of!
- **A required prop** (you may use more than 1)

    This item must be intentional in the video. Your project does not have to be about the item, but it must incorporate it.

    - A board
    - A screen

Option 2) Documentary

- **Non-fiction:** must be about a real person, place, event, etc.
- **A required theme** (you may use more than 1)
  - Coming of age
  - Man vs. Nature
  - Beating the odds
- **3 - 5 minutes in length**
  - Credits <u>do not</u> count toward final run time
- **1 - 3 interviewees/narration/voices/text on screen**
  - This does not have to be someone in front of a camera speaking, but it can be! This is the voice of your story!
- **Archival material**
  - You are required to use 1-3 pieces of archival material
    - It must be material not created for this video and not created by the filmmaker.
    - It can <u>not</u> be copyrighted material
    - It could be home video, newspapers, flyers, photographs, etc.

Option 3) Promotional/Advertisement

- **Non-fiction OR Fictional**: Can either be for a real or fake business, event, organization, etc.
- **A required theme** (you may use more than 1)
  - Coming of age
  - Man vs. Nature
  - Beating the odds
- **A Video Format**

    You may choose to include or omit credits for either option. If you choose to include credits, they <u>are not</u> counted toward the final run time.

  - A 3 - 5 minute single video

    OR

  - A series of 3 videos that add up to a run time of 3-5 minutes
    - If you select this option, all videos must be edited together in one video. (The google form submission will only accept 1 video file)
- **An on-screen graphic**
  - You are required to create an informational graphic on screen.
    - This can include: company phone number, address, prices, merchandise, etc. (be creative!)
    - It can go anywhere within the video, but it must be intentional
- **A company logo**
  - You must include the logo of whatever you are promoting/advertising
  - This can be a real or fake logo (that you created)
  - It can go with the information graphic or separate, you decide!

Submission Details:

- Videos must be submitted in .mp4 or .MOV format
- Videos files must be labeled as such SCHOOL_TEAM NAME_VIDEO TITLE
- Videos must be submitted to the [2026 College & Career Expo: Video Production Team Form](#) by **11:59 pm March 9th, 2026**
- You must answer the questions on the google form, otherwise your entry <u>WILL</u> be disqualified
- You must also include the black screen before your project with the following information: **Title, instructor name, students names, & option.** If you fail to do this, your entry <u>WILL</u> be disqualified.
- Videos will be screened live but will be judged prior to live viewing

EQUIPMENT AND MATERIALS: none

JUDGING CRITERIA:
Videos will be judged according to their specific rubrics where they'll earn points for how well they fit to the criteria. Once projects are scored, they will be compared by points rather than by category or content.

We will use the following rubrics to score each film: [2026 College & Career Expo: Video Production Rubrics](#)

www.tkexpo.org

Video Production Option Rubrics

Option 1) Narrative

Videos will be judged primarily on story and technical expertise (camera work, lighting, editing, etc.)

Criteria	Needs Improvement	Good	Excellent	Score
Camera, Lighting, and Audio	**0-5** Subjects are too bright/dark/unfocused, shots are poorly composed, or audio is difficult to hear.	**6-12** Subjects are visible, shots are decently composed, audio is decent. May have more intentional lighting.	**13-20** Subjects are visible, shots are well composed/creative, clear and consistent audio, intentional lighting is used.	/20
Theme Integration	**0-2** Theme is non-apparent in the video OR executed poorly.	**3-4** Theme is apparent and understandable, issues with consistency or cohesion with other elements.	**5-7** Theme is apparent and well executed, it remains consistent and is cohesive with other video elements.	/7
Found Footage Video Element	**0** Has no found footage OR found footage was entirely unrelated to the story.	**1-2** Has found footage element, story connection is weak.	**3** The found footage element is well done and has a strong connection to the story.	/3
Required Prop	**0** Has no required prop OR the required prop was not integrated into the story.	**1-2** Has a required prop, story integration is weak.	**3** Creative use of prop, well integrated into the story.	/3
Editing Expertise	**0** Editing is unintentionally choppy, audio is not synced properly, or there are glaring issues with video.	**1-4** Editing is consistent, audio is synced properly, no glaring issues with the video.	**5-7** Editing enhances the video with consistency, great audio levels, and well edited sequences.	/7
Overall Story	**0** Story is unengaging, poorly paced, or inconsistent.	**1-6** Story is engaging, but may have issues with pacing and consistency.	**7-10** Story is engaging, well paced, and consistent in quality.	/10
				/50

Option 2) Documentary

Video will be judged primarily on story and depth (Effort put in to the story, research, credible interviewee(s))

Criteria	Needs Improvement	Good	Excellent	Score
Camera, Lighting, and Audio	**0-2** Subjects are too bright/dark/, shots are poorly composed, or audio is difficult to hear.	**3-6** Subjects are visible, shots are decently composed, audio is decent. May have more intentional lighting.	**7-10** Subjects are visible, shots are well composed, audio is clear and consistent, intentional lighting is used.	/10
Theme Integration	**0-1** Theme is non-apparent in the video OR executed poorly.	**2-3** Theme is apparent and understandable, issues with consistency or cohesion with other elements.	**4-5** Theme is apparent and well executed, it remains consistent and is cohesive with other video elements.	/5
Story Depth	**0-1** Story lacks research, transitions, composition, or is not entertaining.	**2-6** Story is adequately researched, has relevant transitions, and is entertaining.	**7-10** Story is well-researched, well-composed, entertaining, and is cohesive with other video elements.	/10
Scripted Voiceover/ Interviewee(s)/Story Voice "Voice"	**0-2** Voice is difficult to understand, OR was not cohesive.	**3-6** Voice is understandable, and was consistent throughout the video.	**7-10** Voice is understandable, consistent, and crucial to telling the story.	/10
Archival Material	**0-2** Has no archival material OR material was not cohesive to the story.	**3-6** Has archival material, material is relevant to the story.	**7-10** Has multiple archival materials that are integrated well into the story.	/10
Editing Expertise	**0** Editing is unintentionally choppy, audio is not synced properly, or there are glaring issues with video.	**1-4** Editing is consistent, audio is synced properly, no glaring issues with the video.	**5** The editing enhances the video with consistency, great audio levels, and well edited sequences.	/5
				/50

Option 3) Promotional/Advertisement

Video will be judged primarily on technical expertise and ability to persuade/appeal (Does it promote? Does it advertise?)

Criteria	Needs Improvement	Good	Excellent	Score
Camera, Lighting, and Audio	**0-3** Subjects are too bright/dark/unfocused, shots are poorly composed, or audio is difficult to hear.	**4-9** Subjects are visible, shots are decently composed, audio is decent. May have more intentional lighting.	**10-15** Subjects are visible, shots are well composed/creative, clear and consistent audio, intentional lighting is used.	/15
Theme Integration	**0-1** Theme is non-apparent in the video OR executed poorly.	**2-3** Theme is apparent and understandable, issues with consistency or cohesion with other elements.	**4-5** Theme is apparent and well executed, it remains consistent and is cohesive with other video elements.	/5
Editing Expertise	**0** Editing is unintentionally choppy, audio is not synced properly, or there are glaring issues with video.	**1-4** Editing is consistent, audio is synced properly, no glaring issues with the video.	**5** The editing enhances the video with consistency, great audio levels, and well edited sequences.	/5
On-Screen Info Graphic	**0** Graphic is not included in the video.	**1-4** Graphic is included in the video, and has relevant information.	**5-7** Graphic is included creatively, and has relevant information.	/7
Company Logo	**0** Logo is not present in the video OR is irrelevant to the video.	**1-2** Logo is present, relevant to the video, and in a good position.	**3** Logo is present, relevant, in a good position, and is displayed creatively.	/3
Persuasion and Appeal	**0-3** Video is not promotional and lacks persuasive language OR makes product unappealing	**4-9** Video has promotional elements, all other video elements are relevant.	**10-15** Video successfully promotes/advertises its subject, is relevant, consistent, and appealing.	/15
				/50