

ATTACHMENT A



Click It or Ticket Video PSA Contest

GUIDELINES

- **Purpose:** The purpose of this contest is for students at member high schools in counties of focus to create and produce a public service video clip relative to the importance to buckle up for safety, "Every Seat, Every Time" and to generate and increase awareness for the NCDOT/Governor's Highway Safety Program 'Click it or Ticket' initiative.
- **Format & Length:** Maximum length of :30 (30 seconds) and should be formatted 1280 x 720 pixels, H.264 compression, .mov file.
- **Submission deadline:** 10/18/17 by 11:59pm
- **Proof of Permission:** If students utilize graphics and/or music content that is subject to copyright law, proof of permission to use must be submitted to the NCHSAA along with the video. This proof may be submitted via email to Karen@nchsaa.org.

Videos will be judged on the following:

- **Impact** – What the viewer feels when first viewing the Entry. Does the video evoke an emotion from the viewer? Does the video engage you from the onset or does it lose momentum?
- **Creativity** – How effectively did the Entrant convey their idea, message or thought in an original and imaginative way through their lens, narrative, performance, etc.
- **Style** – How the Entrant is able to showcase their personal originality and technique to influence how the video is presented and interpreted.
- **Subject Matter** – Was the subject matter addressed in the narrative, performance and music (if applicable) in the video appropriately and represent the contest purpose and theme?
- **Story Telling** - Is the right story being told in line with the purpose of the contest?
- **Production** – The quality of the video including how smooth the transitions are, and whether the editing compliments the flow of content. Having that finished look. Was the Video Entry truly ready to be entered or were some finishing touches, edits still required?
- **Focus** – The video in its entirety should be in focus, as sharp focus is key.
- **Lighting** – How the Entrant was able to use and control light. Was the lighting applied in the video (manmade or natural) properly used to enhance the visuals? Is the entrant and images clearly visible, centered, in focus and without any glare? Was the video well-lit throughout filming and each shot properly exposed?
- **Background** – Is the background unappealing, messy, unattractive or distracting? Does it contain copyrighted materials?
- **Audio** – The audio/sound should be heard and the dialogue should be intelligible and dynamically balanced. The sound in all shots should have the same volume.
- **Music** – Music is allowed to be included in your video entry but ensure that it is appropriate (no explicit or foul language) and engaging to the listener. Due to copyright laws, videos cannot include music without Proof of Permission for use.