Number	Entry	Category	Registration Requirements
113	**Video Lesson**	**Early Entry, Non-Performance**	Sign up on student registration form. Submit for pre-judging. Dates on website.

DESCRIPTION

This category has a broader-than-usual range of tools and styles, but the basic goal is the same: to make a video that will be interesting, memorable, and communicate something useful to the audience. Video advertisements, promotional videos, or videos purely for entertainment would not fit in this category. You are not required to appear in your video, to do the narration yourself, or to take all pictures or videos that are used. You may use any uncopyrighted picture or clip that is within the EXCEL guidelines, but you should be the one who plans, chooses graphics, and edits the video. Since there are so many possibilities, here are a few examples:

- You can take an existing recording of a sermon or lesson, edit it into a shorter form, and add music and graphics. Here are a couple of video lessons that follow this basic pattern:
    - https://www.youtube.com/watch?v=yzqTFNfeDnE
    - https://www.youtube.com/watch?v=95oXdrKX88Y
- You can teach the lesson yourself, and add graphics. (If you appear in the video, someone else may operate the camera for those shots) Here are two examples in different styles:
    - https://www.youtube.com/watch?v=_ybos-Fb77E
    - https://www.youtube.com/watch?v=PnQu8iRiVYU
- You may also want to make a video with no live video, just graphics and narration. Here are a couple of examples in different styles.
    - https://www.youtube.com/watch?v=GQI72THyO5I
    - https://www.youtube.com/watch?v=l9vn5UvsHvM

RULES

1. The video lesson must have been developed since the last EXCEL Convention.
2. Other people may appear in the video, but the contestant must edit and produce the video, and choose the music, graphics, etc.
3. Contestants may use any video editing software. You will submit your video by uploading it to YouTube, and putting the link on your judge's form.
4. The video lesson should be consistent with the values of EXCEL and all people appearing in the video lesson should abide by the EXCEL Convention dress guidelines.

JUDGING CRITERIA

AREAS OF EVALUATION	POSSIBLE POINTS
SCRIPT	
Focused – Everything in the script should be working to achieve your stated goal.	7
Engaging – Capture their interest immediately, and keep it to the end of the video.	7
Clear and Understandable – Your viewers should understand your lesson the first time through.	6
PRODUCTION	
Intro – Short and professional	5
Sound Quality – Minimize white noise, set the volume to a comfortable level, make sure the sound is pleasing to the ear, and mix everything so that viewers can hear clearly hear what is being said.	15
Graphics – Style should be consistent throughout, and all graphics should emphasize and clarify your message, not distract.	10
Video Quality – Make sure every shot is well set up, in terms of background, color, lighting, etc. If the video will be posted online, the resolution can't usually be very high, but the video can still be excellent.	10
PERFORMANCE	
Clear and Distinct – Can the audience hear and understand every word?	5

Genuine – Does the person seem to care about and believe what they are saying?   5

OVERALL

   Continuity - Are your graphics, your performance, your music, and your script all consistent with your message and your target audience?   10

   Credibility - If your audience has never heard of you, will this video communicate that you are a trustworthy source of information?   10

   Stickiness - At the end of your video, will they remember, understand, and care what you said?   10

                                           Total Points   100