

VIDEOGRAPHY COMPETITION

Date: February 24, 2025

Time: 9:00AM – 3:00PM

Location: Loyalist College - 376 Wallbridge Loyalist Rd, Belleville, ON K8N 5B9

OVERVIEW

A one-day 6hr videography competition designed to challenge your creativity, storytelling, and technical skills. Compete against your peers to produce a short film that captures this year's theme:

“SELL IT TO ME”

How can you sell yourself, Product, Place or idea? Use your lens to reveal something others may not see. Let your imagination guide you as you bring this theme to life in your short film.

COMPETITION SCHEDULE

Time	Activity	Details
9:00 – 9:15	Welcome & Briefing	Introduction to the theme, rules, and judging criteria.
9:15 – 9:30	Concept Development	Teams start brainstorming ideas.
9:30 - 10:15	Review Planning Information	Review your concept, script and storyboard, and assign team roles (director, cinematographer, editor, etc.).
10:15 – 11:45	Filming	Film your footage on campus or approved locations. Teams are responsible for managing their time efficiently. 1.5hr for filming
11:45 – 12:30	Lunch Break	Recharge and finalize plans for editing.
12:30 - 2 :45	Filming & Editing	Finish Filming. Edit your footage using provided or personal software to create your 30 sec to 1 min film.
2:45 – 3:00	Submission Deadline	Submit your final film for judging. Late entries will not be accepted.

COMPETITION RULES

1. **Film Length:** Videos must be 30 seconds to 1 minute. Marks will be deducted for any video that is +5 seconds over the 1min max or for being under 30 seconds. Credits are optional but must fall under the time parameters if used.
2. **Videos must be in MP4 format and should follow this naming structure**
Name1.Name2_YYYYMMDD_name of video.mp4
3. **Original Content:** All footage must be filmed and edited on the competition day. Pre-recorded clips are not allowed.
4. **Music & Sound:** Use royalty-free or original music and sound effects only.
5. **Equipment:** Teams may use their own cameras, audio gear or equipment provided by their High School. Smart phones are accepted but competitors should note the limitations this would bring. All competitors will have full access to Loyalist's studio space as well as access to Mac computers and Adobe Premier editing software
6. **Conduct:** Adhere to all school rules during filming. No foul language or images of a graphic nature.
7. **Theme:** All films must reflect the theme "Sell it to me"
8. **Lastly** – Cheating or bullying will not be tolerated and will result in immediate disqualification.

JUDGING CRITERIA

Your short film will be evaluated based on the following categories for a total of 100 points:

Category	Points	Description
Planning	20	How well does the script and storyboard convey the intended vision? Are transitions and key scenes thoughtfully planned? Is there evidence of preparation and attention to detail?
Storytelling	20	How clear, creative, and engaging is the narrative? Does the story have a clear beginning, middle, and end? Does it evoke the intended emotions?
Technical Skills	10	Quality of camera work (e.g., steady shots, appropriate framing), editing (e.g., smooth transitions, pacing), and sound design (e.g., clarity, appropriate audio levels). Are effects and techniques used effectively and appropriately?
Relevance to Theme	10	How well does the video interpret "Sell it to me"? Does the theme resonate clearly and meaningfully throughout the video?

Creativity and Originality	20	Does the video stand out for its innovation, unique approach, or surprising elements? Are ideas presented in a fresh and engaging way?
Overall Impact	20	Does the final product captivate the audience? Is it memorable, impactful, and cohesive?