



RUBRIC: KY DEPARTMENT OF TRAVEL

Live Performance at State Championship

Team Event

ONE TEAM TITLE PER SCHOOL ALLOWED TO APPLY - *First and Second place will be recognized at the State Championship Awards.*

Add to the travel campaign of **THERE'S ONLY ONE KENTUCKY**. Your local community is the ideal location to become involved and the best way to get others involved is to make a video that showcases your area.

What is special about your town / local community / county?

Please make this **LOCAL only** and NOT about the state overall.

Objective: Create a 5-10 minute **video** that reflects THERE'S ONLY ONE KENTUCKY about your local area.

What the STLP Coordinator/Coach should do:

- View the requirements for the video and have a device (devices) available for students to use to create
- Share the rubric and requirements with student(s) and explain the objective
- Determine the best work to represent your school; specific media format, images, videos, audio, text, etc.
- Props and ad-libs for live presentation as enhancement to video, but the video should stand alone as the sole objective
- Assist student(s) with questions, make suggestions on quality of work, give feedback often
- Produce the work to a final digital copy on your own device and be sure the video plays before the competition
- Bring a playback device (iPad, laptop, etc.) to state for final presentation (ONLY judging the video and not props)
- Contact Christie Turbeville, christie.turbeville@bullitt.kyschools.us if you have any questions about this project

What the student should do:

- Partner with locals in your community tourism; find local musicians, historians, and community friends to help you
- Respect intellectual property of others, *follow all copyright rules* (cite work from all sources)
- Have the project completed on time for State; be sure the final product plays on the device you are bringing to state
- Burn a digital copy to a disc or flash-drive and hand to judge upon entering the judging room

Resources:

- <http://www.kentuckytourism.com/>
- <http://www.onlyonekentucky.com/>
- <http://digitalliteracy.cornell.edu/tutorial/dpl3310.html>

STATE CHAMPIONSHIP	CRITERIA	POINTS EARNED
COPYRIGHT	Intellectual property is respected; <ul style="list-style-type: none"> • Copyright rules are followed & appropriately cited for audio, images, video, & text • Any text, audio, video or images are school appropriate and cited throughout or at the end of the presentation. • Names of STLP video artists were present in the video (beginning or end). 	0 1 2 3 4 5
MUSIC CREDITS	Any music used is documented and credited properly; goes with piece.	0 1 2 3 4
CREATIVITY/ORIGINALITY	Preplanning was evident / original piece / own videos and images used	0 1 2 3 4 5
PRODUCTION QUALITY	Clear objective – local community / area well identified from the beginning	0 1 2 3 4
	Images, interviews, voiceover text, sound/music enhance the piece	0 1 2 3 4 5 6 7 8
	Visually Appealing – <ul style="list-style-type: none"> • Clear images, videos, text / eye-catching visuals • Appealing and fits the mood of the video throughout 	0 1 2 3 4 5
	Video shows planned shots and good editing <ul style="list-style-type: none"> • includes steady shots (use of tripod), motion shots when appropriate • a variety of shots / edited shots throughout the video (close-ups, wides, pans, tilts, zooms, trucks, dollies) 	0 1 2 3 4 5
	Voice quality is good <ul style="list-style-type: none"> • voice can be heard/understood very clearly – music is not overshadowing • internal and external microphones were used if needed 	0 1 2 3 4 5
	Used appropriate lighting or extra lights to enhance the production	0 1 2
POST PRODUCTION	<i>Post Production:</i> Editing is evident in final product with effects and transitions, music added, video flows well throughout.	0 1 2 3 4 5
	<i>Live Presentation:</i> Props used to enhance the “video” debut at state (video should be able to stand alone and be scored without the props or presentation)	0 1 2 3 4
PLAYBACK/DIGITAL COPY	Playback worked seamlessly on the device student(s) used to present. A digital copy was given to the judges.	0 1 2 3 4
COMMUNITY AWARENESS	The video reflects research into the community; shows a good progression.	0 1 2 3 4
	At least 5 features of the community/county/area were present in the video.	0 1 2 3 4 5
TOTAL SCORE OUT OF 60:		