

# How To! Challenge



**April 30th:** All submissions due

**How To! Challenge:** Take your audience on an educational journey by teaching them how to do something! This can be done seriously or comedically. Remember to utilize steps and titles.

**Length:** 2 minute maximum

To submit a film you *must* provide the following requirements at [film.skills21.org](http://film.skills21.org)

**About:**

- Film Trailer
- Film Poster
- Synopsis
- Crew
- Cast

**Film Submission:**

- Film

**Script and Storyboard:**

- Script
- Storyboard

**(Optional / Not Required) - Other:**

- Bloopers
- Behind the Scenes
- More!

**Example:**

The screenshot shows a user profile for 'Jaws The Revenge' on the Skills21 website. The profile is divided into several sections: 'ABOUT', 'FILM SUBMISSION', 'SCRIPT & STORYBOARD', and 'OTHER'. The 'FILM SUBMISSION' section is currently active, displaying a video player with a play button and a film poster for 'Jaws The Revenge'. Below the video player, there are three tabs: 'Synopsis of Film' (highlighted in red), 'Crew', and 'Cast'. The 'Synopsis of Film' section contains the following text: 'The family of widow Ellen Brody (Lorraine Gary) has long been plagued by shark attacks, and this unfortunate association continues when her son is the victim of a massive great white. In mourning, Ellen goes to visit her other son, Michael (Lance Guest), in the Bahamas, where she meets the charming Hoagie Newcombe (Michael Caine). As Ellen and Hoagie begin a relationship, a huge shark appears off the coast of the island, and Ellen's trouble with the great whites begins again.'

**April 30th - May 21st - Open Judging will take place**

**May 24th - Film Screening**

**May 27th - Award Show**

# How To! Challenge



## How To Scoring Criteria

You will be judged on a scale of 1-5 under each category with the notion that the below expectations are a level 5.

*(Outstanding-5, Professional-4, Good-3, Basic-2, Unsatisfactory-1)*

### **Pre Production and Development:**

Category	Expectation
Script	The screenplay is developed into scene(s) and visually describes the setting, characters, actions and reactions, Each/the scene is well defined and structured.
Storyboard	Storyboard/shot list is logical and well organized. Shots match the working script or screenplay. Illustrations/descriptions convey information clearly. Each panel/line indicates the type of shot.

### **Production:**

Category	Expectation
Camera	Shots are in focus and well framed. Shots are well composed, interesting and shot from a variety of perspectives and angles.
Lighting	Lighting supports mood, flatters subject(s) or focuses attention to objects.
Sound	Recorded sound is clear, audible and levels are consistent.
Talent/Actors	Talent is chosen to successfully depict written character(s) from treatment/outline. (Child and Adult actors should be used when appropriate.)
Props and Wardrobe	Props and wardrobe are creative and enhance the story and character(s).

### **Post Production and Editing:**

Category	Expectation
Music (if used)	Musical score complements and enhances message. Sound levels do not detract from other sounds.
Narration (if used)	Narration voice matches genre, message, and situation with pacing and tone. Voice is clear, effective and well projected.
Continuity	Continuity is seamless and shots match together.
Pace	All clips are just long enough to make the point clear with no slack time.

# How To! Challenge



## **Content and Audience:**

Category	Expectation
Intro	Viewer was immediately engaged with a strong opening and interest was maintained throughout the film.
Appeal	Film conveys a compelling message that evokes emotion.
Originality	Film shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way.

# How To! Challenge



## [Scoring Criteria for Best Cinematography](#)

You will be judged on a scale of 1-5 under each category with the notion that the below expectations are a level 5.

*(Outstanding-5, Professional-4, Good-3, Basic-2, Unsatisfactory-1)*

Category	Expectation
Level of Light	Lighting was consistent throughout the film in each shot of every scene. The filmmaker used light effectively to focus on specific subjects or objects.
Creative Lighting	The filmmaker used lighting to effectively set the correct mood or tone throughout their film.
Basic Camera Work	All shots the filmmaker used were clear and in focus, all pans and movement were smooth.
Creative Camera Work	The filmmaker used creative and effective camera angles to capture their characters and their story.

## [Scoring Criteria for Best Screenplay](#)

You will be judged on a scale of 1-5 under each category with the notion that the below expectations are a level 5.

*(Outstanding-5, Professional-4, Good-3, Basic-2, Unsatisfactory-1)*

Category	Expectation
Structure	The framework of the script. Effective use of three-act (most common), odyssey, linear or non-linear story progression
Plot	The actions, events, conflicts, and turning points that propel the story forward. How the story unfolds (points for originality/unpredictability).
Characters	Personalities that are distinctive, compelling, multi-layered, and unpredictable. A protagonist and antagonist with clear and active goals.
Dialogue	Voices that are natural, succinct, and unique to each character. Use of language that effectively reveals character and moves the story forward.
Style/Tone	Overall quality of the writing. Tone that is appropriate to the material and narrative that is distinct, cinematic, and effectively conveys the mood or "feel" of the movie.

# How To! Challenge



## [Scoring Criteria for Best Editing](#)

You will be judged on a scale of 1-5 under each category with the notion that the below expectations are a level 5.

*(Outstanding-5, Professional-4, Good-3, Basic-2, Unsatisfactory-1)*

Category	Expectation
Editing Technique	The filmmaker used a variety of editing techniques (for example: cutaways, cutting on action, L and J cuts, etc.) All shots have continuity of screen direction.
Transitions	The filmmaker used a variety of cuts and transitions to create a seamless flow of scenes.
Titles and Effects	When filmmaker used effects and titles they were professional in their appearance and duration.
Pacing	Shots are the right length; nothing is cut off too soon or left dangling for too long.
Basic Sound	Sound is of high quality with consistent levels of audio throughout.
Creative Sound	Sound effects and music enhance the story as well as evokes emotion.

## [Scoring Criteria for Best Acting](#)

You will be judged on a scale of 1-5 under each category with the notion that the below expectations are a level 5.

*(Outstanding-5, Professional-4, Good-3, Basic-2, Unsatisfactory-1)*

Category	Expectation
Character Investment	The actors are immersed in the story and never break character throughout the film. (Child and Adult actors should be used when appropriate.)
Conviction	The actors evoke targeted emotion with their spoken dialogue as well as body language and facial expressions.
Dialogue	Actors deliver their lines of dialogue free of error with enunciation and an audible volume.
Impact	The actors performance drove the film's success and heightened the overall story.

# How To! Challenge



## Forms:

- [Adult Media Release](#)
- [Student Media Release](#)
- [Principal Waiver](#)
- [Location Release](#)

## Copyright

If you choose to use copyrighted material **you must cite all sources in your credits! If you fail to source copyrighted material your film will not be accepted.**

## Appropriate Content

We at Skills21 value the safety of our students and communities and are limiting content for Expo Fest submissions for the wellbeing of all involved. It is also important to remember that our audience is full of men, women, and children of ALL ages from all over the state with different backgrounds and life stories. To ensure that the audience is not subjected to hurtful or sensitive content the following restrictions apply.

Your film must be school appropriate, this includes:

- No guns or explosives are allowed in any context.
- No knives are to be used in a violent way or for intended violent use.
- No substance abuse (drugs and alcohol).
- All content in your film must be culturally sensitive including: wardrobe, language, accents and other character traits.
- Avoid stereotyping (racially, sexually, culturally, etc.)

Any other questions about appropriate content please contact [audia@edadvance.org](mailto:audia@edadvance.org) for clarification.