

# Communications

# teeca

# EAST 2025

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# Challenge Description

Artificial Intelligence (AI) applications have been around for some time, but have only become widespread and commonplace over the past few years. While some of these applications are incredibly powerful, smaller and quirkier niche applications have also appeared and grown in popularity. For this challenge, we're going to ask you to "sell" one of these applications to your peers, using a technique that is a throwback to past generations.

Most of you are too young to remember, but in the late 90's/early 2000's, charismatic pitchmen hocking cheap, niche products dominated commercials across the country. From Billy Mays, to Anthony Sullivan, to the ShamWow Guy, commercials would often turn into advertisements for products that you never knew you needed. While the "pitchman" style of commercial has fallen out of favor, many still point to these as effective ways of quickly and persuasively communicating the utility of a product. For this challenge, you and your team will be assuming the role of one of these pitch people, trying to "sell" people on an AI application that may or may not be something people need. For the video, you'll choose an AI application you're trying to sell, go around to your teammates and others before and at the conference, and try to "sell" your product via a 3-4 minute video.

**Produced Media Overview:** The media produced and to debut at a celebrity viewing at the awards will include:

- A 3 to 4 minute commercial <u>not</u> including the video-based credits and animated opening sequence described below.
  - Preparing for the conference (clips can be from your chapter preparing for the conference)
  - Traveling and arriving at the destination of the TEECA East Conference: Rehoboth Beach, Delaware.
  - o Participating in Thursday night's events (optional).
    - The Thursday evening clips must show the excitement and engagement of faculty and students, as well as the collaboration and friendly competition between universities.
- At least one element of your video must be AI generated or enhanced this can be the opening sequence, credits, or anything in between.
- An opening sequence showcasing your team's participants.
  - The animation should be original, creative, positive and uplifting.
  - The animated opening sequence can be up to 30 seconds in length as the introduction, and elements from the animation can be reused within the episode and count towards 3 to 4 minutes described above.
- Video-based credits including photos <u>and/or</u> videos that reveal the story writers and producers working to create <u>and/or</u> produce your episode.
  - The credits should reveal the university and communication team members that created and produced the episode, but the university or team members must <u>not</u> be evident until the credits at the end.



• The video-based credits can be up to 30 seconds in length.

**Constraints:** The teams must abide by all the following constraints and rules:

- 1. <u>All</u> photo, video, animation, and textual media included, and the "story" that your production team creates, must show the TEECA East Conference and all TEECA participants in a positive "light." The judges have full discretion to not allow a program to play at the awards reception based on not being suitable for all of our audience.
- 2. <u>All</u> participants appearing in your commercial (particularly if they are from another university) must provide consent prior to being filmed.
- 3. <u>All</u> media must be captured by the team (e.g., quotes and interviews before or after the event). All media must be captured after the release of the 2025 theme (e.g., no media is allowed from a previous year).
- 4. Safety Considerations
  - a. Drone Footage is not allowed inside, nor in any unlawful or unsafe operation.
  - b. Media Capture
    - i. Teams must be a safe distance from participants, based on what activity is currently taking place (e.g., not interfere with the Arcade Game Design Challenge).
  - c. **Submission Resolution Format:** Teams may submit their published .mp4 in 2K or 4K video resolution.
    - i. If 4K is submitted, the coordinator will output it at 2K to show at the awards luncheon.

#### Clients and Distribution

Your clients are your university and organizers/hosts of the current and future TEECA conferences across the country.

Your media program may be displayed in locations, such as websites (teecaeast.org or teecaeast.com) and video channels (e.g., <u>TEECA East YouTube Channel</u>).

#### Audience

The audience for your message consists of the following:

1. Future and potential TEECA members and TEECA Alumni.

# **Team Composition**

- Each media production team will consist of three to six TEECA students from an affiliated university.
- Teams must have a minimum of three team members registered/present at the conference, and the team *may* consist of three additional members who do <u>not</u> attend the conference.
- The members may be either full-time undergraduate or graduate students, with no more than half of the members being graduate students.



#### Standards and Benchmarks

### International Technology And Engineering Educators Association (ITEEA)

- Standards for Standards for Technological and Engineering Literacy (STEL)
  - Standard 1: Nature and Characteristics of Technology and Engineering
    - **Benchmark Q**: Conduct research to inform intentional inventions and innovations that address specific needs and wants.
  - Standard 2: Core Concepts of Technology and Engineering
    - Benchmark T: Demonstrate the use of conceptual, graphical, virtual, mathematical, and physical modeling to identify conflicting considerations before the entire system is developed and to aid in design decision making.
    - Benchmark W: Select resources that involve tradeoffs between competing values, such as availability, cost, desirability, and waste while solving problems.
    - Benchmark X: Cite examples of the criteria and constraints of a product or system and how they affect final design.
    - Benchmark Y: Implement quality control as a planned process to ensure that a product, service, or system meets established criteria.
    - Benchmark Z: Use management processes in planning, organizing, and controlling work.
  - Standard 4: Impacts of Technology
    - Benchmark P: Evaluate ways that technology can impact individuals, society, and the environment.
    - Benchmark R: Assess a technology that minimizes resource use and resulting waste to achieve a goal.
    - **Benchmark S**: Develop a solution to a technological problem that has the least negative environmental and social impact.
  - **Standard 6:** History of Technology
    - Benchmark H: Evaluate how technology has been a powerful force in reshaping the social, cultural, political, and economic landscapes throughout history.
  - **Standard 7:** Design in Technology and Engineering Education
    - **Benchmark W**: Determine the best approach by evaluating the purpose of the design.
    - Benchmark X: Document trade-offs in the technology and engineering design process to produce the optimal design.
    - **Benchmark Y:** Optimize a design by addressing desired qualities within criteria and constraints.
    - Benchmark AA: Illustrate principles, elements and factors of design.
    - Benchmark BB: Implement the best possible solution to a design.
    - Benchmark CC: Apply a broad range of design skills to their design process.
    - Benchmark DD: Apply a broad range of making skills to their design process.



- Standard 8: Applying, Maintaining, and Assessing Technological Products and Systems
  - Benchmark N: Applying, Maintaining, and Assessing Technological Products and Systems.
  - **Benchmark P:** Apply appropriate methods to diagnose, adjust and repair systems to ensure precise, safe and proper functionality.

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# Knowledge and Skills

- Story writing
- Ability to practice project management and set team and task deadlines
- Researching relevant issues and writing a coherent problem statement
- Multimedia planning and storyboarding
- Problem solving with constraints
- Video composition, editing, and publishing
- Photography composition and photo editing
- Operation of production equipment: cameras, camcorders, dollies/tripods, microphones, lighting, etc.
- Motion graphic planning and production
- Image editing, page layout, and ability to work with raster and vector-based images
- Video codecs, data rates, and compression (photo and video)
- Importing and exporting media/graphics at different resolutions for different purposes and with different file types
- Principles and elements of design
- Working productively in a multimedia team
- Ability to work with cloud-based documents to plan and submit items
- Ability to manage multiple file types, practice good naming conventions, and creating appropriate offline backups

#### **Procedures and Timeline**

- 1. Contest initiation and Google communication/production folder
  - a. Each team participating in the Communication contest must fill out this <u>short Google</u> initiation form no later than November 2nd, 2025. 77
  - b. Communications Folder Instructions
  - c. Do <u>not</u> delay in filling this form out. Team members can be updated after the form is filled out. However, we will only communicate with emails entered in the form, unless additional emails are emailed to us at a later time so that we can add them to our contact group.
  - d. Once you fill out the form, the coordinator will share a Google folder with you that has templates for items such as the storyboard and problem statement. Within 24 hours, you will receive a confirmation email with a link to your Google drive folder, please email <a href="mailto:jdgabel@millersville.edu">jdgabel@millersville.edu</a>. All Google document templates must be filled out online as



Google documents without downloading, making copies, or uploading other file types. The exception to this is the final production notes, which can be downloaded before leaving for the conference, in case wireless is an issue.

- 2. Pre-production Deliverables Due Date: November 2nd, 2025 by 11:59 pm. 📆
  - a. Problem statement
    - i. Using the template provided in your team Google folder, write a problem statement that analyzes the problem, audience(s), and proposes a media solution that helps meet the needs of the client(s).
      - 1. View the <u>problem statement</u> template. Do <u>not</u> use this document; we will provide you a copy in your communication folder when you fill out the <u>above form</u>.
    - ii. The maximum number of words for the problem statement is 350.
  - b. Storyboard
    - i. Using the template provided in your team Google folder, develop a detailed storyboard. For the shot sketches, take photos of your sketches and add them to the storyboard. Photos of the sketches may be edited and cropped as needed.
      - 1. View the <u>storyboard</u> template. Do <u>not</u> use this document; we will provide you a copy in your communication folder when you fill out the above form.
      - 2. Refer to the storyboard instructions in creating your storyboard.
    - ii. The storyboard must **also** communicate how the credits will be produced (see below).
  - c. **Note:** After the deadline, do <u>NOT</u> make any changes to the above documents. Instead, use the final production notes to describe any changes.
- 3. Production Deliverables Due Date: Friday, November 7th between 2:30 and 3:00 pm. Please check back here in case the delivery location is updated during the conference (Third floor Pre-Function Area Outside of Swan Ballroom). Files are submitted to the team Google Drive folder: UniversityName and locally on the unzipped zip file of the folder that must be downloaded from your Google Drive Communication Folder.
  - a. final Multimedia Program
    - i. Published Video File: Submit a .MP4 file that is 2K or 4K.
      - 1. **Distribution requirements:** During publishing or exporting from your video editor, use an appropriate codec (compressor decompressor) format to play the video container file on a good high-speed Internet connection. Consider an appropriate data rate in making your decision that does not unnecessarily drive up file size.
      - 2. Do **not** submit an uncompressed raw video. Simply adding a MP4 file extension does not compress the video.
      - 3. See the above <u>challenge</u> for time and content requirements.



#### b. Final Production Notes

- Using the template in your team Google folder, provide all production notes and technical details requested. Download the document before leaving for the conference (i.e., in case there are wireless issues) and then submit in your offline folder along with the other productional deliverables.
- 2. In their final production notes, teams must identify the time code where their main program starts and ends, so the judges are clear what is the main program and what portion is the credits.
- 3. View the <u>final production notes</u> template. Do <u>not</u> use this document; we will provide you a copy in your communication folder described above.

#### Rules and Constraints

- 1. See the above <u>challenge</u> for time and content requirements.
- 2. Music: Teams are encouraged to use music as part of their communications contest entry. If music is used it must be royalty free or the original work of the team. One of the intended purposes of these videos is promotional, so it is unknown all the venues where these videos could be viewed. Teams are encouraged to create their own music (using GarageBand, Audacity, etc.) or use royalty free music (creative commons). A guide to Creative Commons Music can be found here. The work must not include the following CC attributions:
  - a. ND NoDerivs
  - b. NC NonCommercial
  - c. In the final production notes, make sure to specify the exact CC license if you used CC audio, and where you found the license attribution.
  - d. Where can I find CC-licensed music?
    - i. Several sites offer music published under Creative Commons' flexible copyright licenses. Here are some possible sites for music (make sure you filter by the above constraints):
      - 1. YouTube Audio Library
      - 2. ccMixter
      - 3. Free Music Archive
      - 4. Jamendo
      - 5. Magnatune
      - 6. BeatPick
      - 7. CASH Music
      - 8. Opsound
      - 9. AudioFarm
      - 10. Internet Archive's Netlabels Collection
      - 11. Blog article on Royalty Free Music
- 3. Photo, Video, and Media Sources
  - a. All video clips, photos, titling, animations etc. must be original work produced by



members of your team <u>after</u> the release of this year's challenge. The exceptions to this are Graphic IDs (i.e., ITEEA, TEECA, TEECA East, Your University) that you may incorporate. Work used in previous conferences, contests, or assignments must **not** be used as part of this challenge. You may use an existing university logo or department logo for the credit portion of the video.

- 4. **Critiquing and Feedback:** Before the Pre-production Deliverables Due Date, teams <u>are</u> allowed to receive constructive feedback on their problem statement and storyboard from any students or faculty from their university. However, this feedback should be from a questioning, learning viewpoint. For example:
  - a. Is there any other information that you might collect that would be helpful in informing your design of the media program?
  - b. What might you add or delete from your message so it is clearer and more exciting for your target audience?
  - c. Are your shots toward the end building towards your intended message?
  - d. Is your program answering questions that your intended audience may have?
  - e. Is your pacing too slow at the middle, beginning or end?
  - f. How might you change those planned shots for greater continuity?
  - g. The final decision to incorporate any feedback must be the decision of the team members.

# **Equipment and Materials**

#### Team

- 1. Gmail account per member to collaborate on and submit deliverables.
- 2. HD camcorder or DSLR capable of recording based on what the resolution that will be announced (2K or 4K).
- 3. Support equipment as needed: tripods, dollies, lights, flash photography, etc.
- 4. External Microphone (wired or wireless) that connects with your camera
- 5. Digital Camera or Digital SLR
- 6. Software for editing/creating: Video, Motion Graphics, Animation, Bitmaps/Photos, and Vector Graphics

#### **Event Coordinator**

- 1. Gmail account
- 2. Projector, high resolution, preferably high definition 1920x1080.
- 3. Large screen(s) and ability to dim room lights
- 4. Portable sound system or sound system provided by the conference
- 5. Storyboard and other templates

# **Evaluation and Judging**

When possible, the contest entries will be judged by faculty with experience teaching media production and/or producing media. Faculty from a university that has a team participating should



not evaluate that entry when there are sufficient judges.

# **Learning and Resources**

#### Learning

- Video Shot Framing
- Video Storyboarding and Composition Tutorials
- A site that demonstrates photographic composition principles, such as <u>Canon</u>.
- Blog Article on Creating Credits
- Principles and Elements of Design in Graphic Design
- Creative Commons Music
- Production process concepts
- <u>LinkedIn Learning</u> is a comprehensive, professional library for learning media production and information technology <u>subjects</u>. There is a month-to-month subscription fee.

#### Resources

- There are a variety of placing Communications Contest videos from TEECA and TEECA EAST on the TEECA YouTube Channel
- TEECA East YouTube Channel
- Graphic IDs (that you may incorporate)