

# Communications Guide 2019

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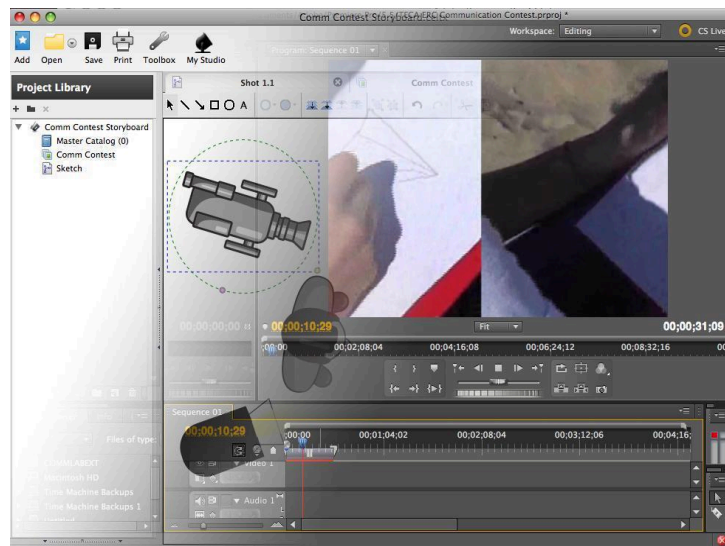
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## Event Overview

The objective for media production teams in the communication competition is to plan and produce quality media, such as a video-based commercial/advertisement, or to provide information to an audience on an “assigned topic.” The “assigned topic” or “media challenge” will typically be for a product, service, issue, or organization. Media teams may receive a short description of the product, service, or organization, and possibly some relevant background information. However, the bulk of the information needed for the specified media will be up to the team to research. Teams must develop the planning documents and produce the required media within the time constraints of the contest.



## Team Composition

- Each media production team will consist of three to six TEECA students from an affiliated university.
- Teams must have a minimum of two team members registered/present at the conference, and the team *may* consist of additional members who do not attend the conference.
- The members may be either full-time undergraduate or graduate students, with a maximum of two graduate students per team.

## Content Standards

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

- Standards for Technological Literacy
  - **Standard 2:** Students will develop an understanding of the core concepts of technology.
  - **Standard 4:** Students will develop an understanding of the cultural, social, economic,

and political effects of technology.

- **Standard 8:** Students will develop an understanding of the attributes of design.
- **Standard 11:** Students will develop abilities to apply the design process.
- **Standard 17:** Students will develop an understanding of and be able to select and use information and communication technologies.

### Accreditation Board for Engineering and Technology, Inc. (ABET)

- Computing Programs
  - **Outcome (d):** An ability to function effectively on teams to accomplish a common goal
  - **Outcome (f):** An ability to communicate effectively with a range of audiences

### The International Society for Technology in Education (ISTE)

- National Educational Technology Standards
  - Students: all standards
  - Teachers (3): Teachers exhibit knowledge, skills, and work processes representative of an innovative professional in a global and digital society.

## Related Competitions

### Technology Student Association (TSA)

- Middle School: *Communication Challenge, Community Service Video, Digital Photography, STEM Animation, Website Design Participants*
- High School: *Desktop Publishing Digital Video Production, Fashion Design, Music Production, On Demand Video, Open Source Software Development, Photographic Technology, Promotional Graphics, Video Game Design, Webmaster*

### SkillsUSA

- Middle School: (in school program)
- High School and College: *3-D Visualization and Animation, Advertising Design, Audio/Radio Production, Digital Cinema Production, Graphic Communications, Graphic Imaging Sublimation, Photography, Promotional Bulletin Board, Screen Printing Technology, T-shirt Design, Television (Video) Production, Web Design*

### The Rod Serling Video Festival

- K-12 (limited to students in NY state): an example of a low entry-fee video contest.



## Event Variations

### Onsite

When the competition is conducted onsite, the media is usually less extensive than when the problem is released ahead of time. The onsite method has the advantage that all teams must work under a similar time frame, instead of off site being more dependent on the schedules of team members. Teams usually need at least a full day to produce video-based media. Depending on the theme, the event coordinator may provide media and the teams can be required to produce some or all portions. In the challenge, additional media can be specified and required to be integrated into the video program. Depending on their role in the media team, members may compete in some other competitions occurring at the same time; however, certain aspects of media production can take longer than predicted.

### Offsite

When the challenge is released ahead of time, teams may be required to produce more extensive media, such as an organizational ID, and can be assigned a client or required to obtain one. Teams may be required to conduct more extensive research and recommend a marketing and distribution strategy to accompany the media products.

### Hybrid

Teams can be required to produce the majority of media prior to the event, but then assigned onsite an unannounced, smaller component to accompany the other media. Another option is to have teams make a short media presentation onsite outlining the strengths of the produced media and congruence with assigned issue, topic, or client. Teams can be required to plan the video before the event, but use all or some video clips obtained at a specific location available to all teams.

## General Equipment

### Team

1. **Recording devices:** HD camcorders, digital cameras, microphones
2. **Support equipment:** tripods, dollies, booms, portable lighting, props, etc.
3. **Media production software:** video editing, animation production, bitmap creation, vector development, planning software, etc.
4. **Computer(s):** must be capable of using installed software to edit and publish the media.
5. Additional equipment and materials may be specified in the event challenge

### Event Coordinator

1. A modern computer to play the videos
2. An external hard drive or online storage to archive the videos
3. Projector and sound system to debut the videos
4. The video challenge or problem
5. Additional items may be specified in the event challenge

## Evaluation Criteria

The communication contest is usually evaluated on planning and research documents, technical quality of produced media products, and the impact, creativity, and/or effectiveness of the published media. The criteria may also include a component where teams present the strengths of their media solution to judges.

## Learning Resources

- [Lynda.com](http://lynda.com) is a comprehensive, professional library for learning media production and information technology [subjects](#). There is a month-to-month subscription fee.
- [Adobe Education Exchange](#) consists of three curricula and instructional resources for teachers and students: [Visual Design](#), [Digital Design](#), and [Digital Video](#). The resources are free, but team members need to create an Adobe Account.
- [video2e project](#) was created by beginning teachers to teach high school students video editing and effects. Although created for HS students, teams may find the resource useful.
- Additional resources may be listed in the challenge document.

## References

Accreditation Board for Engineering and Technology (2013). *Criteria for Accrediting Computing Programs, 2013 - 2014*. Retrieved October 6, 2013, from <http://www.abet.org/DisplayTemplates/DocsHandbook.aspx?id=3148>

International Technology and Engineering Educators Association (2007). *Standards for technological literacy: Content for the study of technology*. Reston, VA: Author. Retrieved October 6, 2013, from [http://www.iteea.org/TAA/Publications/TAA\\_Publications.html](http://www.iteea.org/TAA/Publications/TAA_Publications.html)

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