

Digital Learning Day 2018 Video Contest: Description, Rules and Guidelines

Digital Learning Day Purpose:

Celebrating and highlighting the use of technology to strengthen a student's learning experience. To learn more about the national Digital Learning Day event, go to digitallearningday.org.

Arkansas Digital Learning Day theme:

“Digital content creation: students teaching students!”

General description of rules and guidelines:

1. Students will create a short video teaching or demonstrating content from a grade-level standard. The focus is not so much on what type of content is chosen, but on the overall process of creating digital content that can be used to teach other students around the state or around the world!
2. All work from planning, production, editing, etc. should be student led to the extent possible – teachers are allowed to facilitate and direct the project as needed.
3. Videos should not exceed 5 minutes in total length.
4. Content must be considered appropriate for the K-12 educational environment, however, videos can be about virtually any topic students are interested in. Videos do not necessarily have to be technology centered in content.
5. Refrain from using any copyrighted materials or resources in the video. Things such as logo's, music, art, photographs, etc... must have the owner's permission to be used. Original music, art, photographs etc.... are acceptable.
6. Videos should not identify students by First and Last names. Identifying students by their full name and associated school district is not recommended. Using aliases instead of names is acceptable, as long as they are appropriate for K-12.
7. Fill out release forms for all [students](#) and [adults](#) that are in the video. Parents/legal guardians of students that are under 18 years of age must sign their child's release form. It is the responsibility of the individual school district's to insure that all release forms are correctly assembled and submitted to the [iTunes U Coordinator](#). Please be sure to identify your school/classroom and include the title of the video with the release forms.
8. Upload completed video to the Google shared folder created for you by Donnie Lee, Arkansas on iTunes U Coordinator.
9. Contest is open to Arkansas schools only.
10. Deadline for submission is February 2, 2018.

Digital Learning Day 2018: Video Contest Judging Rubric

Thank you for volunteering to judge the DLD 2018 Video Contest. Use this rubric to score a video based on the expectation descriptions provided below; according to the scale on the right. You can use the far right column to tally your score when finished judging a video.	Major issues meeting expectation	Minor issues meeting expectation	Meets basic expectation	Exceeds expectation	Total
Quality of content delivery: The content within the video is correct and meaningful. The ideas are clearly demonstrated and delivery is smooth and easy to understand.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	
Creativity: The video is unique and contains original content. It draws the viewer in and keeps their attention. The video would be appealing to a broad audience and is entertaining.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	
Video Quality: The video is smooth, transitions well, has impactful effects and is edited in such a way as to not distract. Lighting and environmental aspects were clearly accounted for.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	
Audio Quality: The audio portion is clear and easy to understand. Any backing tracks or effects are transitioned well and do not override the main audio track.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	
Production/planning: It is clear that the video has been planned and scripted. Editing was done with attention to detail. The overall package is worthy of showcasing in iTunes.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	
Student involvement: It is evident that students were heavily involved in creating, producing and editing this video with minimal adult assistance. (Some adult assistance is implied in Ele.)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	

School District: _____

Grade Level: (K-4) (5-8) (9-12)

Title of Video: _____