

*Great Plains*

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2018 DLC Commercial Challenge

## **Purpose:**

Use of audio and video presentations is increasingly becoming the platform for representing messages and information. Quick and easy integration with social media website and video web services only enhances this technological revolution. DeMolays and their chapters should have general knowledge in planning, producing and distributing quality multimedia content. The Commercial Challenge will give chapters the opportunity to express leadership, team work and creativity to meet the needs specified in the challenge. While doing so, members will be able to develop and practice the skills necessary to perform similar actions and functions for home chapters. Doing so will help to bring DeMolay into the 21<sup>st</sup> century in a new light, passion and experience.

## **Overview:**

The DLC Commercial Challenge will give chapters the opportunity to create mock advertisement videos to promote DeMolay, the conference or other focuses as stated by the conference leadership for that year. Earning real world experience in filming, video production and advertisements, DeMolay members will learn and use concepts of filming and production by using equipment and software that is readily available to them at their home chapters. In addition to the technical aspect of the project, members will also practice designing a message and properly implementing that message with appropriate content that supports the overall purpose for the video.

DLC commercials should focus on motivating messages that inspire others to join DeMolay, become advisors, attend DLC, become leaders, continue education, etc. As such, videos should be of an appealing nature to youth and adults.

## **Requirements:**

1. Video length must be no less than 30 seconds and no more than 2 minute
2. Storyboard or Script for the video must be submitted for filming
3. Director and Producer role must be filled by two different members of the chapter
4. All chapter members must have an acting role (primary or extra) in the video or be a part of the production such as writer, director, producer, costume designer, etc.
5. Listing of all chapter members and their roles (to be used for credits)
6. Listing of used copyrighted material to be added to credits (See rule 3)

## **Rules:**

1. Time duration for commercial shall be no longer than two minute (2 min) excluding opening chapter title and ending credits.
2. Content shall **not contain** any material of questionable/inappropriate nature or that could be misunderstood. This includes but is not limited to:

- a. Excessive or unnecessary violence
  - b. Profanity
  - c. Illegal substances to minors
  - d. Excessive exposure of skin
  - e. Gang signs and gang membership
  - f. Negative treatment of others
  - g. Scenes or acts from DeMolay rituals
  - h. Demotivation and depressing content
3. Copyrighted material such as music and scenes from movies, shows, etc. is prohibited unless allowed with explicit permission from DLC Media Team. Use of non-copyrighted material, also known as public domain material, is strongly encouraged.
  4. Creation of material based on other content (paraody, satire and other forms of imitation) are allowed
  5. Use of active DeMolay's full name is not allowed during any part of the finished product. For youth protection, only first names are to be used
  6. Interactions with adults in productions must meet DeMolay International's Youth Protection policies
  7. Requests of excessive special effects such as lens flares, character and object transformation, specialized green screen manipulation, etc. is *discouraged* but not prohibited. Simply do not ask for special effects that you yourself could not do in less than 30 minutes
  8. Story board, script or other descriptive documentation for the commercial must be submitted to the DLC Media team prior to filming. Scheduling will not happen until this is done

**Roles:**

Director: Person directs actors, camera personnel and other resources to produce scenes that will be used in the final film product. Examples of a directors responsibilities is placement of actors, ensuring lighting is correct on area and subjects, helping to give actors motivation or direction on acting to properly respond to what is going on with this current scene and ensuring the camera is capturing the scene in the way expected.

Producer: Verifies that film meets all rules specified in the competition guide. This individual can verify rule interoperation with the media staff. Additionally, the producer

will ensure that equipment and locations are available to be used for filming, either they are legal to use and not already being used for other activities at the time.

**Commercial Judging:**

Commercial judging will consist of video evaluation in the following categories:

1. Technical Excellence
2. Creativity
3. Message
4. Acting Performance
5. Story Telling
6. Bonus

All categories will be rated in a scale from 1 to 5, 5 being most satisfactory. The panel of judges will consist of 5 people, each being assigned to score a single category. An additional category is available for all judges to add personal bonus points for any aspect of the commercial that deems extra consideration. Bonus points will only be added if there is a tie for best commercial. Scores for submissions will added to a complete total where the highest score will be awarded best commercial.

**Filming Schedule:**

Available filming slot are during daily chapter meeting hours each day. Unless special considerations are requested, schedule for filming will be as follows:

	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
<b>Morning</b>	N/A	Delta Gold	Red Purple	Orange	N/A
<b>Afternoon</b>	N/A	Lambda Onyx	Green	Blue	N/A

In addition to the above schedule, additional time can be given during evening events if locations for filming and DLC Media team members are still available. Additionally, times will be adjusted if other conference activities prevent filming from occurring at a scheduled time.

**Commercial Reveal:**

All commercials will be revealed Friday night at the graduation and awards ceremony. No viewing of the commercials will be allowed prior to the event (with the exception of the judges). This includes any special requests to see commercials to verify quality, special effects, editing decisions, etc.

**Suggested Commercial Ideas:**

To assist chapters in designing a commercial, the following formats can be used as templates if needed:

- Conversation between two or more people
- Slide show of pictures or videos with voice narration
- Cinematic movie trailer
- Collection of vine videos
- Direct interview of individual with text overlays
- Info-commercial

### **Judging Categories:**

#### Technical Excellence

Technical excellence sums up the technical execution of filming, audio recording, special effects and direction

#### Creativity

The creativity category evaluates the non-technical aspects of a commercial. This includes items such as costume design, location use, execution of filming to meet the story telling and message and integration of original or existing content.

#### Message

The message category evaluates the overall message presented in the chapter's commercial. Main focus will be on how well it matches the theme of the year's challenge or serves the DeMolay community. NOTE evaluation of the execution of the message is covered by the creativity category.

#### Acting Performance

In the evaluation of the actor(s) participating in the commercial, characteristics such as speech, facial expression, sincerity, and other presentation skills will be reviewed. The more authentic and believable actors are while playing their characters, a higher score will be given.

#### Story Telling

Story telling conveys the continuous and linear representation of content to deliver the commercial message. Presentations should be easy to understand with characters and events leading towards a beginning, middle and end of the message and story.

#### Bonus

Judges can add additional points to a chapters score in the event that the judge seems it fit to for any given reason. Points in the bonus category will only be evaluated in the case of a tie between two or more commercials.