BLOODHOUND SSC

Cisco BLOODHOUND SSC Global Video Competition

BLOODHOUND SSC modelled in NX
SIEMENS

Introduction

The Cisco BLOODHOUND SSC Global Video Competition is designed to offer an opportunity for young people to demonstrate their skills in Creative and Digital Media and to share their skills and understanding of the BLOODHOUND SSC Project. The competition hopes to build a bank of short, informative films that can be shared with the rest of the BLOODHOUND Education Community and gives students an opportunity to research, direct, film, present and develop pre and post production skills using the best technology and software available to schools and colleges.

There are four entry categories for the competition that are open to any school or college via the BLOODHOUND SSC website http://www.bloodhoundssc.com/ciscovideocomp or BLOODHOUND BLAST https://dendrite.org.uk/topics/3847. For entries where the pupils cross the Key Stages (e.g. from an Afterschool Club) the oldest pupil's age should be used. Teams should be no more than 6 pupils or students.

> Primary (Age 5-11 years)
> Senior (Age 11-14 years)
> Senior (Age 14- 16)
> Post 16 Learner (Age 16+)

Video narrative should be in English but if you would like to use your own Language send a translation with your entry (or add subtitles).

Judging

The Judging Panel will consist of Project Director, Richard Noble, Cisco TV representative, BLOODHOUND TV artist, Stefan Marjoram and a member of the Education Team.

The Prizes

The winning team in each Category will receive one half day's worth of instruction from leading film maker Stefan Marjoram, previously Creative Director for Aardman Animations where he made TV ads, idents and short films.

The winning teams will also be given an opportunity to undertake a video interview with Project Director, Richard Noble and other members of the BLOODHOUND Team.

The winning videos will be showcased on www.bloodhoundssc.com and the relevant www.bloodhoundblast.com communities with a global reach into 216 countries and territories throughout the World and will be promoted through Newsletters, Tweets and Facebook.

Overall Winner

This is a truly unique prize for our Cisco BLOODHOUND SSC Global Video Competition. The overall winning team will be invited (at their own cost), as guests of BLOODHOUND SSC, to watch one of the UK Test runs (date to be confirmed, but proposed mid - late 2015) where they will be given the opportunity to be national and international media crews that will film the run and interview the Team. Escorted by a teacher/lecturer and a BLOODHOUND Education Team Member, the winners will have unrivalled access to the "behind the scenes" preparation to the run.

Content and Production Guidance

To give teams a little guidance on what the Judging Panel will be looking for (see Judging Criteria for more details).

Any aspect of the project will be suitable for the video. Check https://dendrite.org.uk/topics/3847 for some video content ideas.

Pick a topic about the project that excites your Team. If you are excited about the topic, this will feed through to you video and make it more engaging.

Check BHTV (https://dendrite.org.uk/topics/3847 BLOODHOUND TV Episode 9) to get a look and feel of what a short video can do to inform and educate. Have a look at other film media outlets for production ideas.

Don't be afraid to try something new or innovative; The BLOODHOUND Team does this every day while developing the Car. Breaking boundaries and convention is how we move forward with the use of technology. Why not do the same!

Collaborate! BLOODHOUND SSC collaborates with over 250 experts in their field. If you have access to experts, get their support (but don't let them take over!). There are lots of Film Makers that would be happy to help schools and Colleges.

Make the video exciting and interesting. Your video might be viewed by a Global audience; DONT BORE THEM (or the Judges).

Make an Animation; using your imagination your can make a video which pushes and develops ideas way beyond that of traditional video content.

Have Fun – if you are having fun in the production of your video, this will show in your final submission.

Submission Details & Times

Please submit your entries with your submission form on-line at:
https://dendrite.org.uk/topics/3847

*Please make sure your full school name and location is in the title of the submission (so we know who produced it).***Entries will not be accepted without a clear description (see Rules for more information)**.

Competition Launch – April 2014
Submission Portal Open–April 2014
Submission Portal Closed–28th Nov 2014
Judging – 1st -5th Dec 2014
Winners Announced – 12th Dec Dec 2014

Any questions should be directed to Dawn Fitt (dawn.fitt@bloodhoundssc.com) and will be answered in an FAQ document posted https://dendrite.org.uk/topics/3847

We hope that everyone has fun creating their video and improves their skills in the use of technology and develops a greater understanding of opportunities associated with Creative Digital & Media. We also hope that you will get immersed in BLOODHOUND SSC and follow the Engineering Adventure as we move into the final stages of the Project and ultimately break the World Land Speed Record.

Best of Luck

BLOODHOUND SSC Education Team

The Rules

The Cisco BLOODHOUND SSC Video Competition is open to any school or college registered with the BLOODHOUND Education Programme. There are four categories of entry and teams should be no more than 6 pupils or students.

> Primary (Age 5-11 years)
> Senior (Age 11-14 years)
> Senior (Age 14- 16)
> Post 16 Learner (Age 16+)

The entry can be a video or animation about an element of the BLOODHOUND SSC project. All the relevant information for your video is available at http://www.bloodhoundssc.com/ciscovideocomp and for those registered on BLOODHOUND BLAST, here https://dendrite.org.uk/topics/3847

You might choose to video a BLOODHOUND Education session that has been held in your school and add a narrative over the video. You might want to explore a different facet of the project (rocket, jet, wheels, structure, aerodynamics, control systems, life in the desert etc). You may want to video pupils using the Educational Resources or an experiment that might demonstrate a different element of the Project.

The key to a successful video is to make it interesting, fun (perhaps), informative (not boring), colourful, engaging and should immediately make impact on the audience (and Judges). A Judging Matrix is attached.

Your video should be approximately 3 minutes (plus or minus 20 seconds) in length excluding the closing credits. Within the first 20-30 seconds of your video, you should clearly state the BLOODHOUND/STEM concept you are demonstrating.

The video can be in the following formats: .mov, .mp4, .wmv, .avi, .vob, .m4v

All content in your video must be original work created by YOU or somebody on your team. Any other content in the video (images, music, clipart, sound effects, video) should be credited where necessary. Please feel free to use BLOODHOUND SSC animations.

Your video must contain closing credits where you give proper credit to all your Team and any creators who contributed.

Do not submit a video that makes fun of someone, is mean spirited or could be viewed as bullying.

Your video must be suitable to be shown to every school age person (though the content can be as technical as you like) so use of language, images etc should be appropriate.

The BLOODHOUND Education Programme may wish to include video of your students participating in the Cisco BLOODHOUND SSC Global Video Competition, which may be publicly available to stream on the example platforms above and on the BLOODHOUND Education Programme's website www.bloodhoundssc.com or www.bloodhoundblast.com Videos may be used to promote the Educational aims of BLOODHOUND Education Programme throughout the lifetime of the Project and beyond.

BLOODHOUND SSC

All submissions must include the following content to be included in the 'Description' box when uploading to https://dendrite.org.uk/topics/3847 or emailing to schools@bloodhoundssc.com

School/College Name:
School/College Address:
Contact Name:
*Entry Category: Primary (Age 5-11 years), Senior (Age 11-14 years), Senior (Age 14-16), Post 16 Learner (Age 16+) *delete as appropriate*

I, the owner of this content, have read and understood the rules of the Cisco BLOODHOUND SSC Video Competition. Uploading my content indicates that I accept the rules. I agree that BLOODHOUND SSC, as a global Engineering Adventure will be able to promote my entry using modern media techniques and platforms including: www.bloodhoundssc.com, www.bloodhoundblast.com, Twitter, Facebook, You Tube, BLOODHOUND TV (this list is neither exclusive nor exhaustive)."

The taking of video or photographs and the granting of permission to use the photographs will constitute an agreement on the terms set out in this form between the BLOODHOUND SSC Education Programme and the person participating in the video and the responsible individual providing the permission for the photograph to be taken.

Submission Form

Please carefully read the Terms and Conditions of Cisco BLOODHOUND SSC Video Competition and sign to show you accept them. BLOODHOUND SSC is a global Engineering Adventure and as such will promote the entries using modern media techniques and platforms including: www.bloodhoundssc.com, www.bloodhoundblast.com, Twitter, Facebook, You Tube, BLOODHOUND TV (this list is neither exclusive nor exhaustive).

The BLOODHOUND Education Programme may wish to include video of your students participating in the Cisco BLOODHOUND SSC Global Video Competition, which may be publicly available to stream on the example platforms above and on the BLOODHOUND Education Programme's website www.bloodhoundssc.com or www.bloodhoundblast.com Videos may be used to promote the Educational aims of BLOODHOUND Education Programme throughout the lifetime of the Project and beyond.

We would be grateful if you could fill in the attached form to confirm that you consent to this use.

Thank you

_____

SCHOOL: _____

Category: Primary, Senior (Age 11-14 years), Senior Entries (Age 14- 16), Post 16 (highlight category)

I consent for video content of my students to be used by or on behalf of BLOODHOUND SSC for the purpose: Entry into the Cisco BLOODHOUND SSC Global Video Competition

FULL NAME of TEACHER/LECTURER: _____

SIGNED by TEACHER/LECTURER: _____

DATE: _____

The taking of video or photographs and the granting of permission to use the photographs will constitute an agreement on the terms set out in this form between the BLOODHOUND SSC Education Programme and the person participating in the video and the responsible individual providing the permission for the photograph to be taken.

By signing and submitting this form, I , as the owner of the video content hereby accept the terms and conditions in relation to the Cisco BLOODHOUND SSC Global Video Competition.

Data Protection

The BLOODHOUND Education Programme undertakes to treat your personal data in accordance with the provisions of the Data Protection Act 1998. Your personal data will be kept securely, and access will be on a need to know basis. You can read the details of our Data Protection Policy on our website at www.bloodhoundssc.com

Judging Criteria

The Judges of the Cisco BLOODHOUND SSC Global Video Competition will us the following Criteria to Judge Entries. Unfortunately, Judges will not be able to provide an individual entry critique.

Criterion											Comments
Video Introduction	1	2	3	4	5	6	7	8	9	10	
Subject Choice	1	2	3	4	5	6	7	8	9	10	
Content Delivery	1	2	3	4	5	6	7	8	9	10	
Technical Content	1	2	3	4	5	6	7	8	9	10	
Use of Video Production Techniques (lighting, sound, graphics, diagrams etc)	1	2	3	4	5	6	7	8	9	10	
Summary/Plenary	1	2	3	4	5	6	7	8	9	10	
Credits and Outplay	1	2	3	4	5	6	7	8	9	10	
Inspiration, Aspiration, Excitement, Enthusiasm, Fun, Engagement	1	2	3	4	5	6	7	8	9	10	
Overall Feel for the Video	1	2	3	4	5	6	7	8	9	10	
Total Score -											

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