

What's So Cool About Manufacturing Video Contest



Helping youth understand "what's so cool about manufacturing."



About the Contest

Manufacturing is the backbone of Minnesota's economy, contributing \$43.7 billion to the state economy, and paying an average salary of \$59,000. The industry is a vital part of the West Central Minnesota economy, but many of the region's youth are unaware of the many rewarding career opportunities within manufacturing.

"What's So Cool About Manufacturing," is a video contest in the West Central region of Minnesota that helps high school students explore manufacturing careers and learn about manufacturing companies in the region. Judges select three winning videos each year. Winning teams receive cash for their school as well as cash for each team member. Teams also have a chance to win the "Viewer's Choice Award," if their video receives the most online votes from the public.

Why enter the contest?

Participating in the contest has many benefits. In addition to the chance to win cash awards and recognition, it's a terrific way for students to learn about manufacturing, while they strengthen their teamwork skills, critical thinking ability, project management, and exercise creativity.

Here's what students get for participating:

- Knowledge of manufacturing careers
- Knowledge of manufacturing businesses in the region
- Opportunity to demonstrate leadership and creativity
- Opportunity to develop a relationship with a local manufacturer
- A chance to win one of three cash prizes for their school
- A chance to win an individual cash prize
- A chance to win the Viewer's Choice Award
- A chance to be honored at the awards banquet
- Plus, much, much more!

FAQs

How do I enter?

There is no cost to participate! It's easy to enter. Just fill out the registration form at <http://www.dreamitdoitmn.com/videocontest/>.

What is the timeline for the contest?

- 🕒 February 20: deadline for registering. Register online at <http://www.dreamitdoitmn.com/videocontest/>
 - 🕒 March 30: deadline for submitting video to manufacturer for review/approval. Upload video to YouTube, using **private setting**, and share link with the manufacturer. Ask manufacturer to approve by April 13.
 - 🕒 April 14: deadline for submitting/publishing video. Make video public (**change private setting to public**.) Send final video link to Dream It. Do It. MN. by emailing mlandsverk@icloud.com
 - 🕒 May 8: awards event (location to be determined)
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What do I need to know about working with a manufacturer?

Contact a nearby manufacturer to tell them about the contest and ask if you can feature them in your video. If you need help finding a manufacturer, let us know and we will assist you.

Ask who your point of contact should be for the project and scheduling. Make it a goal to establish a positive rapport and be considerate of their time.

Schedule a half day for filming at the manufacturer. TIP: The earlier you do your filming, the more time you will have for editing the video. Also, ask the manufacturer about any clothing requirements that will need to be followed, such as closed toe shoes.

What do I need to know about creating the video?

Make a Plan.

Get to know as much as you can about the manufacturing business before you film. Check out their website. What products do they make? How long have they been in business? What kinds of careers are available in the company?

Get inspired by watching a couple of videos that were part of the Pennsylvania Dream It. Do It. What's So Cool About Manufacturing video contest:

<https://www.whatssocool.org/previous-contests/pittsburgh-2017/> This will give you an idea of what the videos are like.

Create your story line:

- 🕒 What point(s) are you trying to make?

- What information do you need to help you make a compelling case for your message? Structure your questions so that you can get the information you need.
- Who do you need to interview at the company?
- What types of images will you need to illustrate your point?

Make sure to include basic information about the manufacturer: name of the company, location of the company, and what the company manufactures.

Here are a few questions you might want to ask as part of the interviews:

- What's so cool about manufacturing?
- What do you like best about your job?
- What is the most rewarding part of your job?
- What do you wish high school students knew about the manufacturing industry?
- What do you wish high school students knew about manufacturing careers?
- What kind of careers are possible within your company?

How will my video be judged?

A judging panel will view and score all video submissions. Videos will be ranked, using the following criteria and point system:

- How well the video answers the question—what's so cool about manufacturing? (30 points)
- Ability to inspire someone to pursue a manufacturing career (30 possible points)
- Educational (20 possible points)
- Creative (20 possible points)

Winning teams will maximize their score in all four of the judging criteria.

What will I win?

Every team is a winner.

We like to say that every team that enters is a winner! The learning experience is valuable and helps students learn many skills, including teamwork, project management, leadership, problem-solving, and creativity. The three highest scoring teams will win cash, with awards for first place, second place, and third place, as well as for the Viewer's Choice Award. Gift cards will be awarded to each student within winning teams and cash awards will be gifted to the correlating school's manufacturing department:

- 1st place \$100 per student in the team & \$1,500 to that team's manufacturing department within their school
- 2nd place \$75 per student in that team & \$1,000 to that team's manufacturing department within their school
- 3rd Place: \$50 per student in that team & \$500 to that team's manufacturing department within their school

Viewer's Choice Award: All video submissions will be posted online, and the public will be given the opportunity to vote for the video of their choice. The one which receives the most votes will win the Viewer's Choice award.

- Each student within the winning team for the Viewers' Choice Award will receive \$50 and the school will be rewarded \$750
 - This award may be given in addition to another award selected by the judging panel.
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What are the contest rules?

- Projects must be completed by student teams with guidance and support from teachers/coaches.
- Student team size should not exceed three students.
- Final video must be between 2.5 - 3 minutes long.
- Video must contain at least three interviews and images of the manufacturing setting
- Video must contain the following logos and recognitions:
 - At the top of video, display each of the following:
 - Dream It! Do It! MN logo—at least 2 seconds
 - "What So Cool About Manufacturing?" logo—at least 2 seconds.
 - At the end of the video, display each of the following:
 - Manufacturer's logo
 - School logo/District logo
 - Dream It! Do It! MN logo
 - West Central Initiative
 - 360 Center of Excellence
 - Tri-State Manufacturing Association logos
- Videos must be submitted within the contest deadline or they will not be deemed eligible.
- **Media release form (page 9) must be signed and sent to Dream It. Do It. MN before uploading final video.** Form may be scanned and emailed to mlandsverk@icloud.com or mailed to:

Michelle Landsverk
DIDI Outreach Coordinator
31489 385th Street SE
Fosston MN 56542

Teacher/coaches are responsible for leading and monitoring all activities associated with contest related activities, including being in regular contact with the manufacturer for updates and scheduling. The Teacher/coach must accompany students during all filming time at manufacturing business. (Includes exterior and interior filming)

The high school, the school system, the manufacturer/company, and Dream It. Do It. MN shall have the right to display, use, reproduce, alter, and manipulate, the content, (including but not limited to, all video, audio, animations, and graphics that comprise the final video) provided by each team.

What do we bring with us when we film?

Camera—make sure your batteries are charged and that you have adequate memory. Many smartphones are capable of outputting HD video and may present a viable option if you do not have an HD digital video camera.

Microphone—optional. Audio is one of the most difficult components on the manufacturing floor. Consider doing interviews in a quiet spot and using as a voice over in combination with still images and/or video of plant floor.

Tripod—a tripod is optional, but can greatly increase video quality during interviews.

Script or list of questions you will ask.

What kind of video editing software do we need?

There are many options for editing video. Some you may already have or own. If you don't own any video editing software, there are several good choices available as free downloads.

Adobe Elements or Adobe Premiere Elements: available for purchase

OpenShot (Windows, Mac, and Linus) free download: <https://www.openshot.org/>

VideoPad (Windows & Mac) free download: <http://www.nchsoftware.com/vepad/>

VSDC Free Video Editor (Windows) free download: <http://www.videosoftdev.com/free-video-editor?AVGAFFILIATE=3305>

iMovie (Mac) (MacOS) free download: <https://www.apple.com/imovie/> (You can shoot and edit video directly from your iPad or iPhone, then finish on your Mac.)

Movie Maker (Windows) free download: <https://www.microsoft.com/en-us/store/p/movie-creator-free-video-editor/9nblggh4wwjr>. This is Microsoft Window's free video editing software.

Best Practices for Creating a Quality Video

Making Good Choices

Be on time and stay on schedule.

Be respectful of people and property.

SAFETY FIRST. Never put yourself or others at risk while shooting.

When shooting an interview, it is best to have the subject in a setting that helps tell the story.

Walk around the location to find good camera angles before you start.

Everything in the frame counts. Whenever possible, remove unsightly objects from the setting.

If ambient sound impacts the quality of your audio, change location to record the interview.

Playback your recording to make sure the sound is clear, not too loud and not too soft.

Equipment

Make sure your camera is in good operating condition.

Make sure that all your batteries are fully charged.

Use your checklist to account for all necessary gear.

Set-up for Recording

Make sure your camera lens is clean before shooting.

Perform a test record on location for picture and audio.

Playback your recording to make sure sound is clear - not too loud and not too soft.

Audio

If machine noise interferes with your interview sound, you may politely ask if the machine can be turned off. If this is not possible, change locations to record the interview in a quiet spot and return later to film the machine in action.

Image

It is recommended that you shoot with available light. That is, whatever light already exists in the interview setting.

Position the subject so that the available light is most flattering to their image. Choose an even lighting, one that is not too bright or too dark.

Headroom is the space between the top of subject's head and the top of the camera frame. Leave a small but definite space above the head to create a balanced frame.

Use landscape orientation, not portrait.

You may use still images as well as video.

Starting the Interview

Help your subjects relax by asking them to say and spell their name and job title.

Politely ask if subjects can focus their eye contact directly at the camera lens.

Educational media has a positive atmosphere. It helps the programs if subjects look happy. You may ask them to smile periodically if it will help them relax.

During the Interview

Listen carefully. A good interviewer talks very little, just enough to get the subject talking. Your questions are designed to reveal something interesting. Listen for information you want to learn more about then follow up with focused questions or prompts.

To keep a subject's answer lively, you can prompt them with active phrases, like "I love my job because..." and ask them to complete the sentence.

By identifying key points in a subject's answer, you can help them make the answer more concise.

Do multiple takes whenever possible. This allows you to have options once you get to the editing.

Multiple Camera Shots

Wide Shot: When shooting for coverage, make sure to get a wide shot that includes the action and setting.

Medium Shot: This is still a full frame that reveals the subject, setting, and action. It is closer than a Wide Shot and wider than a Close-Up and is designed to give the viewer more detail.

Close-Up Shot: Close-ups are tightly framed shots that focus viewer attention on details of action. This is your chance to be creative. The details you choose will strongly influence the message and atmosphere of your film. Shoot as many close-ups as your schedule allows

Shooting for Sequence

You may ask your subject to stage an activity so that you can shoot the action from multiple angles.

An action sequence has a beginning, middle, and end; you should shoot several angles of each part of the activity.

Be active when you're shooting.

You can shoot on a tripod or hand held. Be sure to keep your camera work steady.

Look for movement, color, and beautiful light in the location.

Vary camera angles dramatically - low angles, high angles, side angles will cut together nicely.

Keep the pace lively by changing the shot every 2-3 seconds.

Remember to save some great shots for your big finish.

Compile several short sound bites that reinforce your central message and make your subjects shine.

Be patient, if you edit, it takes time.

Interview Worksheet

Remember that good interviews start with good questions!
(Use this worksheet for each person you interview.)

Name _____

Title/Job Description _____

Question #1

Question #2

Question #3

Question #4

Question #5

Media Release Form

I hereby give Bemidji State University the right to use, reproduce, and to permit the use to others, etc., of all photographs, negatives, video, and audio materials produced for "What's So Cool About Manufacturing" Video Contest for educational, publication or marketing purposes without further compensation.

I consent that all this material shall be solely and completely the property of Bemidji State University. I further consent and authorize that any images and video materials may be edited for editorial and marketing purposes to improve video appearance (through retouching) and to remove trademarked logos and other symbols from works (including the removal of an employer's logo from work clothing, commercial product logos from clothing, etc.).

I understand and agree that statements and content may be edited for conciseness and clarity and may be used in videos, audio recordings, text-based testimonials, and multi-media presentations.

In signing this document, I hereby acknowledge that I have read this entire document, that I understand its terms, that I am at least eighteen (18) years of age, by signing it I am giving up substantial legal rights I might otherwise have, and that I have signed it knowingly and voluntarily. I also certify that I have read and completely understand the contents of the above release before affixing my signature below.

Teacher Printed Name: _____

Teacher Signature: _____ Date: _____

School District: _____