

Video Contest

Cattle, Corn, and Courage - The Story of Dr. John Matsushima

Thank you for participating in Colorado Agriculture in the Classroom's 2025 Literacy Project! We have created a Video Contest as an opportunity to showcase your class's or school's involvement in the Literacy Project, "Cattle, Corn, and Courage - The Story of Dr. John Matsushima," and to share the learning and creativity of your students. Below are the official rules and guidelines for participation.

Eligibility:

- Open to all classes or schools participating in the 2025 Literacy Project.
- Videos must be submitted by a teacher, school representative, or designated project leader.
- **Two Contest Divisions:**
 - 1) Elementary Entries (PreK-5 grades)
 - 2) Middle/High School Entries (6-12 grades)

Contest Theme:

- Videos should showcase your class or school's engagement with the Literacy Project. This could include footage of students participating in project activities, creative presentations of what they learned, or storytelling around the theme "Cattle, Corn, and Courage."

Video Requirements:

- **Length:** Videos should be 1 to 3 minutes long.
- **Format:** Accepted file formats include MP4 or MOV.
- **Content:** Videos must contain original content or content with proper licensing. Do not include copyrighted music, images, or materials unless you have permission to use them.
- **Permissions:** Ensure all students appearing in the video have signed media release forms from parents or guardians.

Submission Process:

- **Submit your video through Jotform at the following link:** <https://bit.ly/3WqBWhu> or scan the code.
- **Deadline:** All submissions must be received by 11:59 PM MST on May 15, 2025.
- **Contact Information:** Please include an email address and phone number that can be used to contact you during the summer.
- **Media Waiver:** Submissions must include acceptance of the media release terms (see below).



Scan to Submit
Video Contest
Entries

Prizes:

- **Participation Incentive:** Each teacher or school submitting a valid entry will receive a \$25 gift certificate to the Ag Classroom Store.
- **Winning Prizes:** Larger gift certificates will be awarded for each division:
 - > Best Overall Video: \$250
 - > Most Creative Video: \$150
 - > Best Student Learning Showcase: \$150
- Winners will be notified via email by June 15, 2025. Be sure to include a summer email address on the entry form.

Judging Criteria:

- Creativity and originality.
- Relevance to the Literacy Project theme.
- Student engagement and learning outcomes demonstrated.
- Production quality (e.g., clear audio and visuals).

Media Release and Disclaimer:

By submitting a video, you grant Colorado Agriculture in the Classroom (CoAITC) the right to use the video for promotional purposes. Videos may be shared on CoAITC's website, social media channels, newsletters, and with project donors. You affirm that all necessary permissions, including parental consent for student appearances, have been obtained.

Video Tips and Tricks:

Here are some tips and tricks to help you produce high-quality, engaging footage!

Stabilize Your Camera

- **Use Both Hands:** Hold your phone or camera with both hands to prevent shaky footage.
- **Use a Tripod or Gimbal:** For ultra-smooth video, invest in a tripod or a gimbal (a handheld stabilizer).
- **Lean Against Something:** If you don't have a tripod, lean your body or arms against a stable surface to minimize shaking.

Set the Right Resolution and Frame Rate

- **Resolution:** For most uses, filming in 1080p (Full HD) will suffice, but for higher quality, shoot in 4K (found in settings). Keep in mind that 4K files take up more storage space.
- **Frame Rate:**
 - > Smooth motion (e.g., fast-moving subjects): 60 fps
 - > Cinematic or film-like footage: 24 fps
 - > Aspect Ratio: Videos can be recorded horizontally-holding the phone sideways (16:9 aspect ratio) or vertically-holding the phone upright (9:16)

Lighting

- **Lighting is everything!** Ensure that the light is behind your videographer so that it shines on the subject.
- **Natural Light:** Film near windows or outside for bright, even lighting.
- **Artificial Light:** Use lamps or ring lights to brighten your subject. Ensure the light source is in front of your subject.

Audio Quality

- **Quiet Environment:** Choose a location with minimal background noise.
- **External Microphone:** If available, use an external microphone for clearer sound.
- **Test Audio Levels:** Record a short clip and playback to ensure voices are audible.

Composition

- **Clean Your Camera Lens.** We take out phones everywhere and you'd be surprised how dirty your camera is.
- **Rule of Thirds:** Place subjects off-center for a balanced, visually appealing shot. Enable the grid option on your phone to help align shots.
- **Eye Level:** Position the camera at eye level for a natural perspective.
- **Clean Background:** Choose a clutter-free background to keep the focus on the subject.

Preparation

- **Storyboard:** Plan the shots and key points you want to capture before filming.
- **Rehearse:** Run through the activity or interview to ensure everyone knows what to do or say.
- **Multiple Takes:** Film extra footage to ensure you have options during editing.

Filming Techniques

- **Zooming:** Avoid digital zooming, which reduces quality. Instead, move closer to your subject.
- **Panning and Movement:** Move the camera slowly and steadily to avoid jerky footage.
- **Switch to Video Mode:** Open the camera app, swipe to "Video," and start filming.

Editing Basics

- **Simple Tools:** Use free editing apps like iMovie (iPhone), Adobe Premiere Rush, or CapCut to trim clips and add transitions.
- **Titles and Captions:** Add titles to introduce the video and captions for accessibility.
- **Music:** Include royalty-free music, ensuring it doesn't overpower the dialogue.

File Management

- **Storage Space:** Check your phone's storage before filming to ensure enough space.
- **Backup Footage:** Save your video files to cloud storage or an external drive after filming.

These tips will help you create a polished, engaging video that showcases your class's work and creativity. Have fun filming!