

**2019 National Digital Media Competition****Overview:**

Participants design a digital media (e.g. website, infographic, video) presenting their solution to the design challenge.

**Challenge:**

Your hometown (e.g. city, town, borough) council has decided to become one of the first cities to allow fully autonomous vehicles. You are a member of an engineering consultation firm that works with government agencies to communicate technical infrastructure changes to the general public. Your firm has been tasked to create informative and persuasive digital media (e.g. website, infographic, video, digital billboard) to share with the citizens of your hometown. Your digital media should promote the advantages of allowing autonomous vehicles in your city.

The team will determine what type of digital media to use. Judges will be instructed to spend no more than two minutes on each entry. This should be considered when determining the size or duration of the digital media.

The digital media must include:

- Name and description of your hometown (e.g. city, town, borough)
- Rationale for allowing autonomous vehicles.
- Potential risks and benefits
- Fictional contact information

**Procedure:**

1. The coach announces the topic and provides a copy of the competition description to team members.
2. Team members decide on the digital media to be used, and a research, writing, and production schedule.
3. The completed digital media must be uploaded to the specified judging portal by the TEAMS coach no later than 11:59 PM Eastern Standard Time, Friday, May 31, 2019. Submission links will be on the [TEAMS national conference page](#) before May 15, 2019.
4. Multiple evaluators review each entry using a comparative judgement method\*. Judges will be asked to choose the submission that 1) most effectively communicates the impact of allowing autonomous vehicles in their city by acknowledging the potential risks and promoting the potential benefits and 2) persuades the audience in favor of autonomous vehicles in their city. The digital media points are assigned based on ranking.

**Regulations:**

1. Digital media must be available publicly via a web link (website, Youtube, Google Drive Link).
2. Digital media must be via a typical web browser (Chrome, Firefox).
3. Identifying information is required during the submission process and will include: school name, coach name, team identifier, and student names for the submitting team. Identifying information should not appear in the digital media submission.

**Resources:**

- [Autonomous Vehicles State Bill Tracking Database](#)
- [Automated Vehicles for Safety](#)
- [Autonomous Vehicles Readiness Index](#)

\*Comparative judgement is an assessment technique which involves comparing a series of two pieces of work side-by-side to establish a measurement scale. Feedback on submissions will be provided through comments by judges. Coaches may request these comments following the national TEAMS competition. Allow three weeks for comments after they have been requested.