

2018 National Digital Media Competition**Overview:**

Participants conduct research on a specified topic and, using the knowledge and resources gained through that research, develop a digital media solution for the challenge.

The 2018 Digital Media will be video.

Challenge:

You are a member of an engineering consultation firm that works with technology companies in order to promote a sustainable future. Your team has been tasked with providing a promotional video to share with potential clients. Your video should promote your consulting firm and highlight areas such as services provided, successes and expertise. Example of services that your firm may offer include, but are not limited to:

- Compliance with sustainability or “green” standards (e.g. LEED, Fairtrade)
- Cradle to Cradle (C2C) and Product Life Cycle Assessments for product design
- Supply Chain Management
- Sustainability Strategy Development

The video must include;

- An area of focus (e.g. product design, building design, manufacturing)
- Rational or need for services
- Overview of services
- Contact information (list only the name of your fictional firm)

Procedure:

1. The coach announces the topic and provides a copy of the competition description to team members.
2. Team members decide on a research, design and production schedule to produce the video.
3. The video must be uploaded to Youtube.
4. The link to the video must be entered into the judging portal by the TEAMS coach no later than 11:59 PM Eastern Standard Time, Thursday, May 31, 2018. Judging portal submission links will be on the TEAMS website (national conference page). Only upload the link – do not upload the video. Please use the directions for uploading provided in the link below.
[Directions for uploading your video to YouTube](#)
5. Evaluators review entries.
6. Evaluators will compare and rank the video submissions. Each video will be assigned a score based on the rank and this score will determine rankings for TEAMS Digital Media. This score will be added to the TEAMS Problem Solving and TEAMS Prepared Presentation score to determine the 2018 TEAMS Best in Nation.

Regulations:

1. The video must be posted to Youtube and the link entered into the submission portal.
2. The video must be no more than two minutes in length.
3. Each team may submit only one entry.
4. The video must be viewable using a standard browser.
5. Identifying information is required during the submission process. Identifying information should not appear in the video.