

National Association of Plant Breeders
The NAPB Improving Plants to Improve Lives **Plant Breeding**



Brief

The purpose of this video is to increase awareness of the plants around us and the role that plant breeders have in shaping plants to fit society's needs. Further we hope the video will stimulate young adults to think about plant breeding as an interesting field, which will lead to more students seeking a career in plant breeding. The video should also illustrate what personal attributes, attitudes, knowledge, skills and training one might need to pursue a career in plant breeding. The winning video of this competition will be hosted on the NAPB website (plantbreeding.org) and used by NAPB members for plant breeding education and outreach activities. A grand prize of \$750 will be awarded to the best video and a \$250 prize will be given to the runner-up.

Video requirements

1. Brief introduction describing plant breeding and what a plant breeder does for a living.
2. Basic examples illustrating the value of plant breeding to society.
3. Explanation of how plant breeding will be used to address impending global issues.
4. Description of personal attributes, attitudes, knowledge, skills, and training that are needed to pursue a career in plant breeding.
5. Show the benefits of a basic understanding of how food and plant-based products are improved by plant breeders.

Rules

Submission requirements:

A video no shorter than 2 minutes and no longer than 4 minutes, must include all video requirements above and meet all official rules and additional requirements.

All videos will be uploaded directly to a shared Dropbox folder. To gain access to this folder, please contact Shelby Ellison at slrepinski@wisc.edu at least 48 hours prior to submission. Please save files as NAPB_Video_Firstname_Lastname.

Uploaded videos must be in AVI (Audio Video Interleave), FLV (Flash Video Format), WMV (Windows Media Video), MOV (Apple QuickTime Movie) or MP4 (Moving Pictures Expert Group 4) format.

Key Dates:

September 15th, 2015 – Contest opens

January 31, 2016 – Last day to submit your video (by 11:59 p.m. ET)

Judging Criteria:

Videos will be evaluated on a 100 point scale based on the following criteria:

Educational merit and accuracy: How well did you achieve the educational goals presented in the contest brief and how much do viewers learn from your video. (50 points)

Creativity and engagement: Video presents educational content in a memorable way; viewers are compelled to watch the video to completion. Video conveys message in an artistic and innovative manner. (40 points)

Quality of video production: Video has high resolution and audio quality, and effectively employs visual aesthetics and cinematography. (10 points)

Appropriate content: Videos containing indecent, obscene, hateful, defamatory, or offensive material will be disqualified.

The NAPB reserves the right to modify rules and conditions of this video competition.

Prizes:

A grand prize of \$750 will be awarded to the best video and a \$250 prize will be given to the runner-up. Prizes will be paid in US dollars.

Additional Requirements:

The video's creator must be 18 or over.

To be eligible for the award, applicants must have a U.S. work authorization, a social security number and reside in the U.S.

You must properly clear and credit any source music, film clips, images, or locations you use.

You may only submit one original entry per contestant.
Late submissions will not be accepted under any conditions.
Video ownership will be relinquished to the NAPB after uploading the video.
At the end of the video, please acknowledge all of those who helped create the video.

Resources

Content Tips

http://www.nsfgrfp.org/general_resources/60th_anniversary/video_contest
<https://www.projected.com/>
http://www.extension.org/plant_breeding_genomics
http://en.wikipedia.org/wiki/Plant_breeding
<https://www.youtube.com/user/plantbreedgenomics>

Video Production Tips

10 Tricks to Make Amateur Video Look Professional <http://youtu.be/FrZtShb1-8E?t=2m42s>
Tips for Shooting Great Video on Your iDevice with Filmic Pro
<http://youtu.be/NeoRGSCbH9A?t=3m27s>
Explanation on DSLR Lenses <http://www.youtube.com/watch?v=ZGFfoW8aZjE>
Build a Shoulder Mount for Your Camera (To Keep Your Shots Stable)
<http://www.youtube.com/watch?v=z7r4Kt7CXzw>

Audio Tips

UBER-Cheap Mic Showdown <http://www.youtube.com/watch?v=o7vaeczqokE>
Record Clean Audio <http://www.youtube.com/watch?v=YsUTEIqoFOo>

Lighting Tips

How to Build Your Own Light http://youtu.be/NFzIP_TN75A

Video Compression

YouTube Compression <http://www.youtube.com/watch?v=2DuHhd3lwOs>