



NASEF
NORTH AMERICA SCHOLASTIC
ESPORTS FEDERATION...
Game. Grow. Learn. Lead.™

www.esportsfed.org

BEYOND THE GAME CHALLENGES #9 LET'S GET HYPE: CREATE A CLUB OR TEAM VIDEO

ESPORTS CAREER EXPLORATION: STRATEGISTS, CONTENT CREATORS, ENTREPRENEURS & ORGANIZERS

Have you ever watched a video and felt extra motivated or excited? Content Creators are asked to develop descriptions and engaging images that showcase games, competitions, communities and more. They must have a strong understanding for composition, cinematography, color, and lighting in visual media and be able to understand and utilize an array of tools and technologies. Using digital media such as video and audio, you can get your peers excited about your esports Club or team! Savvy STEM learners always practice good digital citizenship by making sure that they have permission to post from everyone in the photos and videos.

Challenge

Create a hype video featuring your esports Club or team!

Award

Scholastic esports scholarship (\$500) or grant for your esports Club (\$500), (1) Logitech C922 Pro HD Stream Webcam, (1) 15-minute mentor session with an esports professional/collegiate athlete, and website/social media recognition. If submitting as a team, the webcam will be awarded to your Club.

Challenge Details

- **Research** careers in esports. What do videographers, streamers and graphic designers do in the field of esports?
- **Analyze** hype videos from esports Clubs or teams, professional sports Clubs and teams, or collegiate esports Clubs and teams. Identify their strengths and weaknesses.
- **Create** a plan. Before you tackle this Challenge, spend some time thinking about what you will need to do to accomplish it. Don't forget to think about: technology required for your hype video, criteria for your hype video, key elements that you're going to be looking for, and editing requirements.
- **Capture** video clips using a camera, phone, or stream publisher tool.
- **Produce** your hype video using editing software. Optional but highly recommended: add music, text, Club logos and social media.
- **Upload** your hype video to your Club's social media and make sure to use the hashtag **#esportsBTG**, so we will be able to locate it.
- This Challenge can be submitted by an individual or team. Members of the team, must all be active NASEF members.

Judging Criteria

A panel of NASEF team members, affiliates and partners will review submissions based on the following criteria:

- **Impact:** How engaging or interesting are your video clips? Did you generate more interest in your esports Club or team?
- **Innovation:** How creative is your submission? Did you try new techniques or improve upon existing video clips?
- **Technology:** What types of technology did you utilize? Did you try a new technology, program or platform?
- **Management:** How did you manage your project? What types of tools did you use?
- **Contribution:** How does your project contribute to your esports Club and/or broader community? How much did your project benefit your esports Club and broader community on campus?



BEYOND THE GAME CHALLENGES #9 (CONTINUED)

LET'S GET HYPE: CREATE A CLUB OR TEAM VIDEO

ESPORTS CAREER EXPLORATION: STRATEGISTS, CONTENT CREATORS, ENTREPRENEURS & ORGANIZERS

Submission Requirements

- All entries must be submitted at [Beyond the Game Challenges](#) or within your [Club Portal](#) by Friday, May 8, 2020 by 5:00 pm PT|6:00 pm MT|7:00 pm CT|8:00 pm ET.
- Please complete the following components of this Beyond the Game Challenge in our submission portal:
 - **Research** about videographers, streamers and graphic designers careers (you may also research other careers in esports) in esports. Select one profession in esports based on your research and answer the following:
 - Which career did you select? How did you research the careers? Which websites did you use? What type of skills and education do you need for that career? (200-word limit)
 - **Analyze** hype videos from esports Clubs or teams (professional, collegiate, high school, etc.) Identify their strengths and weaknesses. Select your hype videos, conduct your analysis, and answer the following:
 - Which hype videos did you review? Provide two examples. Describe what you defined as a strength in the videos. Describe what you defined as a weakness in the videos. In other words, what did you like or not like in the videos you reviewed? Provide the links (YouTube, Vimeo, Google Folder, etc.) to the two hype videos and answers the questions above in the submission form. (200-word limit)
 - **Create** a plan. Be sure to include: digital media required for your hype videos, criteria for your video clips, key elements that you're going to be looking for, and editing requirements. Upload your plan as a file (Word, PDF, Excel Spreadsheet, or Screenshot image accepted) and describe your plan. (200-word limit)
 - Please include which technology platform or program you plan to use, criteria that you will use to select the clips, music, logos, graphics, and any additional planning information for your hype video.
 - **Share** your hype video. The hype video can be submitted via a link (YouTube, Vimeo, Google Folder, etc.) in the submission form.
 - **Assess** your hype video. What are the key elements of the hype video (Club members, events, audio, etc.)? What were the goals of your video? Did you achieve your goals? What type of digital media did you use to produce your hype video? How does it contribute to your Club and/or campus? How have you or your esports Club utilized your hype video? (200-word limit)
 - **Make** the career connection for yourself. How does your experience as a Content Creator (videographer, streamers, graphic designers, video editor, etc.) contribute to your career aspirations? Has this experience changed your thinking about a career in the esports industry? (500-word limit)

NASEF How-To Guides (accessible via the Club Portal)

Club Development: Making a Team Video

Questions? For any questions, email us at info@esportsfed.org or via [NASEF Community Discord](#).