BEYOND THE GAME CHALLENGES #2
WE'RE GOING LIVE: STREAM A CLUB EVENT
ESPORTS CAREER EXPLORATION: CONTENT CREATORS, ENTREPRENEURS & ORGANIZERS

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. Live streams bring your audience in on the action in real-time. Wise digital citizens remember that their actions and behaviors online are reflective of their Club, school, and community. When you go live, remember that you don't have the opportunity to edit footage before it goes live.

Challenge
Produce a stream featuring your esports Club or team event!

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.

Challenge Details
- **Research** careers in esports. What do videographers, streamers and graphic designers do in the field of esports?
- **Analyze** streams 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. A few items to think about: what type of technology will you need for your strea,? How will you select your event to stream? How will you stream the event? Who do you need to collaborate with for the stream and event? In addition, make sure to:
    - **Create** a Club account for live streaming, such as Twitch or YouTube.
        - Download any necessary software to run your stream.
    - **Identify** your event and finalize the date and time.
    - **Schedule** a stream with your Club.
    - **Publicize** the event and stream.
- **Stream** your Club event.
    - If possible, archive or store your broadcast on Twitch or YouTube.
- **Upload** the video to your Club's social media and make sure to use the hashtag **#esportsBTG**, so we will be able to locate it.
- This Beyond the Game Challenge can be submitted by an individual or team. Members of the team must all be active NASEF members.

WE'RE GOING LIVE: STREAM A CLUB EVENT

ESPORTS CAREER EXPLORATION: CONTENT CREATORS, ENTREPRENEURS & ORGANIZERS

Judging Criteria

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

- **Impact**: How engaging or interesting was your stream? 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 other streaming events?
- **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?

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 videographer, streamer and graphic designer careers (you may also research other careers 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** live streams from esports Clubs or teams (professional, collegiate, high school, etc.). Identify their strengths and weaknesses. Review a few streams, conduct your analysis, and answer the following:
        - Which streams did you review? Provide two links of the streams you reviewed (if they are archived). For each stream: (1) describe what you defined as a strength in the videos and (2) describe what you defined as a weakness in the streams. (200-word limit)
    - **Create** a streaming plan. Don't forget to include: digital media and technology required for your stream, criteria for the event you're planning to stream, key elements that you're going to be looking for, marketing plans, and graphical needs for the stream. Please include which technology platform or program you plan to use, criteria that you will use to select the stream clips, and any additional planning information for your streaming clips. Upload your plan as file (Word, PDF, Excel Spreadsheet, or Screenshot image accepted) and describe your plan. (200-word limit)
    - **Share** your archived broadcast via a link (YouTube, Vimeo, Google Folder, etc.) in our submission form. Also, let us know the event you were streaming in the submission form.
    - **Assess** your stream. What are the key elements of the stream (Club members, event, audio, etc.? What worked well during your stream? What issues came up during your stream? How did this contribute to your Club and/or campus? How have you or your esports Club utilized your stream? (200-word limit)
    - **Make** the career connection for yourself. How does your experience as a Content Creator (streamers, videographers, streamers, graphic designers, video editors, 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)

- Esports Ecosystem: Streaming 101

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