



Rotary District 5360
Rotary Four-Way Test TED Talk Contest 2015-2016

For High-School Students in Grades 10-12



Details and Judging Criteria

Purpose

Integrate Speech and Multimedia in a TED Talk to present or explain **all four of the elements of** the Rotary 4-Way Test as “ideas worth spreading”. This states that:

Of the things we think, say, or do,

- 1. Is it the truth?**
- 2. Is it fair to all concerned?**
- 3. Will it build good will and better friendships?**
- 4. Will it be beneficial to all concerned?**

Your project should be a public talk integrated with a multimedia presentation intended to communicate ideas, information, or themes.

The judging will include speech, multimedia presentation, and the integration between the two elements.

Suggested platforms for the multimedia include: PowerPoint, Prezi, Video, or similar.

The TED Talk must be between **5-7 minutes in length**. Shorter or longer presentations will not be considered.

You can work individually or as a small team of 2-3 students.

Previous prize winners are not eligible to compete again.

(Also see website for details, tutorials and previous YouTubes at www.rotary5360.ca/SitePage/4waytest)

Prizes

1st Prize \$700 2nd Prize \$400 3rd Prize \$250

Prizes are awarded for a presentation. Possible winning teams share the prize.

Judging Criteria:

Content - 40%:

Clear purpose

The purpose should be clear and its content should reflect its purpose. A good talk should enrich the user's experience, expand the imagination, and be grade-level appropriate. Presentations promoting social biases (gender, racial, religious, or other types) or other inappropriate topics will be disqualified. The content of the Four-Way Test should be your guide.

Information is clear, appropriate and correct

The information presented in the project clearly supports the purpose, which is to address all 4 parts of the Four-Way Test.

Make sure to consider the following aspects, not all elements need to be present, but the speech part is mandatory.

Speech. A copy of the speech will be requested as a guidance for the judges, small variations or changes to the written speech will be accepted and considered for judging.

Graphics (text, icons, pictures, or any visual element that is static but may include text or graphics animated in [e.g. a Power Point or Prezi]),

Sound and/or music, location sound, sound effects, can be added to the multimedia presentation, but should not interfere or block the presenter's voice.

Video (live action video, film or 2D/3D animation [e.g. gifs]).

Creativity/Originality - 40%:

Overall idea

Is the idea shared both innovative and creative? How have you made the target language (the 4 Way Test), your own?

Creative/Artistic quality of areas

How are the speech and multimedia utilized together to creatively express your message? Original student work is encouraged.

Evidence of new thought

The work is presented in a creative, unique manner.

Technical - 20%:

Integration between speech and multimedia use.

Text if used needs to convey information, not complicate it. Text should be legible and not too small or too large. Fonts that are difficult to read should not be used.

Use contrasting text and backgrounds. In Multimedia, inappropriately flashing fonts, constantly moving backgrounds, and dizzy colour patterns all detract from the project.

It is recommended that no more than two fonts be used. Text styles, such as bold, italics, underline, etc. should not be over used. Avoid cluttering a project with too much information or graphics.

Mechanics

Use proper pronunciation, spelling (Canadian English), grammar, punctuation, sentence structure, etc.

Graphics

Proper principles of graphic design are to be used.

Sound

Proper and consistent audio levels are to be used throughout the presentation. If there are multiple audio elements they are to be properly mixed so the primary audio is always understandable. Make sure that audio doesn't interfere with the speech but adds value to the talk.

Video

Creative visual composition, proper exposure, colour and focus should all be consistent throughout the video.

Do not use last names of any subjects or the name of your school to avoid any biases during judging.

Judging

At least two levels of judging are contemplated.

1. A group of Rotary Clubs / schools etc. in the approximate geographic area of the student(s). *A suggestion: If there are more than 3 or 4 entries from a single high school, the local committee could suggest holding a school-wide contest first, with the top 1 or 2 entries to be entered in the city/town or group of Rotary Clubs' contest.*
2. District level

Time lines for submissions and judging

Initial submissions to local judging to be determined by local Rotary club grouping (or Interact Club; high schools in city/ town or group of schools; etc.), but well before the District deadline (to permit local level judging and submission of top entries to the District competition).

Previously-judged presentations achieving **at least a 75%** rating at the "grouping's level" not to exceed 3 entries per group judged, with only one top entry for a single-school entry, are to be submitted to the District 5360 4-Way Test Multimedia Contest Committee, should reach the Chair by **March 15, 2016**.

Winning entries will be announced by March 31, 2016 and the FIRST PRIZE WINNER'S presentation will be shown at the Rotary District 5360 Annual Conference, held in Canmore, AB from May 13 - 15, 2016.

Copyright laws must be followed. Any resources used to research or enhance the presentation must be properly cited on the registration form.

Required Documentation

Local talk competitions need to be filmed and submitted together with the following information:

- Four-Way Test ted Talk Contest REGISTRATION form.
- Written copy of the speech.
- Copy of the multimedia background presentation

How to Submit your Entry

Acceptable Formats:

- Written speech: PDF, Word, TXT, ASCII
- Video recording of the presentation: MPEG 4 (MP4), Flash Video (FLV, F4V), AVI, Quick Time (.MOV, .QT), Windows media video (WMV)
- Multimedia:
 - **MS Power Point** - try to keep these e.g. compressed to be fewer than 10 MB and e-mail to the address given below. If the ppt presentation exceeds 10 MB, mail a Memory Stick or a disc to the Chair at the 'snail-mail' address given below.
 - **Prezi presentations** - send the link to the e-mail address given below.
 - **Videos** - uploaded to the entrant's own **YouTube** channel. Or use **Vimeo**. Send link (url) to the e-mail address given below. With a student's own free G-mail account, YouTube videos can be created free of charge.

Submission of presentations and forms by e-mail: RotaryDistrict5360FourWayTest@gmail.com

Notify Chair of submissions made and any queries, to

felipe.guerra.f@gmail.com

or phone: 403 360-8138

Felipe Guerra (Chair)

Rotary District 5360 Four-Way Test Multi-Media Contest 2015-2016 Committee

See more at: www.rotary5360.ca/SitePage/4waytest