



2021 Scholarship Video and Essay Criteria

Application Deadline is March 26, 2021

Video Criteria

One of the determining factors in selecting scholarship recipients is the applicant's response to the topic. The criteria in judging the video will include: **creativity, visual effects, comprehension and expression of the topic**. Make it active, engaging and fun.

Video Guidelines

- Your video should not be more than 1 minute long and not less than 30 seconds. Standard commercial length.
- People appearing in your video or part of the production process will need to sign the attached media release form, individually.
- If you use music, please do not use music or artwork that is protected by copyright.
- Content should be appropriate. Use of foul language, indecent images, etc. will be grounds for immediate disqualification.
- All videos should be posted to YouTube. To submit your video, include the YouTube link in the application. This link needs to be public in order for our review panel to view it.

Essay Criteria

One of the determining factors in selecting scholarship recipients is the applicant's response to the topic. The criteria in judging the essay will be: **organization, language use, originality, clarity, spelling, punctuation, sentence structure, comprehension and express of the topic**.

Essay Guidelines

- Your essay should not be more than 1,500 words and not less than 500 words.
- The essay must be typed, one-inch top, side and bottom margins on each page. Please no title page or headers.

Tips

We want to see you and all the crazy fun talent you've got! Explore ideas and seek information that can demonstrate your knowledge of the topic.

- For essays, challenge yourself to define things, explain things using your knowledge, experience, or research. Show us your personality and dazzle us with your words.
- For videos, we want to see some wickedly talented, fun and creative videos that use images, sound, lights and action to convey the message, the idea, etc. You can do a lot of creative, fun things in 60 seconds. Think about your favorite commercial. What makes you like that commercial? How can you use a similar style for your video?

All applicants are required to complete their own application and write their own essay or produce their own video. A great tip is to start planning ahead today. More time permits more great ideas.