

# 2016 VIDEO SCHOLARSHIP CONTEST

CREATIVE BRIEF

# THE ASSIGNMENT

**YOUR MISSION SHOULD YOU CHOOSE TO ACCEPT IT** is to create a 30-second video that creatively answers the question: [How can we make driving safer?](#)

Whether it is a policy proposal, technological innovation, or creative way to modify people's behavior, we want to hear it. Use your problem-solving skills and let your imagination run wild.

Each year thousands of people are injured or killed in vehicular collisions. In 2013 alone, 33,000 people in the US lost their lives in a motor vehicle accident. Many of these accidents were preventable and caused by things such as texting while driving or poor street design.

The attorneys at the Groth Law Firm have seen first-hand how an accident can change people's lives forever and wants to spur the younger generation to come up with ways to prevent these tragic accidents. The winning idea and accompanying video will be presented with a \$1,500 scholarship award.

# RULES

Here are the requirements:

- Contestants must be attending college by Fall 2016
- Videos must be 30 seconds or less in length and uploaded to YouTube or Vimeo.
- The winning contestant must be able to provide signed releases for all persons appearing in the video
- Videos must not contain any copyrighted material. This includes copyrighted music or logos. Check the licensing on all media elements used.
- Applications must be submitted online at:  
[www.grothlawfirm.com/video-scholarship-contest/](http://www.grothlawfirm.com/video-scholarship-contest/)

# JUDGING CRITERIA

The follow criteria will be taken into consideration when choosing a winner:

- Creativity and production value of the video itself
- Adherence to the prompt and depth of the answer
- Popularity of the video

# DEADLINES

This scholarship contest will be broken up into three phases

- **Phase 1: Video Submissions.** Submissions will be accepted until April 30, 2016
- **Phase 2: Top Ten Selection.** Groth Law Firm will select the top 10 submissions on May 8 2016.
- **Phase 3: Voting.** The top ten videos will be shared on social media so that the public can vote. Voting will take place between May 9, 2016 and May 27, 2016.

# FREE RESOURCES

Making a video doesn't have to be an expensive endeavor. Here are a some free, quality resources to help you make an amazing video:

- [DaVinci Resolve/Shotcut](#) (Free Video Editors)
- [Natron](#) (Free Video Compositor)
- [Videvo](#) (Free Stock Footage)
- [Freesound](#) (Free Sound Effects and Music Samples)
- [Pexels/Pixabay](#) (Free Stock Imagery)
- [Blender](#) (Free 3D Rendering Software)