# Choose Your Vibe – Arrive Alive! 2021-2022 Student Contributor Assignment 2: Video

**Due: April 30, 2022**

## Contributor Information

* Your Legal First and Last Name: Click or tap here to enter text.
* Mailing Address: Click or tap here to enter text.
* Email: Click or tap here to enter text.
* Phone Number: Click or tap here to enter text.
* High School or College/University: Click or tap here to enter text.
* School Division (if College/University note the school division you graduated from): Click or tap here to enter text.
* Grade for 2021-2022 School Year: Click or tap here to enter text.

## Directions

Review the approval information and guidance outlined on pages 1-2. Create videos for the required item and at least three of the options outlined below. Save this file and send your video files via Google Drive or another file transfer platform to [YourVibeVA@gmail.com](mailto:YourVibeVA@gmail.com) by April 30, 2022. Videos are NOT to be posted to your social media platforms. You can use TikTok, Instagram, etc. to create the video, but the file itself needs to be submitted with this document.

For any individual appearing in a video, you must submit a signed [media consent form](https://vadets.wildapricot.org/resources/Documents/pudc/student/VADETS-media-release-form.pdf). Note that you may use an avatar instead of appearing in the videos or be creative in other ways in order to protect your privacy.

## Message Review & Approval

### Submit your final entry in the highest quality possible. All submissions will be reviewed by Virginia educators selected by VADETS. If your submission meets the criteria of this initial review, you will be eligible to earn $100 for your contribution. Minimum submission requirements for each section are provided. You are encouraged to submit extra items to ensure that you have enough content that will pass review. Incomplete work or poor video quality may not warrant this compensation. Note that the Virginia DMV will provide final approval before @YourVibeVA publishes any student work.

### Task and Point Overview

You must submit the **one required video** and **at least three of the video options** that meet rubric criteria. You must earn a total of 48 points to earn $100 for your submission. Specific criteria are provided within each rubric to help guide your work.

|  |  |  |  |
| --- | --- | --- | --- |
| **Task** | **Insert “X” to indicate which videos are you submitting** | **Minimum score required** | **Score** |
| Video 1: My Vibe | X | 12/16 | \_\_\_\_\_/16 |
| Video 2: Caught a vibe |  | 12/16 | \_\_\_\_\_/16 |
| Video 3: Isn’t this easy? |  | 12/16 | \_\_\_\_\_/16 |
| Video 4: Suspicious |  | 12/16 | \_\_\_\_\_/16 |
| Video 5: Encanto |  | 12/16 | \_\_\_\_\_/16 |
| Video 6: That’ll do it |  | 12/16 | \_\_\_\_\_/16 |
| **TOTAL** |  | **48/64** | \_\_\_\_\_/64 |

## Message Guidance

### Audience

Videos should be directed to teens. Speak and caption videos as if you are speaking casually to your friends.

### Focus

Messaging for assignment 2 focuses on:

* Celebrating accomplishments and successes of your alcohol-free lifestyle
* Supporting your friends in social scenes
* Securing safe transportation strategies for yourself and friends
* Reminding your peers of the consequences of underage drinking and impaired driving including:
  + losing scholarships
  + getting grounded
  + damaging property
  + jail time
  + legal fees
  + fines
  + losing your license
  + getting sick

## Resources

### References

The following resources are provided to help guide your writing and ensure that it aligns with the campaign. Any messages that you write which reference laws, statistics, facts, etc. must include a link to the resource.

* [Laws Facts Lead - Learn Alcohol Basics - Information for High School Students (Virginia ABC)](https://www.abc.virginia.gov/library/education/pdfs/publications-2021/high-school-publication.pdf)
* [Power of You(th) Teen Booklet (MADD)](https://powerofyouth.com/)
* [Alcohol Impaired Driving Informational Module (DADSS)](https://dadss-d2p.s3.us-east-2.amazonaws.com/educational-modules/Alcohol+Impaired+Driving+Informational/index.html#/)
* [Underage Drinking: Myths vs. Facts (SAMHSA)](https://store.samhsa.gov/product/Underage-Drinking-Myths-vs-Facts/sma18-4299)
* [Internet Matters: TikTok Guide](https://www.internetmatters.org/wp-content/uploads/2020/05/Internet-Matters-TikTok-Guide-3.pdf)

### Campaign Social Media Profiles

* [@YourVibeVA Facebook](http://www.facebook.com/yourvibeva)
* [@YourVibeVA Twitter](http://www.twitter.com/yourvibeva)
* [@YourVibeVA Instagram](http://www.instagram.com/yourvibeva)

### Campaign Goals

* engage Virginia high school students in promoting and celebrating their alcohol-free lifestyles
* promote non-drinking behavior and non-drinking drivers
* change the misperception of alcohol use among students
* decrease trends in youth alcohol related fatalities to continue

## Video 1: My Vibe

* **Video:** Let us know why you support the Choose Your Vibe – Arrive Alive! campaign. Let us know
  + if you are an ambassador, student contributor, or both
  + what you enjoy most about being involved with the campaign
  + how your work helps your peers stay safe on the road
* **Audio:** No additional background music should be included with this video.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Criteria Ratings | 4-Excellent | 3-Good | 2-Fair | 1-Needs improvement | Score (to be completed after submission by a VADETS educator) |
| Content | There is complex and valid information. There are concrete and specific details. | There is sufficient reasoning and detail. | Ideas are underdeveloped or loosely focused. | Information is inaccurate and idea is unfocused or off-topic. |  |
| Language | There is an accurate use of appropriate content-specific vocabulary. Word choice creates insightful and relevant tone for topic, audience, and purpose. | Word choice creates relevant tone for topic, audience, and purpose. Powerful, distinctive word choice including topic-specific vocabulary is used where appropriate. | Word choice creates appropriate tone for topic, audience, and purpose. An attempt at content vocabulary is present where appropriate. | Word choice shows little to no awareness of tone and audience. Word choice is awkward or incorrect. Writing is somewhat unclear or inappropriate. Audience is not clear. |  |
| Spelling/Grammar | There are no spelling or grammar mistakes. Writing reflects careful editing. | There are a few errors present, but they do not distract. | There are spelling mistakes or grammar mistakes which distract at times. | There are many distractions and errors throughout. |  |
| Video | The composition and lighting highlight the subject very well. If video is captured in the car, it demonstrates proper use of seat belt, proper hand placement on the steering wheel, or includes other driving elements (car, road, street sign, etc.). | A video is provided. The composition and lighting highlight the subject well. | A video is provided, but the composition or lighting is poor, and it is difficult to see the subject. | A video is provided, but with improper use of seat belt or improper hand placement on the steering wheel. |  |

## Video 2: Caught a vibe

* **Video Trend:** Use this audio to create a video that shares clips of your school year vibe. Include clips that highlight your success, safe driving, and enjoying the warm weather.
* **Recommended Topics:** Alcohol-free lifestyles, safe driving choices
* **Audio:** [Meet Me At Our Spot Christian French cover by Daniel](https://www.tiktok.com/music/Meet-Me-At-Our-Spot-Christian-French-cover-7060046331091356417)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Criteria Ratings | 4-Excellent | 3-Good | 2-Fair | 1-Needs improvement | Score (to be completed after submission by a VADETS educator) |
| Content | There is complex and valid information. There are concrete and specific details. | There is sufficient reasoning and detail. | Ideas are underdeveloped or loosely focused. | Information is inaccurate and idea is unfocused or off-topic. |  |
| Language | There is an accurate use of appropriate content-specific vocabulary. Word choice creates insightful and relevant tone for topic, audience, and purpose. | Word choice creates relevant tone for topic, audience, and purpose. Powerful, distinctive word choice including topic-specific vocabulary is used where appropriate. | Word choice creates appropriate tone for topic, audience, and purpose. An attempt at content vocabulary is present where appropriate. | Word choice shows little to no awareness of tone and audience. Word choice is awkward or incorrect. Writing is somewhat unclear or inappropriate. Audience is not clear. |  |
| Spelling/Grammar | There are no spelling or grammar mistakes. Writing reflects careful editing. | There are a few errors present, but they do not distract. | There are spelling mistakes or grammar mistakes which distract at times. | There are many distractions and errors throughout. |  |
| Video | The composition and lighting highlight the subject very well. If video is captured in the car, it demonstrates proper use of seat belt, proper hand placement on the steering wheel, or includes other driving elements (car, road, street sign, etc.). | A video is provided. The composition and lighting highlight the subject well. | A video is provided, but the composition or lighting is poor, and it is difficult to see the subject. | A video is provided, but with improper use of seat belt or improper hand placement on the steering wheel. |  |

## Video 3: Isn’t this easy?

* **Video Trend:** What is a basic safe driving practice that people tend to overlook? Pair this audio while you model proper seat belt use, how to avoid distractions, or driving after curfew.
* **Recommended Topics:** Seat belts, distracted driving, driving after curfew
* **Audio:** [You Belong With Me - Taylor Swift](https://www.tiktok.com/music/you-belong-with-me-7048788385703676719?_d=secCgwIARCbDRjEFSACKAESPgo88JtXcdHO30zbJEhsnReDO0s9C%2FnLQrYTtpXfcZlsH3Jm%2FWB7l288WLp23RJ0sk0VeyxWi0ZU7ydM6FSyGgA%3D&_r=1&checksum=43207b97e1241c541446e9c86b360a4dfec4ab5c69bb5d6c17e588fc2e4189c5&language=en&sec_user_id=MS4wLjABAAAAIBnz0Zqnt_uXgxkW9lPdOLdKLwPff3bOm6Dyuj9cSAh0yyeg6ism2mZ6CQzpe9X5&share_app_id=1233&share_link_id=B02A8FED-AEC5-427F-9688-3E3F8A1E4A27&share_music_id=7048788385703676719&source=h5_m&tt_from=sms&u_code=d9jmcbmh5d19gc&user_id=6768741646420706309&utm_campaign=client_share&utm_medium=ios&utm_source=sms) (sped up version)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Criteria Ratings | 4-Excellent | 3-Good | 2-Fair | 1-Needs improvement | Score (to be completed after submission by a VADETS educator) |
| Content | There is complex and valid information. There are concrete and specific details. | There is sufficient reasoning and detail. | Ideas are underdeveloped or loosely focused. | Information is inaccurate and idea is unfocused or off-topic. |  |
| Language | There is an accurate use of appropriate content-specific vocabulary. Word choice creates insightful and relevant tone for topic, audience, and purpose. | Word choice creates relevant tone for topic, audience, and purpose. Powerful, distinctive word choice including topic-specific vocabulary is used where appropriate. | Word choice creates appropriate tone for topic, audience, and purpose. An attempt at content vocabulary is present where appropriate. | Word choice shows little to no awareness of tone and audience. Word choice is awkward or incorrect. Writing is somewhat unclear or inappropriate. Audience is not clear. |  |
| Spelling/Grammar | There are no spelling or grammar mistakes. Writing reflects careful editing. | There are a few errors present, but they do not distract. | There are spelling mistakes or grammar mistakes which distract at times. | There are many distractions and errors throughout. |  |
| Video | The composition and lighting highlight the subject very well. If video is captured in the car, it demonstrates proper use of seat belt, proper hand placement on the steering wheel, or includes other driving elements (car, road, street sign, etc.). | A video is provided. The composition and lighting highlight the subject well. | A video is provided, but the composition or lighting is poor, and it is difficult to see the subject. | A video is provided, but with improper use of seat belt or improper hand placement on the steering wheel. |  |

## Video 4: Suspicious

* **Video Trend:** This dramatic sound is perfect to explain the suspicions you should have when invited to a party where alcohol is being served to guests under the age of 21.
* **Recommended Topics:** Social hosting
* **Audio:** [My Sound Is Blowing Up - LLS](https://www.tiktok.com/music/My-sound-is-blowing-up-7047621795264088878)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Criteria Ratings | 4-Excellent | 3-Good | 2-Fair | 1-Needs improvement | Score (to be completed after submission by a VADETS educator) |
| Content | There is complex and valid information. There are concrete and specific details. | There is sufficient reasoning and detail. | Ideas are underdeveloped or loosely focused. | Information is inaccurate and idea is unfocused or off-topic. |  |
| Language | There is an accurate use of appropriate content-specific vocabulary. Word choice creates insightful and relevant tone for topic, audience, and purpose. | Word choice creates relevant tone for topic, audience, and purpose. Powerful, distinctive word choice including topic-specific vocabulary is used where appropriate. | Word choice creates appropriate tone for topic, audience, and purpose. An attempt at content vocabulary is present where appropriate. | Word choice shows little to no awareness of tone and audience. Word choice is awkward or incorrect. Writing is somewhat unclear or inappropriate. Audience is not clear. |  |
| Spelling/Grammar | There are no spelling or grammar mistakes. Writing reflects careful editing. | There are a few errors present, but they do not distract. | There are spelling mistakes or grammar mistakes which distract at times. | There are many distractions and errors throughout. |  |
| Video | The composition and lighting highlight the subject very well. If video is captured in the car, it demonstrates proper use of seat belt, proper hand placement on the steering wheel, or includes other driving elements (car, road, street sign, etc.). | A video is provided. The composition and lighting highlight the subject well. | A video is provided, but the composition or lighting is poor, and it is difficult to see the subject. | A video is provided, but with improper use of seat belt or improper hand placement on the steering wheel. |  |

## Video 5: Encanto

* **Video Trend:** Think of a goal you are working on this school year – and then what would happen to that goal if you drink alcohol and drive impaired.
* **Recommended Topics:** Social hosting
* **Audio:** ["People with humor are using this sound" - Tik Toker](https://www.tiktok.com/music/people-with-humor-are-using-this-sound-7053282995461802799) (We Don't Talk About Bruno - Disney Encanto)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Criteria Ratings | 4-Excellent | 3-Good | 2-Fair | 1-Needs improvement | Score (to be completed after submission by a VADETS educator) |
| Content | There is complex and valid information. There are concrete and specific details. | There is sufficient reasoning and detail. | Ideas are underdeveloped or loosely focused. | Information is inaccurate and idea is unfocused or off-topic. |  |
| Language | There is an accurate use of appropriate content-specific vocabulary. Word choice creates insightful and relevant tone for topic, audience, and purpose. | Word choice creates relevant tone for topic, audience, and purpose. Powerful, distinctive word choice including topic-specific vocabulary is used where appropriate. | Word choice creates appropriate tone for topic, audience, and purpose. An attempt at content vocabulary is present where appropriate. | Word choice shows little to no awareness of tone and audience. Word choice is awkward or incorrect. Writing is somewhat unclear or inappropriate. Audience is not clear. |  |
| Spelling/Grammar | There are no spelling or grammar mistakes. Writing reflects careful editing. | There are a few errors present, but they do not distract. | There are spelling mistakes or grammar mistakes which distract at times. | There are many distractions and errors throughout. |  |
| Video | The composition and lighting highlight the subject very well. If video is captured in the car, it demonstrates proper use of seat belt, proper hand placement on the steering wheel, or includes other driving elements (car, road, street sign, etc.). | A video is provided. The composition and lighting highlight the subject well. | A video is provided, but the composition or lighting is poor, and it is difficult to see the subject. | A video is provided, but with improper use of seat belt or improper hand placement on the steering wheel. |  |

## Video 6: That’ll do it

* **Video Trend:** This video is perfect for demonstrating how to safely and swiftly exit a dangerous situation.
* **Recommended Topics:** Social hosting, peer pressure
* **Audio:** [Original Sound - Prettyaxme](https://www.tiktok.com/music/original-sound-7054992750575749889)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Criteria Ratings | 4-Excellent | 3-Good | 2-Fair | 1-Needs improvement | Score (to be completed after submission by a VADETS educator) |
| Content | There is complex and valid information. There are concrete and specific details. | There is sufficient reasoning and detail. | Ideas are underdeveloped or loosely focused. | Information is inaccurate and idea is unfocused or off-topic. |  |
| Language | There is an accurate use of appropriate content-specific vocabulary. Word choice creates insightful and relevant tone for topic, audience, and purpose. | Word choice creates relevant tone for topic, audience, and purpose. Powerful, distinctive word choice including topic specific vocabulary is used where appropriate. | Word choice creates appropriate tone for topic, audience, and purpose. An attempt at content vocabulary is present where appropriate. | Word choice shows little to no awareness of tone and audience. Word choice is awkward or incorrect. Writing is somewhat unclear or inappropriate. Audience is not clear. |  |
| Spelling/Grammar | There are no spelling or grammar mistakes. Writing reflects careful editing. | There are a few errors present, but they do not distract. | There are spelling mistakes or grammar mistakes which distract at times. | There are many distractions and errors throughout. |  |
| Video | The composition and lighting highlight the subject very well. If video is captured in the car, it demonstrates proper use of seat belt, proper hand placement on the steering wheel, or includes other driving elements (car, road, street sign, etc.). | A video is provided. The composition and lighting highlight the subject well. | A video is provided, but the composition or lighting is poor, and it is difficult to see the subject. | A video is provided, but with improper use of seat belt or improper hand placement on the steering wheel. |  |