

2018 SeaGlide Commercial Teacher's Guide

Due by 5:00 p.m. on: 3/7/2018

Submit to: SeaGlideNotebooks@gmail.com

General Notes:

1. It is expected that the commercial was written and produced only by students and is original and unique for this competition year. Commercials with substantial portions copied from previous years' submittals will have major point deductions applied.
2. When submitting your Commercials to SeaGlideNotebooks@gmail.com please put the school's ID and name in the email subject line (i.e. "HSG-2018-XX SeaGlide Commercial Submission for John Paul Jones High School").
3. **File Name:** The File name for your school's commercial should start with your school's SeaGlide School ID Number and should follow this convention: HSG-2018-##-YOUR SCHOOL NAME-Commercial.mp4
NOTE: The file name must contain the official school name (matching how you submitted to the competition), not the team name.
4. **File Size:** Files should be limited to 10 MB.
5. **File Type:** Files should be submitted in .mp4 or .mov formats.
6. Any teams that violate any of the above rules will have points deducted.

Commercial: 1 - 1.5 minutes

General Overview/Purpose of Video:

The expectation of the video is to create a professional engineering commercial to encourage the government to fund the design and manufacture of your SeaGlide. It will describe the innovative designs of your SeaGlide that set your product apart from others. Your goal is to sell your product by building confidence in your product's capabilities.

Section	Max Pts	Details
I. Introduction		
Standardized Team Identification	1	The introduction should include five (5) seconds with Company Logo, Product Name, and provided School ID#.
II. Purpose and Solution		
Clearly state the purpose and final solution.	2	Clearly state the purpose of the SeaGlide and summarize the final solution that was developed to solve the problem. The statement of purpose should be directed for the target audience.
III. Design Innovations		
Describe how the design is innovative.	9	Demonstrate the innovations and key performance characteristics that set your design apart from others. Explain how your innovations will enable the SeaGlide to meet the mission requirements. Can include innovations that were planned, but were unable to complete due to time. However, those planned innovations must be technically possible.
IV. Data		
Provide data that supports the claims.	3	Should discuss experimentation, pool testing, and/or calculations that were completed to prove that the SeaGlide could complete the mission.
V. Cost		
Provide unit cost information.	1	The team complete research to determine what the unit cost of their SeaGlide with modifications will be. Include if the cost will go down if more units are produced (i.e. \$250 each to produce 1-4 SeaGlides or \$225 each to produce 5-10 SeaGlides).
VI. Closing Remarks – Summary and Sales Pitch		
Summary of Innovations/Sales Pitch	5	Clearly summarize why your company and design should be chosen.
VII. Graphics, Animation, Video		
Graphics, Animation, Video	4	The video should include demonstrations of the product that cannot be shown in the presentation, such as motion, development process, teamwork, and graphics.
VIII. Content/Organization		
Content/Organization	2	The video should include all required elements. The video should be edited and move smoothly from scene to scene with proper use of transitions.
IX. Quality		
Overall Quality	3	Should progress in a logical manner; use effective transitions to move from one topic to another. Should be a stand-alone product that does not require further explanation. Should be persuasive in nature.
30		