

The background of the entire image shows a pair of hands holding an open, colorful street map. The map is slightly out of focus, with the text overlaid on top. The hands are visible at the bottom and right edges of the frame.

BETTER SEED, BETTER LIFE STUDENT VIDEO CONTEST

DUE DATE

08.31.2017

AUDIENCE

The general non-science public

Feel free to share your social media channels to increase visibility

VIDEO LENGTH

1.5 - 2 minutes

SUBMISSION PROCESS

Prospective participants are encouraged to create their own personal YouTube account, upload their video, and share its location with American Seed Trade Association. Or videos may be sent directly to ASTA (nbarnes@betterseed.org).

Waivers must be completed and sent via email to info@betterseed.org no later than August 31.

VIDEO REQUIREMENTS

01

INCLUDE YOUR NAME, SCHOOL, AREA OF DISCIPLINE, AND DEGREE YOU ARE PURSUING .

02

DISCUSS WHAT PLANT BREEDING INNOVATION MEANS TO THE FUTURE OF OUR SOCIETY (TIED TO A SPECIFIC BENEFIT(S) TO FARMERS, THE ENVIRONMENT AND/OR CONSUMERS).

03

TELL US THE COOLEST THING YOU ARE WORKING ON AND WHY.

FORMAT & SPECIFICATIONS

- Can be a mix of live footage and background footage and/or animation.
- Applicant's face must be shown at some point in the video.
- Only original content will be accepted.
- Must be in color.
- Recommended video platform tools include:

WINDOWS MOVIE MAKER

KALTURA

WONDERSHARE

IMOVIE

WIDEO

POWTOON

PIXORIAL



PRIZES

Tiered prizes up to \$10,000 will be awarded (based on number and quality of entries)

JUDGING RUBRIC

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CONTACT

For questions, contact: bshively@betterseed.org.

asta

American Society of
Agronomy

Crop Science

SOCIETY OF AMERICA

National Association of Plant Breeders
NAB
Improving Plants to Improve Lives