

*An Invitation to Participate in the
Pearson Video Challenge*

Educators know that opportunities for students to take ownership of their learning are not to be missed. In the age of YouTube, video as a creative medium is more accessible than ever, and it's one of the best ways to engage students in any project. Now, Pearson is helping students take charge of their mathematics learning by sponsoring a contest: The Pearson Video Challenge.

Guided by teachers and by Pearson's expert staff, students who participate will choose a concept and create a 2-3-minute story around a real-life application of the concept. All that's needed is a camcorder, a computer, and a team of at least three students. Any genre is fair game: documentary, fiction, interview, or animation, and the story line is completely open. Finished movies that are in line with our guidelines will be incorporated into our next Pearson textbook program and will be seen by millions of students!

Pearson Video Challenge: Production Binder

Thank you for agreeing to participate in the Pearson Video Challenge. In the age of YouTube™, having students demonstrate their mastery of skills and concepts through their development of multimedia content is ideal. Furthermore, their video productions become an opportunity for peer-to-peer instruction.

This Production Binder is meant to streamline the process for designing, producing, and submitting your students' videos.

The Process

Step 1: Find a Sponsor

If you are an educator reading this document, then you are likely a teacher-sponsor for a student submission. Since this is a two-way process, either your students asked if you would sponsor their work, or you have identified a team of students that you are sponsoring.

Step 2: Identify Your Production Team

Video production is a team effort and works best when the skills and talents of the team members complement each other. The following tasks are part of the production process, so you should put together a team that can accomplish all these goals:

- Organization
- Script writing or storyboarding
- Camera and sound work
- Video editing and DVD production
- Completion of necessary release forms

We recommend a three-person team. The role of the teacher-sponsor is to ensure that all parts of the process are followed. In particular, the release forms and other documentation are a key part of the process.

Step 3: Choose a Video Topic

The Pearson Video Challenge is about showing what you know. The production team needs to do two things: (1) identify the subject area (math, social studies, etc.) and (2) identify a topic within the subject area. Your role as a teacher-sponsor is also to ensure the accuracy and curricular fit of the videos produced. See the Editorial Guidelines section of this binder for the specific curricular topics.

Step 4: Create a Script or Storyboard

This is where students are encouraged to think creatively. Although the video they are producing is ostensibly a math or social studies (or whatever) video, it should also be a clever creation. Thus, student

videos can be animations, mini-dramas, documentaries, news programs, music videos, etc. Encourage students to come up with clever, creative, but not outlandish, ideas for projects. Make any corrections to the content before having students go to the next step. Also, refer to our legal compliance section to make sure that there are no copyright infringements.

Step 5: Produce the Video

Technical proficiency and the right equipment are important here. To that end we provide some audiovisual elements to help students in producing their videos. We also include technical pointers on effective ways of producing a video. Screen the video with your students to ensure that it complies with all requirements. The technical requirements are minimal. We want to make as many students involved in video production. To that end, we recommend the following:

- A camcorder with the ability to digitize video and download it to a computer
- A computer with video editing software and DVD recording capabilities
- DVDR discs

Optional equipment can include photography lighting, a green screen, a wireless microphone, and audio editing software.

Step 6: Submit the Video

All video submissions to the Pearson Video Challenge should meet our technical requirements. In addition, all necessary paperwork needs to be submitted before a video will be evaluated.

A video submission that meets all requirements will be evaluated by Pearson's Editorial team. Basically, we are looking for creative videos that also address key concepts, as noted in our Editorial Guidelines. All winning videos will become a part of Pearson Education's video collection.

Pearson Video Challenge

Checklist

- Video team identified. Full name of each team member:

- Teacher-sponsor identified. Full name, contact information, and name of school:

- Subject area and video topic identified:
- Script/storyboard completed
- Video shot and edited.
- All release forms completed.
- DVD and release forms submitted.

Signature

Date

Pearson Video Challenge

Submission Form

Attach this completed form with your video submission.

- Two copies of the final DVD. See Technical Specifications for information on the contents of the video.

Title of the video: _____

Subject area: _____

Name of the teacher-sponsor: _____

Name of the school: _____

- Signed release forms.

- Appearance Release. All people that appear onscreen should have a signed Appearance Release
- Property Release. If you shot a video at a public location (school, landmark, etc.) a signed Location Release is required.
- Materials Release. Any use of images, music, or other material that you don't the copyright to requires a Materials Release.
- Student Video Submission Release. This Release is signed by the teacher-sponsor.

Signature

Date

Pearson Video Challenge Using Release Forms

Overview

When you produce a video, film, or other multimedia presentation, your production can include music, onscreen talent, on-location shots, and other distinctive elements. In many cases you need to get permission to use these images, sounds, or locations. In addition, you need to grant permission to Pearson to use your video production. The following Release Forms are for your use as you create your video:

- **Performance Release.** Use this form in the following cases:
 - People who appear onscreen in your video. This includes actors, musical talent, and people in on-the-street interviews. Be careful of random people that appear in the background of your video. You may need to blur their faces if you don't have a release form signed.
 - People who provide narration or voice-over talent in your video.
- **Property Release.** Use this form in the following cases:
 - If your video production is on location at a school, museum, or other recognizable location. This is especially true if you are identifying the location in your video.
 - If your video is *about* the particular location in your video.
- **Materials Release.** Use this form if you are incorporating the following into your video:
 - Music
 - Graphics and illustrations
 - Stock footage or other video
 - Animations
 - Audio
 - Any other multimedia asset that you did not create
- **Video Submission Form.** Once you have completed your video production, it is a media product that you must grant Pearson the right to use. For that reason you need the Video Submission.

If you are using media elements in your video that are in the Public Domain, you do not need to complete a release form. *If you are unsure if the item you are incorporating into your video is in the public domain, check with your teacher.* When in doubt, assume that you need a release form signed.

In all cases the Video Submission form must be completed for your video production.

PERFORMANCE RELEASE

1. I, the "Producer" identified below, want to take photographs and/or make audio, visual or motion picture recordings (the "Recordings") of you, the undersigned "Performer", for possible use in an audio/video recording ("Video") that I intend to submit to Pearson Education, Inc. ("Pearson") for potential inclusion in a program tentatively titled "Pearson Video Challenge" (the "Program"), and in other materials, all to be copyrighted and published by Pearson, its grantees and licensees, and you want me to make such Recordings for use by Pearson and me as set forth below.
2. You hereby grant to me permission to make the Recordings and edit them as desired, for inclusion in the Video.
3. You hereby grant to Pearson, and its respective successors, assigns, grantees and licensees, the right to edit, use, re-use, license, transfer or dispose of the Recordings, without limitation, for the Program and related materials, and for any and all other purposes, in perpetuity, throughout the world, in any and all languages, formats and media now known or hereafter known, including in versions created to comply with state and federal laws and regulations, and policies regarding accessibility, and with localized education standards. You hereby assign any and all right and title, including any intellectual property rights, including but not limited to copyright, that you may have in the Recordings or Video to Pearson. You hereby waive any right that you may have to inspect or approve the finished Recordings, Video, or Program, or any other materials that may include the Recordings, or are to be used in connection therewith, or the use to which the Recordings shall be applied.
4. Your name, voice, likeness, picture and biographical data may be used in the Recording, Video and/or Program, or in other materials containing the Recording, and in any materials that derive from, supplement, relate to, publicize, promote or advertise the same.
5. You agree to accept no monetary compensation in full consideration of the rights and permissions you have granted herein. You acknowledge the benefit of appearing in the Recordings, and that such benefit is adequate and sufficient consideration for entering into this release.
6. Any claim by you against me will not affect Pearson's rights to or ownership of the Recordings.
7. You warrant and represent that: (a) you have the full right and power to enter into this release and that the permission of no other person or entity is required; (b) that the terms of this release, and the rights you have granted herein, are not in conflict with and do not violate any commitment, agreement, obligation or understanding that you have or will have, to or with, nor infringe upon any rights of, any other person or entity; and (c) that the Recordings will not violate any personal or proprietary right of any person or entity or cause Pearson or me to incur any liability for payment to any person or entity.
8. You agree to indemnify and hold Pearson, me, and our officers, representatives, agents, employees, assignees, grantees and licensees ("Representatives"), harmless from and against all claims, losses, costs, expenses, settlements, demands and liabilities of every kind, including reasonable attorneys' fees and expenses, arising out of or incurred by reason of (a) my making of the Recording; (b) the use of the Recording as set forth above; or (c) the inaccuracy, alleged or actual breach of any representation, warranty, covenant, agreement, or undertaking you have made herein. You further agree to indemnify and hold Pearson, me, and our Representatives, harmless from and against any liability by virtue of any blurring, distortion, alteration, digital manipulation, optical illusion or use in composite form, whether intentional or otherwise, that may occur or be produced in the making of the Recordings, or in any subsequent processing thereof, as well as any publication or use thereof, including without limitation any claims for libel or invasion or privacy. You waive any and all right to injunctive relief in the event of any dispute with me and/or Pearson, and further agree that your sole remedy in such a dispute shall be at law.

PRODUCER (print name): _____

PERFORMER

Signature: _____

Address: _____

Print Name: _____

Date: _____

Telephone: _____

Age: _____

Tax ID#/SSN: _____

Proof of Age (Check one; attach photocopy): Driver's License; Birth Certificate; Passport

PERFORMANCE RELEASE

PARENT / LEGAL GUARDIAN PERMISSION

PERFORMER (*print Owner's name*): _____

I am the parent or legal guardian of the Performer identified above, and whose signature appears on the attached Performance Release, and who is less than eighteen years old. I agree to the terms of the attached Performance Release, and these terms shall carry the same force as if I had agreed to them on my own behalf.

Signature _____

Address: _____

Print Name: _____

Date _____

Tel # _____

PROPERTY RELEASE

1. I, the "Producer" identified below, want to take still photographs and/or make an audio, visual or motion picture recording (the "Recording") of the property identified below ("Property") located at the address identified below (the "Location") for possible use in an audio/video recording ("Video") that I intend to submit to Pearson Education, Inc. ("Pearson") for potential inclusion in a program tentatively titled "Pearson Video Challenge" (the "Program"), and in other materials, all to be copyrighted and published by Pearson, its grantees and licensees, and you, the undersigned "Owner" of the Property, want me to make such Recordings for use by Pearson and me as set forth below.

PROPERTY (describe): _____

LOCATION (address): _____

- 2. You hereby grant to me permission to enter onto, bring equipment onto, and remove the same, and use the Location for the purposes of making the Recordings of the Property, and to edit the Recordings as desired for inclusion in the Video.
- 3. You hereby grant to Pearson, and its respective successors, assigns, grantees and licensees, the right to edit, use, re-use, license, transfer or dispose of the Recordings, without limitation, for the Program and related materials, and for any and all other purposes, in perpetuity, throughout the world, in any and all languages, formats and media now known or hereafter known, including in versions created to comply with state and federal laws and regulations, and policies regarding accessibility, and with localized education standards. You hereby assign any and all right and title, including any intellectual property rights, including but not limited to copyright, that you may have in the Recordings or Video to Pearson. You hereby waive any right that you may have to inspect or approve the finished Recordings, Video or Program, or any other materials that may include the Recordings, or are to be used in connection therewith or the use to which the Recordings shall be applied.
- 4. The name, likeness, picture, location and historical data of the Property may be used in the Recording, Video and/or Program, or in other materials containing the Recording, and in any materials that derive from, supplement, relate to, or publicize, promote or advertise the same.
- 5. You agree to accept no monetary compensation in full consideration of the rights and permissions you have granted herein. You acknowledge the benefit of having your Property included in the Recordings, and that such benefit is adequate and sufficient consideration for entering into this release.
- 6. I agree to hold you harmless against any and all injury, damage or liability, which you or the Property might sustain caused by me or my equipment. Any claim by you against me shall not affect Pearson's rights to or ownership of the Recording.
- 7. You warrant and represent that: (a) you have the full right and power to enter into this release and that the permission of no other person or entity is required; (b) that the terms of this release, and the rights you have granted herein, are not in conflict with and do not violate any commitment, agreement, obligation or understanding that you have or will have, to or with, nor infringe upon any rights of, any other person or entity; and (c) that the Recording of the Property will not violate any personal or proprietary right of any person or entity or cause Pearson or me to incur any liability for payment to any person or entity.
- 8. You agree to indemnify and hold Pearson, me, and our officers, representatives, agents, employees, assignees, grantees and licensees ("Representatives"), harmless from and against all claims, losses, costs, expenses, settlements, demands and liabilities of every kind, including reasonable attorneys' fees and expenses, arising out of or incurred by reason of (a) my making of the Recording; (b) the use of the Recording as set forth above; or (c) the inaccuracy, alleged or actual breach of any representation, warranty, covenant, agreement, or undertaking you have made herein. You further agree to indemnify and hold Pearson, me, and our Representatives, harmless from and against any liability by virtue of any blurring, distortion, alteration, digital manipulation, optical illusion or use in composite form, whether intentional or otherwise, that may occur or be produced in the making of the Recordings, or in any subsequent processing thereof, as well as any publication or use thereof, including without limitation any claims for libel or invasion or privacy. You waive any and all right to injunctive relief in the event of any dispute with me and/or Pearson, and further agree that your sole remedy in such a dispute shall be at law.

PRODUCER (print name): _____

OWNER (if Owner is under age of 18, attach Parent/Legal Guardian Permission)

Signature: _____

Address: _____

Print Name: _____

Date: _____

Telephone: _____

Age: _____

Tax ID#/SSN: _____

Proof of Age (Check one; attach photocopy): Driver's License; Birth Certificate; Passport



PROPERTY RELEASE

PARENT / LEGAL GUARDIAN PERMISSION

OWNER (*print Owner's name*): _____

I am the parent or legal guardian of the Owner identified above, and whose signature appears on the attached Property Release, and who is less than eighteen years old. I agree to the terms of the attached Property Release, and these terms shall carry the same force as if I had agreed to them on my own behalf.

Signature _____

Address: _____

Print Name: _____

Date _____

Tel # _____

STUDENT VIDEO SUBMISSION FORM

1. I, the undersigned "Student", have created an audio, visual or motion picture recording (the "Submission") for possible use in a program tentatively entitled "Pearson Video Challenge" (the "Program"), and in other materials, all to be copyrighted and published by Pearson Education, Inc. ("Pearson"), its grantees and licensees.
2. I represent and warrant that:
 - a. I am the sole designer, creator, and owner of all elements of the Submission, including any visual or auditory materials, except for those materials owned by third parties for which I have obtained and delivered to Pearson signed Materials Permission Forms using a form approved by Pearson permitting the use of such materials in the Submission. The Submission: (a) does not infringe upon the intellectual property or moral rights of any third party; (b) does not infringe upon the privacy or publicity rights of any third party; (c) does not now, and will not in the future, violate any agreements or understandings I may have with any third party; and (d) has not been published, distributed, or disseminated previously in any medium.
 - b. I have obtained and delivered to Pearson signed Performance Release Forms using a form approved by Pearson from all persons depicted in the Submission permitting the use of their image or likeness in the Submission, including one for myself if I appear in the Submission.
 - c. I have obtained and delivered to Pearson signed Property Release Forms using a form approved by Pearson from all owners whose property is depicted in the Submission permitting the use of the image or likeness of the property in the Submission .
3. I agree that by submitting the Submission, I grant to Pearson, and its respective successors, assigns, grantees and licensees, the right to edit, use, re-use, license, transfer or dispose of the Submission, without limitation, for the Program and related materials, and for any and all other purposes, in perpetuity, throughout the world, in any and all languages, formats and media now known or hereafter known, including in versions created to comply with state and federal laws and regulations, and policies regarding accessibility, and with localized education standards. I hereby assign any and all right and title, including any intellectual property rights, including but not limited to copyright, that I may have in the Submission to Pearson. I hereby waive any right that I may have to inspect or approve the finished Program, or any other materials that may include the Submission, or are to be used in connection therewith, or the use to which the Submission shall be applied.
4. I consent to Pearson's use of my name, likeness, photograph, voice, opinions, and/or ideas and statements about the Submission for promotional purposes in any media, worldwide, without further payment or consideration.
5. I agree that Pearson is not responsible for any incorrect or inaccurate information, whether caused by any of the equipment or programming or by any technical or human error which may occur in the processing or use of the Submission, and that Pearson is not responsible for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications-line failure, theft, or destruction or unauthorized access to, or alteration of, the Submission.
6. I release Pearson, and its respective officers, directors, agents, employees, assigns, and all others associated with the development and execution of the Program, from any and all liability with respect to or in any way arising from the Submission, including but not limited to liability for personal injury, bodily injury including wrongful death or disability, damage to property, and damage or loss of any other kind. I agree to indemnify and hold Pearson and its officers, representatives, agents, employees, assignees, grantees and licenses, harmless from and against all claims, losses, costs, expenses, settlements, demands and liabilities of every kind, including reasonable attorneys' fees and expenses, arising out of or incurred by reason of: (a) the use of the Submission as set forth above; (b) the inaccuracy, alleged or actual breach of any representation, warranty, covenant, agreement, or undertaking I have made herein; (c) any blurring, distortion, alteration, digital manipulation, optical illusion or use in composite form, whether intentional or otherwise, that may occur or be produced in the making of the Submission or in any subsequent processing thereof; and (d) any publication or use thereof, including without limitation any claims for libel or invasion or privacy.
7. I agree that all issues and questions concerning the construction, validity, interpretation and enforceability of this agreement, or my rights and obligations in connection with the Submission, shall be governed by, and construed in accordance with, the laws of the New York, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than the State of New York. I waive any and all right to injunctive relief in the event of any dispute with Pearson, and further agree that my sole remedy in such a dispute shall be at law.

STUDENT (if Student is under age of 18, attach Parent/Legal Guardian Permission)

Signature: _____

Address: _____

Print Name: _____

Date: _____

Telephone: _____

Age: _____

Tax ID#/SSN: _____

Proof of Age (Check one; attach photocopy): Driver's License; Birth Certificate; Passport

STUDENT VIDEO SUBMISSION FORM

PARENT / LEGAL GUARDIAN PERMISSION

STUDENT (*print Student's name*): _____

I am the parent or legal guardian of the Student identified above, and whose signature appears on the attached Student Video Submission Form, and who is less than eighteen years old. I agree to the terms of the attached Student Video Submission Form, and these terms shall carry the same force as if I had agreed to them on my own behalf.

Signature _____

Address: _____

Print Name: _____

Date _____

Tel # _____

1. I, the "Producer" identified below, want to incorporate the following items in an audio/video recording ("Video") that I intend to submit to Pearson Education, Inc. ("Pearson") for potential inclusion in a program tentatively titled "Pearson Video Challenge" (the "Program"), and in other materials, all to be copyrighted and published by Pearson, its grantees and licensees, and you, the undersigned "Grantor", agree to grant to Pearson and me the right to incorporate such items in the Video accordance with the terms of this agreement. All items checked and described below shall be referred to collectively as the "Materials".

- Photographs, Illustrations/drawings, Video, Animations, Text, Art/fine art, Audio, Other

Description of the Materials: _____

- 2. You hereby grant to me the right and permission to use the Materials in the Video. Such right shall include, without limitation, the right to: (a) modify the Materials; (b) combine the Materials or portions thereof with such other material (i.e., animation, video, sound, software) which I select to create the Video; and (c) put the Materials into digital electronic form.
3. You hereby grant to Pearson the worldwide, perpetual and irrevocable right and permission to use the Materials in the Video and Program, and in other materials, and for any and all other purposes, in any and all languages, formats and media now known or hereafter known. Such right shall include, without limitation, the right to: (a) modify the Materials; (b) combine the Materials or portions thereof with such other material (i.e., animation, video, sound, software); (c) put the Materials into digital electronic form; (d) use the Materials in print publications, electronic versions, audio and video recordings, and in versions created to comply with state and federal laws and regulations, and policies regarding accessibility, and with localized education standards, and in advertising and promotional materials; (e) reproduce and manufacture the Video and Program, and other materials containing the Materials; (f) market, distribute, sell, transfer, dispose of, sublicense, lease, rent, directly or indirectly to end users, the Video, Program and other materials containing the Materials; and (g) grant sublicenses to sub-distributors or value added resellers to undertake the activities authorized above. You hereby waive any right that you may have to inspect or approve the finished Video or Program, or any other materials that may include the Materials, or are to be used in connection therewith, or the use to which the Materials shall be applied.
4. If you appear in the Materials, your name, voice, likeness, picture and biographical data may be used in the Video and/or Program, or in other materials containing the Materials, and in any materials that derive from, supplement, relate to, or publicize, promote or advertise the same. Pearson or I may in our discretion list a credit if we use the above Materials.
5. You agree to accept no monetary compensation in full consideration of the rights and permissions you have granted under this agreement. You acknowledge the benefit of having your Materials included in the Video and/or Program, and in other materials, and that such benefit is adequate and sufficient consideration for entering into this agreement.
6. Any claim by you against me will not affect Pearson's rights to or ownership of the Recordings.
7. You warrant and represent that: (a) you have the full right and power to enter into this agreement and that the permission of no other person or entity is required; (b) the terms of this agreement, and the rights you have granted herein, are not in conflict with and do not violate any commitment, agreement, obligation or understanding that you have or will have, to or with, nor infringe upon any rights of, any other person or entity; (c) the Materials are original; (d) that the Materials do not contain any libelous or otherwise unlawful material or violate any copyright, trademark, patent or other intellectual property right; and (e) the Materials will not violate any personal or proprietary right of any person or entity or cause Pearson or me to incur any liability for payment to any person or entity.
8. You agree to indemnify and hold me and Pearson and our officers, representatives, agents, employees, assignees, grantees and licensees harmless from and against all claims, losses, costs, expenses, settlements, demands and liabilities of every kind, including reasonable attorneys' fees and expenses, arising out of or incurred by reason of: (a) the use of the Materials as set forth above; or (b) the inaccuracy, alleged or actual breach of any representation, warranty, covenant, agreement, or undertaking you have made herein. You further agree to indemnify and hold Pearson, me, and our Representatives, harmless from and against any liability by virtue of any blurring, distortion, alteration, digital manipulation, optical illusion or use in composite form, whether intentional or otherwise, that may occur or be produced in the making of the Video, Program, or any other materials containing the Materials, or in any subsequent processing thereof, as well as any publication or use thereof, including without limitation any claims for libel or invasion or privacy. You waive any and all right to injunctive relief in the event of any dispute with me and/or Pearson, and further agree that your sole remedy in such a dispute shall be at law.

PRODUCER (print name): _____

GRANTOR (if Grantor is under age of 18, attach Parent/Legal Guardian Permission)

Signature: _____ Address: _____
Print Name: _____
Date: _____ Telephone: _____
Age: _____ Tax ID#/SSN: _____

Proof of Age (Check one; attach photocopy): [] Driver's License; [] Birth Certificate; [] Passport



MATERIALS PERMISSION FORM

PARENT / LEGAL GUARDIAN PERMISSION

GRANTOR (*print Grantor's name*): _____

I am the parent or legal guardian of the Grantor identified above, and whose signature appears on the attached Materials Permission Form, and who is less than eighteen years old. I agree to the terms of the attached Materials Permission Form, and these terms shall carry the same force as if I had agreed to them on my own behalf.

Signature _____

Address: _____

Print Name: _____

Date _____

Tel # _____

Technical Specifications

How you produce your video—whether in a studio or on location, with a camcorder or a studio camera—is up to you and your team. But how you deliver your video to Pearson needs to meet the following technical specifications.

- You must submit two copies of your video on a DVDR.
- The contents of each DVDR needs to contain the following materials.
 - A high-resolution MPEG 4 video with these specs:
 - NTSC video
 - Size: 640 x 480
 - Frame rate: 30 fps
 - Save at the highest resolution possible for your computer and no less than millions of colors.
 - H264 compression
 - MPEG 4 audio, 44 KHz, 16-bit, stereo
 - The source files you used to create the final video. This should include the following:
 - Video files
 - Graphics
 - Music and sound effects
 - Video editing files (for example, After Effects, Final Cut Pro)
 - Audio files used for narration

FAILURE TO COMPLY WITH THESE SPECIFICATIONS MAY RESULT IN DISQUALIFICATION.

Content Guidelines

Overview

The Pearson Video Challenge is open to all students, but all video submissions must relate to set of predetermined curriculum areas and topics. In the following pages the selected topics for Math, Economics, and U.S. History are listed.

While the video topics are quite specific, *how* the video addresses these topics is wide open. Student videos can be documentaries, dramatic re-creations, animated cartoons, music videos, or any form of presentation. Creativity is encouraged, as is specificity of the topic chosen.

Pearson has several student videos that can serve as samples of the kinds of student videos that can be produced. Specifically, the following videos are available to share with students:

- Math samples.
 - 1) A segment on basketball that also deals with scatterplot data.
 - 2) A science fiction segment that deals with linear functions. The math topic is clearly explained, while the video narrative is something that students can relate to.
- Economics sample. This fictionalized business news segment discusses the prices of different items.
- U.S. History sample. This fictionalized documentary discusses the proper balance between national security and civil liberties.

The reason for sharing these videos with students is simply to encourage them to think creatively about the videos.

Math Topics

Develop video segments that support these math topics. The goal is to produce lively, interesting videos that use the math. Do not produce a video that simply repeats concepts from the book. Target the video to a specific math topic, but otherwise let your imagination create a story that helps explain how the math concept was used to solve a problem.

Algebra

- Foundations For Algebra
- Solving Equations
- Solving Inequalities
- An Introduction to Functions
- Linear Functions
- Systems of Linear Equations
- Exponents and Exponential Functions
- Polynomials and Factoring
- Quadratic Functions and Equations
- Analyzing and Interpreting Data
- Probability
- Radical Expressions and Equations
- Rational Expressions and Functions



Geometry

- Tools of Geometry
- Reasoning and Proof
- Parallel and Perpendicular Lines
- Congruent Triangles
- Relationships Within Triangles
- Quadrilaterals
- Similarity
- Right Triangles and
- Transformations
- Area
- Surface Area and Volume
- Circles

Advanced Algebra

- Expressions, Equations, and Inequalities

- Functions, Equations, and Graphs
- Linear Systems
- Quadratic Equations and Functions
- Polynomials and Polynomial Functions
- Radical Functions and Rational Exponents
- Exponential and Logarithmic Functions
- Rational Functions
- Sequences and Series
- Quadratic Relations and Conic Sections

Topics for Economics

If you are interested in producing a video segment for Economics, select one of the Essential Questions listed below and let your video answer the question. Let your video be as specific as possible in answering the question, but otherwise, let your creativity come up with an interesting way of answering the question via video.

Introduction to Economics: How does economics affect everyone?

- Essential Question 1. How can we make the best economic choices?
- Essential Question 2. How does a society decide who gets what goods and services?
- Essential Question 3. What role should government play in a free?

How Markets Work : Who benefits from the free market economy?

- Essential Question 4. How do we decide what to buy?
- Essential Question 5. How do suppliers decide what goods and services to offer?
- Essential Question 6. What is the right price?
- Essential Question 7. How does competition affect your choices?

Business and Labor : How can businesses and labor best achieve their goals?

- Essential Question 8. Why do some businesses succeed and others fail?
- Essential Question 9. How can workers best meet the challenges of a changing economy?

Money, Banking, and Finance : How can you make the most of your money?

- Essential Question 10. How well do financial institutions serve our needs?

- Essential Question 11. How do your saving and investment choices affect your future?

Measuring Economic Performance : Why does it matter how the economy is doing?

- Essential Question 12. How do we know if the economy is healthy?
- Essential Question 13. How much can we reduce unemployment, inflation, and poverty?

Government and the Economy : What is the proper role of government in the economy?

- Essential Question 14. How can taxation meet the needs of government and the people?
- Essential Question 15. How effective is fiscal policy as an economic tool?
- Essential Question 16. How effective is monetary policy as an economic tool?

The Global Economy : How might scarcity divide our world or bring it together?

- Essential Question 17. Should free trade be encouraged?
- Essential Question 18. Do the benefits of economic development outweigh the costs?

U.S. History: Video Topics

Examine key issues that have endured throughout American history. For each video topic, come up with a video segment that relates this issue to your community. How does is this issue relevant to you and your life? Let your video be as specific as possible in answering the question, but otherwise, let your creativity come up with an interesting way of answering the question via video.

- **Global Interdependence:** Is global interdependence good for the American economy?
- **Expanding and Protecting Civil Rights:** What should the federal government do to expand and protect civil rights?
- **Sectionalism and National Politics:** How do regional differences affect national politics?
- **Church and State:** What is the proper relationship between government and religion?
- **Federal Power and States' Rights:** How much power should the federal government have?
- **Checks and Balances:** Does any branch of government have too much power?
- **Technology and Society:** What are the benefits and costs of technology?
- **Migration and Urbanization:** How does migration affect patterns of settlement in America?
- **American Indian Policy:** How should the federal government deal with Indian nations?
- **Women in American Society:** Why do Americans disagree over women's rights?
- **Social Problems and Reforms:** What are the most pressing problems, and how can we solve them?
- **Territorial Expansion of the United States:** Should the United States expand its territory?
- **America Goes to War:** When should America go to war?
- **U.S. Immigration Policy:** How should government regulate immigration?
- **Government's Role in the Economy:** What is the proper balance between

free enterprise and government

regulation of the economy?

- **Civil Liberties and National Security:**

What is the proper balance between

national security and civil liberties?

- **Voting Rights:** What should the government do to promote voting rights?

- **Poverty and Prosperity:** How should Americans deal with the gap between rich and poor?

- **America and the World:** What is America's role in the world?

- **Interaction With the Environment:**

How can we balance economic development and environmental protection?

- **Education and American Society:**

What should be the goals of American education?

Video Production

Do's and Don'ts

Video production has become easier and affordable with the rise of inexpensive cameras and editing software. It is possible to create high-quality productions with minimal cost. But there are still some rules that need to be observed when producing a video. This is especially the case for the Pearson Challenge, where the winning videos will be distributed widely.

Don'ts

- Avoid using copyrighted music in your production unless you have written permission from the copyright holder.
- Avoid using sections from copyrighted movies, television programs, and broadband videos, unless you have written permission from the copyright holder.
- Do not copy images and text from Web sites and other sources.
- Avoid profanity and other inappropriate language in your script. If you are shooting a documentary and inappropriate language is used, delete the audio in post-production.
- There is no need to shoot your video in HD. If you do use HD, your submission will have to be in standard mode.
- Don't start production until you have completed pre-production (including scripting, storyboarding, and casting).
- Don't use all your footage. Every production always includes material that ends up on the cutting room floor.
- Don't let your video get too long. If your goal is to create a five-minute video, stick to this plan; otherwise, your video will be long and uninteresting.
- Avoid violence, nudity, and inappropriate themes
- Avoid derogatory references to personal characteristics, e.g. age, gender, race, ethnicity, etc.

Do's

- Keep a log of your footage. Even a short video production can generate a lot of footage (multiple takes, extra shots), and a log helps you keep track of your footage.
- Write a treatment before you write a script. Write a script or storyboard before you shoot your video. Shoot all the footage you need and then some, just in case.
- Create a rough cut first before you complete the final video.
- Stick to a schedule. Create a calendar of key events in your production and share the schedule with the rest of the team.
- Use transitions, special effects, music, and sound—but only as needed.

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Audio-Visual Support

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