



Hype Video (less than 5 minutes)

A **Hype Video** is a short, high-energy promotional video designed to excite the audience and build anticipation for an upcoming event, game, or activity. The goal is to create excitement, generate interest, and encourage participation by using impactful visuals, music, and fast-paced editing. The video should be visually engaging and inspire viewers to take action or attend the event being promoted.

Key Elements of a Hype Video (less than 5 minutes):

1. Clear Focus on Event or Subject:

- The **focus** of the hype video should be clear from the beginning. It might promote a sports event, school competition, pep rally, or major upcoming activity. The audience should immediately understand what the video is hyping.
- Example: A hype video for a football game would start with action shots of previous games, showing team spirit, big plays, and highlights from the season.

2. Fast-Paced and High Energy:

- The **pace** of a hype video is crucial. It should be fast-moving, with quick transitions between shots, keeping the energy level high throughout. This style helps build excitement and keeps the audience engaged.
- Example: Quick cuts between dramatic plays, roaring crowds, and dynamic shots of athletes training to convey a sense of urgency and energy.

3. Engaging Visuals and B-Roll:

- The video should feature **engaging visuals**, including high-energy b-roll that captures key moments related to the event. This could include game footage, crowd reactions, athletes warming up, or behind-the-scenes preparations.
- The visuals should tell a story that gets viewers excited about the upcoming event.
- Example: For a basketball game hype video, include b-roll of slam dunks, players practicing, and crowd cheers to build excitement.

4. Powerful Music and Sound Effects:

- The **music** in a hype video is essential for setting the tone and driving the energy. It should be upbeat, motivational, and match the tempo of the editing. High-intensity music builds momentum and gets the audience pumped.
- **Sound effects** can also be used strategically—such as crowd noise, whistles, or the sound of a buzzer—to emphasize key moments and make the video feel dynamic.
- Example: Using an intense rock or hip-hop track to complement action shots and elevate the excitement level.

5. Bold Graphics and Text:

- **Graphics and text** should be bold and used strategically to reinforce the message. This could include team names, event dates, slogans, or motivational phrases. The text should be eye-catching and easy to read, fitting within the overall visual style of the video.



- Example: “Friday Night Lights – Bellville vs. Sealy – 7 PM” might flash on-screen in large, dynamic font, timed with the music.
- 6. **Call to Action:**
 - A hype video usually ends with a strong **call to action** that encourages viewers to attend or participate in the event. The call to action should be clear and prominent, leaving viewers with a sense of urgency or excitement about attending.
 - Example: “Be there. Friday at 7 PM. Don’t miss it!” in bold, energetic text, placed at the end of the video.
- 7. **Use of Color and Contrast:**
 - The color scheme should be vibrant and high-contrast to grab attention. Team colors, logos, and school branding can be used to reinforce identity and school spirit.
 - **Bright, bold colors** help create an exciting, visually stimulating atmosphere that keeps viewers engaged.
 - Example: Using red and black, the school’s colors, in the background, text, and transitions to build a sense of unity and spirit.
- 8. **Emotional and Motivational Tone:**
 - A good hype video also appeals to **emotions**, whether it’s pride in the team, anticipation for an important event, or school spirit. Motivational quotes, intense game moments, or shots of the team preparing can evoke strong feelings and build excitement.
 - Example: A hype video might include footage of a coach giving an inspiring speech before a big game, combined with shots of athletes training hard.
- 9. **Pacing and Editing:**
 - **Editing** is key in a hype video. The video should be tightly edited, with quick cuts and transitions that match the pace of the music. Slow moments should be avoided unless they are used for dramatic effect, and every second should contribute to building anticipation.
 - Example: Cutting from one exciting game moment to another in rapid succession, with no lulls in between, to maintain energy.
- 10. **Strong Conclusion:**
 - The hype video should have a strong **conclusion** that leaves viewers energized and ready to act. The ending should build to a peak, finishing with a clear call to action or a final motivational moment.
 - Example: The video could end with a shot of the team huddled together, followed by the event details in bold text, accompanied by a final burst of music.

Criteria for Judging:

- **Energy and Engagement:** How well the video captures and maintains high energy to engage the viewer.
- **Visual and Audio Quality:** The overall quality of the visuals and sound, including clear video, crisp audio, and professional use of music and sound effects.
- **Pacing and Editing:** The effectiveness of the video’s pacing and the quality of the editing, ensuring that the video flows smoothly and maintains excitement.



- **Use of Graphics and Text:** The clarity, boldness, and appropriateness of the graphics and text used to convey key information and build excitement.
- **Call to Action:** The strength and clarity of the call to action, encouraging viewers to attend or participate in the event.
- **Emotional Appeal:** How well the video evokes emotions such as excitement, pride, or anticipation.

In summary, the **Hype Video (less than 5 minutes)** contest challenges students to create a short, high-energy promotional video that excites viewers about an upcoming event or activity. It requires fast-paced editing, dynamic visuals, strong music, and a clear call to action, all while maintaining professional quality and engaging the audience in a compelling way.