

Come Together

Genre

Record labels should *Come Together* (maybe not right now, but some time before the conference), complete an engineering-related service project, and put together a hit music video.

Artists

Come Together should involve the efforts of the entire record label (the ASCE Student Chapter). Presentations will be given by the production team of up to four members.

Instruments

- Record labels should produce a music video no shorter than 2 minutes but no longer than 3 minutes. Videos shorter than 1 minute or longer than 4 minutes will be disqualified.
- Music choice should be appropriate for a semi-professional environment.
- Production teams should bring the music video to the presentation on a USB drive.
- Music videos should be exported in the MP4 (.mp4) file format.
- The music video should clearly identify its title and the name of your record label.
- The music video should clearly cite the music used and its recording artist(s).
Videos that do not cite the music and its recording artist(s) will be disqualified.

Tracks

Record labels will be assigned timeslots the day of the competition.

Record labels will send their production team to present the music video to judges from “the Academy.” The team will show the music video and respond to the judges’ questions.

Time Score – 5% of Total Score

Judges will assess the video’s compliance with the minimum and maximum length requirements. Compliance is “all or nothing”. Labels will receive the maximum possible time score or zero time score.

Identification Score – 5% of Total Score

Judges will assess the video’s compliance with the title and name identification requirements. Compliance is “all or nothing”. Labels will receive the maximum possible identification score or zero identification score.

Technical Score – 30% of Total Score

Judges will rate the video’s technical quality (is it well-produced? is it aesthetically-pleasing? does it utilize moving footage at least as much as it uses still footage?).

Clarity Score – 10% of Total Score

Judges will rate how clearly the video depicts the service project (is it apparent what the project involved?).

Service Score – 30% of Total Score

Judges will rate the service project based on engagement (did as many members participate as possible?), impact (did it provide an important service to the community?), and specialization (did the service project engage the skills and talents of civil engineering students or could groups outside the civil engineering and broader STEM communities just as well have completed the project?). Judges will only know the project through the music video and the answers to their questions, so production teams should be mindful to communicate information on these counts.

Creativity Score – 20% of Total Score

Judges will rate the creative use of the music and, particularly, the music's tie-in with the service project.

Notes

Music videos will not be published by conference organizers; nonetheless, please exercise due diligence when including likenesses, especially those of individuals outside ASCE, in your music video. Obtaining media releases from all parties depicted in the video, including ASCE members, is very strongly encouraged.

Direct any RFIs to [conference organizers](#). This section will be updated to include RFI responses.