NORTH AMERICA SCHOLASTIC ESPORTS FEDERATION

FALL 2021
BEYOND THE GAME CHALLENGES

OVERVIEW

About

Introducing the Beyond the Game Challenges, where esports Clubs can tap into their talent apart from their competitive teams. Here, students with interests in the different sectors of the Esports Ecosystem can learn new skills, expand their knowledge, and gain real experience in potential future career opportunities! We challenge and celebrate students with interests in a variety of roles within the Esports Ecosystem (Content Creators, Entrepreneurs, Strategists and Organizers). Students are encouraged to learn new skills, expand their knowledge, and gain real experience in potential future career opportunities. Beyond the Game Challenges are open to all active members in activated NASEF Clubs.

How It Works

Through the 2021-22 school year, we will be introducing a series of challenges that represent a different sector of the Esports Ecosystem. This November we are focusing on content creation. Content creators help tell the story of each team, streamer, company, or organization they represent. These careers include: Journalists, Shoutcasters, Streamers, Software Developers, and Fandom Art & Media. We will have three challenges; create a club/team logo, cosplay and create a character/world building. Choose *at least one* challenge and submit your Challenge submission online at Flipgrid. We will you give a month to finish the challenge. Since this is the first challenge, you will have all of November and December to do this challenge. NASEF Members can submit entries for more than one Challenge. Members can also submit as individuals or as teams. See guidelines for submission details for each and review each Challenge as their awards and requirements are specific to each Challenge.

Diagram Citation: Anderson, Tsaasan, Reitman, Lee, Wu, Steele, Turner & Steinkuehler (2018)

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BEYOND THE GAME CHALLENGES

GUIDELINES AND ELIGIBILITY

Guidelines
- Students are required to identify their participating high school or community-based organization with an active club registered with NASEF.
- Students are required to identify their Club general manager name.
- Students must create their own original content (Example: video, blog post, emotes, stream, etc.).
  - No inappropriate subject matter will be accepted.
- Students can do for more than one Beyond the Game Challenge.
- Students can submit as individuals or teams.
- **All entries must be submitted at Flipgrid by Friday, December 31, 2021 by 5:00pm PT|6:00 pm MT|7:00 pm CT|8:00 pm ET.**

For any questions, please contact us at info@nasef.org

Eligibility
All students who submit a Beyond the Game Challenge must:
- Be an active member of a Club activated in the North America Scholastic Esports Federation
  - Active Member for a student means completion of student and parent/guardian forms and student has met eligibility requirements.
  - Active Club means complete activation with the North America Scholastic Esports Federation. See Getting Started for more information.
- Students must have this parent/guardian permission slip completed.
- Complete media release form.
- Review Flipgrid's Terms and Privacy Policy.
- **All entries must be submitted at Flipgrid by Friday, December 31, 2021 by 5:00pm PT|6:00 pm MT|7:00 pm CT|8:00 pm ET.**

BEYOND THE GAME CHALLENGES #1
HIGHS AND LOGOS: CREATE YOUR CLUB/TEAM LOGO

Want to create the face of your Club? Using digital media strategically by creating and sharing a logo will enhance your Club's work and make it recognizable by your peers! When everyone sees the logo, they'll know it is associated with exciting opportunities!

Challenge
Design a logo for your esports club to represent your events, social media content, marketing materials, etc.

Submission Details
Submit a video of your process and final product to Flipgrid (Examples of your process could include a written format, storyboard, other attempts, etc). Walk us through that verbally and remember to answer at least 3 questions below.

Commentate over your video using the questions below; answer at least 3 of them (you do not have to answer all of them).
Questions:
1. How many different logos did you try to create?
2. Did you try different materials/mediums? Which ones worked better? Which ones didn't?
3. What inspired you to create your logo?
4. Will your club use your logo anywhere? If so, for what?
5. What was the most exciting part of creating your logo? What was the most difficult part?

- Video length should be at least <u>2 minutes</u> but no more than <u>5 minutes</u>
  - Commentary must be at least <u>90 seconds</u> long
- Submissions must be original videos.
- Submit your video on [Flipgrid.](#)
- Logging into Flipgrid.
  - To access your Flipgrid account, please follow these instructions:
    - Go to: Add new Flipgrid library link for each challenge
    - When you're ready to record or upload your video. Click the "Moderate Button," to record or click "My Flipgrid" and login.
    - Type in your username, click "Next."
    - Type in your password, click "Sign-In."

BEYOND THE GAME CHALLENGES #1 (CONTINUED)
HIGHS AND LOGOS: CREATE YOUR CLUB/TEAM LOGO

Equipment:
- Paper or other mediums
- Drawing utensils (Pencil, pens, marker, etc.)
- Adobe Illustrator or access to another graphic design program (not required)

Judging Criteria
A panel of NASEF team members, affiliates and partners will review submissions based on the following criteria:
- **Impact**: How creative or interesting was your logo? Does it have an apparent purpose, such as where it would be utilized?
- **Innovation**: How creative is your submission? Is there personal artistry even if building upon an existing logo? What makes this logo unique?
- **Technology:** What was used to create this logo? Does the method used match or exceed the expected quality of the design?
- **Presentation**: Does the presentation explain how the logo plans to be utilized or could potentially be utilized? Does the presentation showcase how this logo is different than existing ones and/or has personal club/team flair?

Questions? For any questions, email us at info@nasef.org or contact via NASEF Community Discord.

BEYOND THE GAME CHALLENGES #2
GETTING INTO CHARACTER: CREATE A COSPLAY COSTUME

Character concept artists and costume designers help bring characters and creatures to life. They draw inspiration from as little as a napkin sketch or as much as a full-blown narrative concept and generate ideas and craft designs that are compelling and iconic. Respectful digital citizens honor the intellectual property of others and give credit where credit is due.

Challenge
Design an outfit, piece of clothing, or equipment from your favorite game character!

Submission Details
Submit a video of your process and final product to Flipgrid (Examples of your process could include a written format, storyboard, other attempts, etc). Walk us through that verbally and remember to answer at least 3 questions below.

Commentate over your video using the questions below, answer at least 3 of them (you do not have to answer all of them).
Questions:

      1. What piece of clothing or material was your favorite to make? Which material was hardest to make?

      2. Which materials were better to work with? Which didn't work?

      3. Do you think you will use your cosplay for an event?

      4. What inspired you to create your cosplay outfit?

      5. What was the most enjoyable part of creating your cosplay? What was the most difficult part?

- Video length should be at least <u>2 minutes</u> but no more than <u>5 minutes</u>
  - Commentary must be at least <u>90 seconds</u> long
- Submissions must be original videos.
- Submit your video on [Flipgrid.](#)
- Logging into Flipgrid
  - To access your Flipgrid account, please follow these instructions:
    - Go to: Add new Flipgrid library link for each challenge
    - When you're ready to record or upload your video. Click the "Moderate Button," to record or click "My Flipgrid" and login.
    - Type in your username, click "Next."
    - Type in your password, click "Sign-In."

GETTING INTO CHARACTER: CREATE A COSPLAY COSTUME

Equipment

Equipment largely varies, examples provided below are only but a few ideas, feel free to get creative!

- Cardboard
- Fabric (Reused or new)
- Foam
- Repurposed items

Judging Criteria

A panel of NASEF team members, affiliates and partners will review submissions based on the following criteria:

- **Impact**: How engaging or interesting is your costume? How many elements and details are there that piece it together?
- **Innovation**: How creative is your submission? How did you express yourself through character choice and execution?
- **Technology:** How resourceful was the project? Was it handmade or was a machine utilized?
- **Presentation:** How was the cosplay displayed? Are key aspects of the cosplay described and shown in the video?

Questions? For any questions, email us at info@nasef.org or contact via NASEF Community Discord.

BEYOND THE GAME CHALLENGES #3
BRING THE GAME TO LIFE: CREATE A CHARACTER/WORLD BUILDING

Creating fan art requires you to build on the existing lore, characters, and worlds that exist within the esports realm. Character concept artists and costume designers help bring characters and creatures to life. They draw inspiration from as little as a napkin sketch or as much as a full-blown narrative concept and generate ideas and craft designs that are compelling and iconic. Respectful digital citizens honor the intellectual property of others and give credit where credit is due.

Challenge
Design a unique character or world or an extension to an existing character or world from your favorite game!

Submission Details
Submit a video of your process and final product to Flipgrid (Examples of your process could include a written format, storyboard, other attempts, etc). Walk us through that verbally and remember to answer at least 3 questions below.

Commentate over your video using the questions below, answer at least 3 of them (you do not have to answer all of them).
Questions:
1. Why did you design your character/world?
2. Did you create an extension of a character or world?
3. What makes your character unique?
4. What was the most enjoyable part of creating your character/world?
5. What was the most difficult part?

- Video length should be at least 2 minutes but no more than 5 minutes
    - Commentary must be at least 90 seconds long
- Submissions must be original videos.
- Submit your video on Flipgrid.
- Logging into Flipgrid
    - To access your Flipgrid account, please follow these instructions:
        - Go to: Add new Flipgrid library link for each challenge
        - When you're ready to record or upload your video. Click the "Moderate Button," to record or click "My Flipgrid" and login.
        - Type in your username, click "Next."
        - Type in your password, click "Sign-In."

BEYOND THE GAME CHALLENGES #3
BRING THE GAME TO LIFE: CREATE A CHARACTER/WORLD BUILDING

Equipment
- Paper or other mediums
- Drawing utensils (Pencil, pens, market, etc.)
- Adobe illustrator or access to other graphic design program (Not required)

Judging Criteria
A panel of NASEF team members, affiliates and partners will review submissions based on the following criteria:
- **Impact**: How engaging or interesting is your artwork? Does this character/world invoke further artworks or ideas? Does it seem like it could fit into common mediums (video games, movies, manga/anime, etc)?
- **Innovation**: How creative is your submission? How does this piece represent the artist or exemplify a technique/talent? Is the design unique; on its own, in an existing world, or both?
- **Technology:** How was this character/world presented: 2D software, 3D software, drawings, sculpting, etc? How does this medium add to the overall presentation?
- **Presentation**: Does your presentation allow for the viewer to understand your character/world? Even with an enigma of a character/world, the art style, medium choice, and description of the piece should be cohesive!

Questions? For any questions, email us at info@nasef.org or contact via NASEF Community Discord.