



NASEF
NORTH AMERICA SCHOLASTIC
ESPORTS FEDERATION
Game. Grow. Learn. Lead.™

NORTH AMERICA SCHOLASTIC ESPORTS FEDERATION

NASEF MENAcraft™ 2022-2023



NASEF MENAcraft™ Beyond the Game Challenge Guide

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Accessing Flipgrid and How to Submit on Flipgrid

Flipgrid is a program that will allow participants to share their program experience by recording a video. Access is free. Participants can use it on a computer or download the app and use it on a mobile device. All Beyond the Game challenges are due on Flipgrid.

How to submit your challenge:

- Go to: <https://flip.com/39d8825b>
- Click “Join with Microsoft” and use the same username and password that is used to access Minecraft: Education Edition.
- Select the appropriate topic to submit to.
- Record and save the video. For help with Flipgrid, visit [this page](#).
- Video must be 5 minutes or less

Beyond the Game Challenge #1

Create Your Club/Team Logo

Want to create the face of your club? Strategically create and share a logo to enhance recognition of your club or team and make it stand out to your peers!

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. An example of your process could include a written format, storyboard, early drafts and revisions, 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.

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 did you consider as you revised your logo?
4. What inspired you to create your logo?
5. Will your club use your logo anywhere? If so, for what?
6. What was the most exciting part of creating your logo? What was the most difficult part?

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?
- **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?

Beyond the Game Challenge #2

Create A Club or Team Video

Have you ever watched a video and felt extra motivated or excited? Content Creators are asked to develop descriptions and engaging images that showcase games, competitions, communities and more. They must have a strong understanding for composition, cinematography, color, and lighting in visual media and be able to understand and utilize an array of tools and technologies. Using digital media such as video and audio, you can get your peers excited about your esports club or team! Savvy STEM learners always practice good digital citizenship by making sure that they have permission to post from everyone in the photos and videos.

Challenge

Create a promotion video featuring your esports Club or team.

Challenge Details

- **Research** careers in esports. What do videographers, streamers and graphic designers do in the field of esports?
- **Analyze** hype videos from esports Clubs or teams, professional sports Clubs and teams, or collegiate esports Clubs and teams. Identify their strengths and weaknesses.
- **Create** a plan. Before you tackle this Challenge, spend some time thinking about what you will need to do to accomplish it. Don't forget to think about: technology required for your hype video, criteria for your hype video, key elements that you're going to be looking for, and editing requirements.
- **Capture** video clips using a camera, phone, or stream publisher tool.
- **Produce** your hype video using editing software. Optional but highly recommended: add music, text, Club logos and social media.
- **(Optional) Upload** your hype video to your Club's social media.
- This Challenge can be submitted by an individual or team.

Judging Criteria

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

- **Impact:** How engaging or interesting are your video clips? Did you generate more interest in your esports Club or team?
- **Innovation:** How creative is your submission? Did you try new techniques or improve upon existing video clips?
- **Technology:** What types of technology did you utilize? Did you try a new technology, program or platform?
- **Management:** How did you manage your project? What types of tools did you use?
- **Contribution:** How does your project contribute to your esports Club and/or broader community? How much did your project benefit your esports Club and broader community on campus?

Equipment:

- A camera or phone
- Laptop

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For any questions, please contact us at info@NASEF.org or read more on our website at www.NASEF.org.



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