



OTDA Challenge

Animated Video Submission Form

Organ and Tissue Donation Awareness Project

Lancaster-Lebanon Intermediate Unit 13
1020 New Holland Avenue, Lancaster, PA 17601
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Fill out this form, save it as a PDF, and email it to: karen_herr@iu13.org

Student #1 Name: _____

Student #2 Name: _____

Student #3 Name: _____

School Building: _____

School District (if applicable): _____

Advisor Name: _____

Advisor's Email Address: _____

Video Title: _____

Full Media File Name: _____

(example: *ourgreatvideo.mp4*)

(Must be submitted as an mp4)

*Things to remember before creating your video:

- Read the required "media kit" document.
- Please refrain from using copyrighted music.
- Submit your video as an mp4.



Animation Challenge Judging Criteria Rubrik

Criteria	Excellent	Good	Developing
Effectiveness	Powerful, memorable message that strongly inspires viewers to consider organ donation	Clear message that encourages awareness	Message is present but lacks impact or clarity
Benefits to the Community: Call to Action	Strong memorable call to action that clearly tells viewers what they can do	Includes a clear call to action	Call to action is weak or missing important information.
Accuracy and Education	Information about organ donation is accurate, meaningful, and clearly explained	Mostly accurate information with minor omissions	Contains limited information or some inaccuracies
Innovation	Highly creative concept, animation, storytelling, or visual approach that stands out	Creative and engaging concept	Some creative elements but relies on common ideas
Emotional Connection	Creates a strong emotional connection and leaves viewers thinking about the power of donation	Creates and emotional response	Some emotional connection but limited impact
Technical Quality/Presentation	Animation, sound, graphics, narration, and editing are polished and enhance the PSA	Good overall technical quality	Technical issues occasionally distract from the message
Respect & Sensitivity	Demonstrates exceptional sensitivity toward the topic of organ donation.	Respectful and sensitive to the topic of organ donation.	Some areas could demonstrate greater sensitivity.

Animation Challenge Submission Guidelines

- Length 30-90 seconds
- Must be student-oriented
- May use animation, stop motion, digital animation, illustrations, or other creative techniques.
- Must contain accurate information about organ donation.
- Must include clear message encouraging viewers to learn more or consider becoming an organ donor.
- Avoid using graphic or frightening images.
- If music, images, or other media are used, students should use material with permission.

The challenge is open to Pennsylvania high school freshmen, sophomores, juniors, and seniors in public, private or charter schools. Note: PDE employees and their family members (siblings, children, grandchildren, nieces, and nephews) are ineligible to enter. Statewide judging events may be held in person or virtually.

Deadline

Submissions must be received by Lancaster-Lebanon IU13 by **11:59 PM April 16, 2027**.