Microsoft BEST BUY World Wide Technology

Create with Copilot
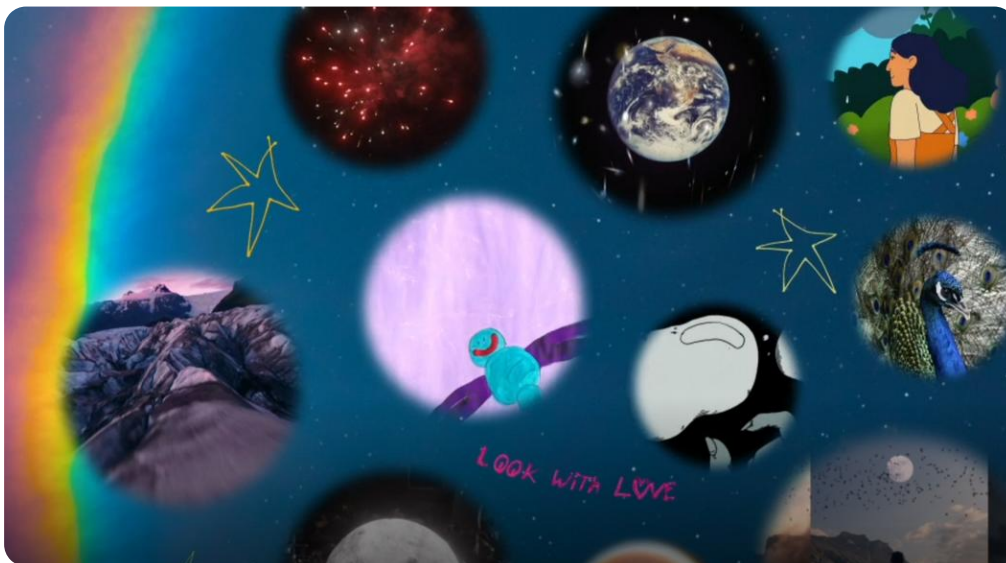
AI Art Video Challenge

Purpose of Challenge

The Cocreate with Copilot Challenge invites student groups to explore AI through virtual workshops and collaborative video creation. Using Microsoft Copilot, Designer, and Clipchamp, teams will craft original, artistic videos that highlight responsible, creative AI use and broaden access to visual and audio storytelling.
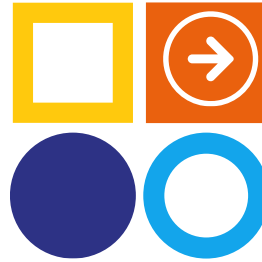
Inspiration

- ✅ Exploring art's next frontier – Microsoft Unlocked
- ✅ Collections | Microsoft Learn

01

Program Structure

Objectives:

- Foster collaborative creativity and innovation through AI-powered tools.

- Offer hands-on experience in scripting, storytelling, and multimedia production.

- Celebrate outstanding work with a grants and prizing sponsored by Best Buy and Lenovo.

Workshops

1 Video Scripting & Story Ideation

Tool: Microsoft Copilot

Activities:
- Spark creative ideas
- Craft compelling scripts
- Experiment with storytelling techniques

2 AI-Enhanced Storyboards

Tool: MS Copilot, Designer, Figma

Activities:
- Practice prompt engineering
- Generate striking visuals
- Build layered, narrative-driven storyboards

3 AI-Powered Editing

Tool: Clipchamp

Activities:
- Integrate visuals and audio
- Leverage AI for video enhancement
- Finalize editing techniques

4 Video Creation Walkthrough

Tool: Collaboration

Activities:
- Review video guidelines
- Clarify submission deadlines
- Provide space for Q&A and support

Key Details:

Project Requirements

Final Video:

1 – 4.5 minutes, incorporating original or royalty-free imagery and audio (including music, spoken word, or instrumentals). Participants will be shown how to access and utilize royalty-free audio if not original works.

Artist Statement:

Briefly describe the video's message and creative intention.

Supporting Materials:

Submit the Copilot-generated video script and storyboard created via Copilot and Designer.

Submission Guidelines

Each participating group must submit:

- ☐ Completed video project.

- ☐ Artist statement explaining the video's intent and relevance.

- ☐ Original video script (created with Copilot).

- ☐ Storyboard with AI generated visuals (created using Copilot & Designer & Figma).

Judging and Awards

Judging panel:

Selected employees across Microsoft and Best Buy.

Criteria:

- Creativity
- Originality
- Effective use of AI tools
- Overall impact

Finalist Group Awards:

The winning teams will earn a grant awarded to their school, advancing technological and creative learning initiatives.

Winning Awards:

1 First Place Prize

$10,000 Grant
Six Donated Laptops

2 Second Place Prize

$5,000 Grant
Five Donated Laptops

3 Third Place Prize

$5,000 Grant
Five Donated Laptops

Runner Up Prize

Five Donated Laptops
(Attached Model)

Lenovo IdeaPad Slim 3x
Copilot + PC

Project Timeline:

JAN 30
Submission Deadline

1 Program Launch & Registration

JAN 9 | 21

| Teen Tech Schools | All BBY Educator Database |

FEB 4

2 Workshop 1: Viedo Scripting & Story Ideation

3 Workshop 2: Creating AI-Enhanced Storyboards

FEB 11

FEB 18

4 Workshop 3: AI-Powered Video Editing

5 Workshop 4: Video Creation Walkthrough

FEB 25

MARCH 13

6 Submission Deadline

7 Judging Period

MARCH 16 - APIRIL 10

APRIL 30

8 Winning Announcement

Thank You