

**Guidelines**

**Grade Levels: K-12**

**Cost: *FREE***

**Prizes: [Cash for your school & lots of goodies too!](#)**



**DEADLINE TO ENTER: MIDNIGHT, April 9, 2012**

<b>Categories:</b>	
<b>ELD/Bilingual Education</b>	<b>Fine Arts</b>
<b>Foreign Language</b>	<b>History/Social Science</b>
<b>Independent Student Work</b>	<b>Language Arts</b>

<b>Mathematics</b>	<b>News Show</b>
<b>Physical Education</b>	<b>School Information</b>
<b>Science and Health</b>	<b>Special Education</b>
<b>Student Portfolio</b>	<b>Technical Arts</b>
<b>Teacher Produced Media Project</b>	<b>Thematic</b>
<b>Video Yearbook</b>	

New for 2012 – Special Cash Prize Categories!

### **Earthquake Preparedness and American Graduate: Let's Make it Happen!**

Win \$500 for your school in the new special category on Earthquake Preparedness. Submissions in this category should address a topic related to earthquake preparedness such as: What to do in an earthquake, How to prepare for an earthquake, Earthquake drills, Earthquake PSAs, and/or a visit to a local “shake room”.

**The new American Graduate category** gives you the chance to win \$500 for your school! American Graduate is an initiative to help local communities across America find solutions to address the dropout crisis.

Submissions in this category can be a personal story related to graduation or the influence of an organization or person within your community that make an impact or address the dropout crisis. Submissions can include: PSAs, struggle/success story, the importance of school/education, drop out prevention

**Additional Special Categories (not guaranteed an award):** Cell Phone, Editing, Animation, Writing, Directing, Claymation, Digital Story + many more...

The unique URL for your project is a very important part of your application. \* Please double check that your URL is valid before posting it here (and be sure your video is public – we will not be able to view or judge a project that is set to private).

### Submission Guidelines:

1. Teachers submit all entries. All communication will be sent to the teacher responsible for the entry.
2. For every classroom project, please submit only the “best” one to the Media Festival for consideration. In other words, if your students are creating similar projects on photosynthesis, please submit only one project to the Festival. (We can't have the judges going through 30 similar projects when they have the rest of the state's entrants to judge.)
3. Use the appropriate form and enter a project only once.
4. Store a complete, high-resolution copy of your project, as this is required for all winning projects.
5. Entries must be received by 5pm of the day of the submission deadline.
6. Entries must represent work that was completed after April 15 of the previous year.

7. Before submitting your project, you will need to download the supervisor permission form. This form must be printed and signed by the teacher and the school principal. It will be your responsibility to save the form until requested by media festival officials. If students' likenesses are included in the project, a parent signature may also be required. [Submission Permission Form](#)
8. All entries are submitted online using a preferred web hosting partner or other media hosting provider (Examples: School Tube, You Tube, Vimeo). All entries MUST have a valid, public URL that our judges can access.
9. If your project includes copyrighted material – please follow the private uploading instructions. Projects that include copyright can be judged by following the private uploading instructions. [Private Video Uploading for Materials with Copyright](#)
0. Multimedia projects can be uploaded to Google Docs. If needed, multimedia projects can be shared in Google Docs with [castudentmedia@gmail.com](mailto:castudentmedia@gmail.com)
1. Whatever type of project you submit – upload it and copy your URL BEFORE beginning the process of entering your project(s) in the festival.

[DOWNLOAD A PDF VERSION OF THE ENTRY FORM TO REVIEW BEFORE BEGINNING](#)

## Types of Projects

1. **Live Action** – The Live Action production type includes full motion productions that generally have on-screen talent in the form of actors, instructors, hosts, or narrators. Often, a computer will be used for titles, credits, overlays, and editing. Cell phone videos fit into this division. Projects encoded in most commonly accepted video will be accepted online. Examples of live action projects include: digital short, public service announcement (PSA), documentary, music video, video yearbook, news broadcast.
2. **A “Sequential Stills” Movie** – A sequential stills movie production is a series of images with text, music, video clips and/or narration added that are made into a video or multimedia project. These are oftentimes created in multimedia or movie-making software programs such as iMovie or MovieMaker, PowerPoint, Photo Story, MediaWorks or Hyperstudio. Projects encoded in most commonly accepted video will be accepted online, or uploaded in a single .zip archive.
3. **Animation** – An Animation includes drawn images, clay models, and/or real-life models that are animated to create the illusion of movement. If a piece integrates live action and animation, it falls under the animation production type. Famous examples of integrated animation are the 1945 Gene Kelly film, *Anchors Aweigh* and 1988's *Who Framed Roger Rabbit*. Projects encoded in most commonly accepted video will be accepted online, or uploaded in a single .zip archive.
4. **Interactive Stills** – An Interactive Stills production includes images that are viewed in an order chosen by the viewer. Interactive Stills use navigation buttons and/or menus to enable the viewer to select a path. Text, music, video clips and narration may be incorporated into an Interactive Stills production. Media should be uploaded in a single .zip archive.
5. **Website** – A website is similar to an Interactive Stills however, it must be available on the Internet

until November of the festival year. No media will be required but a valid public website address URL must be provided during the submission process. Changes after submission will not be considered during the judging process.

6. **Interactive Multimedia Project** – Using any of a number of media authoring tools, students create projects that combine various media and are presented via static, downloadable files. Note – a free, downloadable player must be available for entry to be eligible.



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