DMAC Student Digital Media Competition
Digital Media Arts Consortium

Sponsor
This competition is sponsored by the Digital Media Arts Consortium (DMAC) and Robert Morris University. The purpose of this competition is to recognize and showcase the outstanding student work in digital media and to encourage students to work toward excellence.

Term
All digital media entered in the 2017 competition must have been produced entirely by students in an organized school program after April 30, 2016.

The competition is open to student submissions starting February 1, 2017 and the submission window closes at 3pm on March 15, 2017. (Note: due to confusion, this date was extended from March 1.) No late entries will be accepted!

Who May Enter
Students who enter the 2017 competition must be sponsored by a teacher who is a member of DMAC. If you attended the fall conference, you are a member. Click here to download the registration form.

Festival Date
The DMAC student video festival, where students will be recognized for their excellent work, will be held on April 20, 2017 at Robert Morris University.

Video Release
All videos submitted to the DMAC Students Festival are the property of the DMAC organization. Videos will be released to the membership after the festival.

Entry Fee
A $30 entry fee gets allows each member school to enter 8 categories (maximum of one entry per category). You may enter additional categories for $5 each. So each school can enter as many categories as desired; however, there is a maximum of one entry per category per school.

Last Year's Entries & Winners

Last year's entries can be viewed here.
https://sites.google.com/a/rmu.edu/academic-media-center/DMAC/dmac-2016

For a complete list of honorees, access this Google Doc:
https://docs.google.com/document/d/1CnrQnYlgZ-wYv7e7wMO8sHRacLJVazos1oJywu mgQHo/edit?usp=sharing

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How to Enter
Entering a video:
All videos must include a slate with name of school, category of video and name of production.
Step 1: In order for judges to score your video, entrants must post their video on an online hosting site such as YouTube, Vimeo, etc. When posting a video online, include the following in the description section:
1. The name of your school
2. The category your video
3. Specialized instructions for judges: Describe pertinent information you would like judges to know related to the planning, filming and editing of your video, any challenges you faced that you want judges to know before scoring your production.

Step 2: Complete the online Google submission form. The submission form can be found at **https://goo.gl/forms/EJSxBYWkRG0L3LOW2** . Be sure to complete the copyright section of the form (thoroughly answering each question) to avoid disqualification. Please note, if the entry

includes any copyright-protected material, you will need to carefully and completely explain why the entrant has the right to use any clips, tracks, images, or effects.
This includes:

    a. Describe what licenses apply to the works used in the video (sound effects, music, video clips, images, logos, etc.). If you created your own music, etc., please include details about and a release from the author. If you are claiming Fair Use of a copyright-protected work, please explain clearly and fully why the inclusion falls under Fair Use doctrine.

    b. Provide the URLs for your borrowed work. If the work's creator granted you permission via email, upload the email (including time/date stamp and all prior messages in the email string) as a Google document and provide the URL for that document.

Step 3: In order to screen your video at the Student Festival in April, place one copy of each video into a folder in your Google Drive.

- Name the folder using your school name and the year: "Brentwood HS 2016."
- Into this single folder, place an exported version of each of your school's entries.
    1. Size for each entry: less than 1Gb
    2. Format: .MOV or .MP4, preferred
    3. Name the exported file using the following convention: "Category_School_Title." For example: "Commercial_Brentwood_Spartan t-shirt sale"
- Using the blue 'Share' button, share the school's folder with dmacrmu2016@gmail.com. Be sure that you are granting dmacrmu2016@gmail.com the rights to edit the documents inside (so that the volunteers from RMU's staff can download the entries for playback at the festival without any further actions from you).

Entering journalistic articles and photographs:
Step 1: The entrant must save the work to the Google drive, being sure to share the work with any person who has the link.

Step 2: Complete the online Google submission form. The submission form can be found at **https://goo.gl/forms/EJSxBYWkRG0L3LOW2**. The accessible URL link must be provided in the Google submission form. Make sure to fully complete the Google submission form by answering each question related to converged medias.

Judging Process
The contest includes two rounds of evaluation. Round one: Each school entering the competition must provide at least one judge who will be assigned a category to judge. Judges should have experience working with students in the digital media category in which they are judging. Each student sponsor will serve as a judge during the judging window March 3-18, 2017. Categories will be assigned by DMAC President and Advisory Board.

Round two: Besides teacher sponsors, entries will also be judged by industry professionals and RMU-affiliated judges. If you can supply a qualified professional judge who completes scoring for a category, we will comp your school $25 toward entry fees and/or showcase attendance. Contact Elizabeth at speed@rmu.edu with referrals/questions. All scores are calculated out of 70 total points and all scores are weighed equally.

Judging Criteria for Videos
1. Requirements **(10 points):** The following requirements are met: a slate is included and the video, required information is included in the comments section of the hosted video **(see how to enter a video)**, video meets length requirements, and all pertinent copyright documentation was turned in with submission form.
2. Message/Story **(20 points):** Clarity of the message or storyline, successful address of the identified target audience, use of creativity and/or originality, etc., as each of these descriptors applies to this category.
3. Visuals **(20 points):** Visual content successfully serves the production, thoughtful use of framing and composition, accurate focus, successful use of graphics (readable, complement piece, provide necessary information), lighting serves the needs of the production both in terms of visuals and artistry, stable shot and/or appropriate use of a tripod, as each of these descriptors applies to this category.
4. Audio **(20 points):** clear, understandable audio that serves the production, appropriately balanced between foreground sounds and background sounds.

Judging Criteria for Journalistic Articles and Photographs
1. Requirements **(10 points):** Entry includes proper identification. For photographs and illustrations this includes the name of the entrant clearly posted in the lower, right-hand corner (on the image). For articles, the entrant is identified in the byline. Submission conforms to category description.
2. Composition **(20 points):** Photos/Graphics: Strong composition because of layout and placement of camera to subject as well as effective use of compositional techniques. Articles follow journalistic format utilizing the inverted pyramid and AP stylebook.
3. Concept/Content/Theme **(20 points):** Strong and effective concept. Idea is communicated well. Images/articles thoroughly address the theme/topic or subject. Thorough evidence of imagination, creativity and thoughtfulness.
4. Creativity/Originality **(20 points):** Well organized, unified meaning. Interesting, different, effective, unique approach to submission. Excellent photo and copy editing and photo enhancement.

Judging Criteria for Special Effects
1. Quality **(20 points)**: The entry shows a polished and professional application of special effects techniques in visual or auditory application. It is interesting, and engaging. It contributes to the piece in which it was used to contribute to the purpose.
2. Rigor **(20 points)**: The use of special effects is ambitious or impressive. Points here will be awarded to the most sophisticated projects demanding superior student skills and work.
3. Explanation **(20 points)**: The entry includes an explanation (in the YouTube description) that explains the process of creating the effects. Highest points will be awarded to entries that help judges understand the problems solved, solutions implemented, collaboration, and creativity.
4. Collaboration **(10 points)**: Clear evidence of significant, balanced contribution from a variety of students. In depth research and investigation from a variety of sources is evident.

Violence

Any student submissions will be disqualified if there is any visual depiction of violence, profanity, drug use, or the use of weapons.

Copyright

A submission can also be disqualified if the judges find it to contain any 'non-original' material such as the use of a template or uncleared pop music. Videos that lack proof of complete copyright clearances are also subject to disqualification. Failure to fully complete the copyright section of the submission form will result in disqualification.

Achievement Award:
₁ Founders' Award
The festival committee is pleased to honor the contributions and dedication of the original members of the former Television and Video Teachers Consortium (TVT) whose efforts and collaboration enabled our organization (DMAC) to exist today.

DMAC will accept student applications from seniors interested in being considered for the Founders' Award. Students should demonstrate dedication to their school's media program.

1) Application: The questions on the application are meant to allow the student to demonstrate:
   - his or her dedication to the school's media program & productions
   - leadership positions on school productions
   - commitment to the school's offered program in media arts
   - his or her reflections about the works they have created
   - the student's involvement in TVT/DMAC
   - Link for the student application is **https://goo.gl/forms/LueiplFQTFCZDaRl2**

2) Recommendation by teacher-sponsor: Teachers are asked to submit a short recommendation for each student who applies for the award. As part of this recommendation, the teacher will be asked to compose a 2-3 sentence biography about the student that will be read at the festival. The link to the teacher recommendation: https://goo.gl/forms/PxSYqdadmq4EdWp62

Video Competition:
₂ Animation/Stop Motion
This category includes all animation types: claymation, stop motion, and drawn or electronically-generated frame-by-frame animations, etc. To be included in this category, each frame was created by the entrant.

Length: not more than 90 seconds. The student may produce any length up to ninety seconds, or submit the first ninety seconds of a longer video, or cut ninety consecutive seconds from later in a longer video.

Category-specific Standards:
- Animation/Stop Motion is for productions where the artist has generated each frame of the video. This could be through the taking of a series of individual stills or by drawing each frame. Computers or computer applications may be used, provided it is the artist who creates each frame of the video.
- Videos in this category have *not* utilized a computer, template, or a computer application to generate intermediate frames between 'key frames' in order to create the illusion of motion. If 'inbetweening' was handled by a computer, the video belongs in the Video Illustration/Special Effects category.

₃ Commercial

These entries sell a product or service to a particular audience. Commercials entered in the DMAC competition can be for imaginary or real products, as long as the video producer does not violate copyright law and/or trademark infringement. Commercials are highly targeted toward a specific demographic, using techniques to address that demographics' needs and wants. Sample ideas might include: promoting the school play, joining a school club, or selling a made-up product. Note: Creating an original commercial for an existing product is not recommended unless the video producer has permission of the trademark holder.

Length: Commercials must run exactly 30 or 60 seconds. Judges will penalize commercials that are not exactly 30 or exactly 60 seconds.

4 School Announcements

Up to three consecutive minutes of a single episode of a live (or live-to-tape) show. Productions may include a show open/opening sequence that is repeated each episode. Productions may also include a repeated, edited sequence for the Pledge of Allegiance. The body of the show will be made up of the student talents reading announcements.

Length: Up to three minutes.

Category Specific Standards:
- Productions cannot include duplicated content such has news/feature packages already submitted to the student festival. For example, if you have entered a news package to the competition, then that specific news package cannot be part of your school announcement submission.

5 Digital Cinema

A maximum of three minutes of a digital film. Films may be comedic or dramatic, but will be fictional. All entries will demonstrate a strong story told through visual elements.

Length: You may send up to three minutes of video. If you wish the judges to view a specific three minute segment, send only those three minutes. In the Digital Cinema category, you may choose to re-edit a longer piece to "highlight" the three minutes you want judges to view.

Category-specific Standards:
- Because of their fictionalized take on reality, mockumentaries (pretend/improvised documentaries) will be included in the Digital Cinema category.
- If you are sending some amount less than the entire piece, it is strongly recommended that you help the judges score your work fairly by providing context for the excerpt in the comments of your video.

6 Documentary

A non-fictional film intended to observe some aspect of life. Films made as documentaries are generally intended to instruct or enlighten. Some examples might be: biopic, profile, or the documentation of events.

Length: You may send up to three minutes of video. If you wish the judges to view a specific three minute segment, send only those three minutes. In the Documentary category, you may choose to re-edit a longer piece to "highlight" the three minutes you want judges to view.

Category-specific Standards:

- Because of their fictionalized take on reality, mockumentaries (pretend, fictional, or improvised documentaries) do not belong in this category.
- If your entire production is longer than three minutes, it is strongly recommended that you use the comments section of your posted video to provide the judges with some context for the excerpt they will be watching.

7 **Feature Package** (formerly Magazine)

Up to three consecutive minutes of a short television feature package. Features are typically "nice" to know information rather than "need" to know information you would see in a traditional news package.

Feature packages demonstrate a depth of coverage, presenting multiple points of view and/or explanations or predictions. The topic of a feature package can be nearly anything: sports, news, special interest, exposé, personal profiles, etc.

If you are sending some amount less than the entire piece, it is strongly recommended that you provide context for the excerpt in the comment section of your video.

Length: Up to three consecutive minutes.

8 **Instructional**

A video that teaches a skill, technique, process, or procedure. Created for a specific client, these videos can be about any subject; however, the primary goal must be to demonstrate a process, technique, or skill. An exceptional instructional video will use a variety of shot types, angles, and other demonstrative techniques to educate the viewer.

Length: Although you may choose to send the entire piece, your video will be judged on the first three minutes of footage. If you wish the judges to view a specific three minute segment, send only those three minutes. In the Instructional category, you may choose to re-edit a longer piece to "highlight" the three minutes you want judges to view.

9 **Live Event**

Up to three consecutive minutes of continuous coverage of a live event. The entry demonstrates no post-production editing, only live switching from multiple cameras or continuous coverage of an event from a single camera. If you are sending some amount less than the entire piece, it is strongly recommended that you provide context for the excerpt in the comments of your posted video. (Live or live-to-tape school announcements will not be accepted in this category, see school announcements, #4 in standards.)

Length: Any amount, up to three minutes. The segment presented must be continuous, although it may be pulled from any part of the recording.

10 **News Package**

Up to three consecutive minutes of a self-contained news report, generally 1 minute to 2 minutes in length; however, judges will watch up to three minutes.

If you are sending some amount less than the entire piece, it is strongly recommended that you provide context for the excerpt in the comments of your video.

Generally, a news package will sometimes include: a "standup" where the reporter introduces the story, b-roll, and/or interviews with persons involved in the story (Sound On Tape). News packages may use graphics (charts/graphs/images and/or lower thirds) to clarify storytelling.

Length: Up to three consecutive minutes.

Category-specific Standards:
- News packages do not contain music, except Natural Sound that helps tell the story of the event. This is new this year! Packages with music belong in the Feature category, even if the topic is news-related.

11 Public Service Announcement

Intended to benefit the audience by raising awareness or urging specific action. PSAs will be directed to a particular audience and the message and directions will vary based on the demographics of that audience. Sample ideas might be: cessation of smoking, drug use prevention, avoiding texting while driving, encouraging recycling, preventing bullying, encouraging appropriate medical screening tests, etc.

Length: PSAs will run exactly 30 or 60 seconds. Judges will penalize PSAs that are not exactly 30 seconds or 60 seconds.

12 Special Effects (formerly Computer-Generated Graphics)

Graphics, Digital Compositing, or special effects are created to communicate information visually. These may include files created using After Effects or Motion or similar software packages.

The key criterion that separates this category from Animation is that some (or many) of the intermediate frames between user-created 'key frames' are generated by the software through an inbetweening ("tweening") or mixing process.

Length: no more than three minutes. If you are sending some amount less than the entire piece, it is strongly recommended that you provide context for the excerpt.

Category-specific Standards:
- The effect must support the events going on in the production.
- The committee wishes to discourage entrants from submitting effects that utilize a provided template in a software package or those that directly follow a tutorial without deviation. The strongest entries will be those that demonstrate the entrant's skills and originality.
- Submissions in the category must include a clear description of the process of production in the comments section on YouTube when uploading video.
- This video has its own judging criteria. Please refer to page 4 for details.

13 Video as Art (formerly Imaginative/Experimental)

A video designed to express artistic vision. This category includes, but is not limited to: video as art, experimental works, music videos, etc. These productions do not necessarily tell a story.

Length: You may send up to three minutes of video. In the Video as Art category, you may choose to re-edit a longer piece to "highlight" the three minutes you want judges to view. If you are sending some amount less than the entire piece, it is recommended that you provide context for the excerpt in the comments of your video.

Converged Media:
14 Black and White Photography
Photograph where colors have been converted to black and white. Subject matter for photographs may be artistic in nature, sports or feature.

Category specific standards:
- Entrants will need to create a PDF in the school's shared folder in the Google drive so they are able to attach the link to the submission form. The copyright portion for the submission form is extremely important so contest officials know the photographer had permission to photograph the subject.
- Photo must have been used in school publication either hard copy or electronic since March 20, 2017.

15 Feature Photography
A photograph depicting a school or community/person or event. Photos must be original and contain absolutely no manipulation with graphic design software, i.e., Photoshop.

Category specific standard:
- Entrants will need to create a PDF in the school's shared folder in the Google drive so they are able to attach the link to the submission form. The copyright portion for the submission form is extremely important so contest officials know the photographer had permission to photograph the subject.
- Photo must have been used in school publication either hard copy or electronic since March 20, 2017.

16 Photo Illustration
An image utilizing graphic design software such as Adobe Photoshop. Design includes original photography and original graphic design. (Illustration MUST not include any copyrighted images, only original designs. Use of templates is prohibited.)

Category specific standards:
- Entrants will need to create a PDF in the school's shared folder in the Google drive so they are able to attach the link to the submission form. The copyright portion for the submission form is extremely important so contest officials know the photographer had permission to photograph the subject and prove their work is original.
- Image must have been used in school publication either hard copy or electronic since March 20, 2017.

17 **Sports Photography**

An action or posed sports photograph depicting a school or community sporting event. Minor burning, dodging and/or color correction is acceptable. Hand tinting is acceptable, as is cropping. Any changes to the original Photograph not itemized above are unacceptable and will render the Photograph ineligible for the competition.

Category specific standards:
- Entrants will need to create a PDF in the school's shared folder in the Google drive so they are able to attach the link to the submission form. The copyright portion for the submission form is extremely important so contest officials know the photographer had permission to photograph the subject.
- Photo must have been used in school publication either hard copy or electronic since March 20, 2017.

18 **Feature Article**

A feature article covering a school or community person/event. Feature stories content include "nice" to know information. Feature stories demonstrate a depth of coverage, presenting multiple points of view and/or explanations or predictions. The topic of a feature story can be nearly anything: sports, news, special interest, exposé, personal profiles, etc.

Category specific standards:
- Article must have appeared in school publication either hard copy or electronic.
- Entries should not include any graphic elements; only headline, byline and article written in journalistic format.
- Articles must have been used in school publication either hard copy or electronic since March 20, 2017.

19 **Hard News Article**

A hard news article covering an important school or community topic. Hard news stories content include "need" to know information.

Category specific standards:
- Article must have appeared in school publication either hard copy or electronic. Entries should not include any graphic elements; only headline, byline and article written in journalistic format.
- Articles must have been used in school publication either hard copy or electronic since April 30, 2016.

20 **Sports Article**

A sports article covering a school or community sporting event. Sports stories can be hard news or feature (see descriptions for hard news article and feature article for further detail).

Category specific standards:
- Article must have appeared in school publication either hard copy or electronic.

- Entries should not include any graphic elements; only headline, byline and article written in journalistic format.
- Articles must have been used in school publication either hard copy or electronic since March 20, 2017.