

International Student Media Association 2012-2013 Entry Guide

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Purpose of the Entry Guide

The purpose of this guide is to provide information that educators and student sponsors need in order to submit student entries to be considered for ISMA recognition of excellence in media production.

Entry Deadlines and Fees

Entry fees and deadlines will be determined and posted at the International Student Media Association website in the spring of each year. Entry fees may differ based on the type of production and how the project is delivered to ISMA.

The entry deadline is June 15, 2013. Extensions will be considered upon request. The entry fee for an online project is \$22. A project on CD or DVD mailed to ISMA is \$30.

Basic Entry Rules

Original Student Work All projects must be original student work. Teacher or parent guidance and instruction are acceptable, but planning, production, and operation of equipment should be student work.

Adult Sponsor Entries must be sponsored by an adult (18 years or older). The Sponsor will be the main contact representing the entry and must be available by email or phone, if needed, during judging in the summer after the entry deadline.

Copyrights and Citations Any visual or audio material that is not student produced must adhere to the [Fair Use Guidelines for Educational Multimedia](#) (found on the Teacher Resources page of the ISMA website). Extended use of copyrighted material (for example, more than 30 seconds of a song) requires written permission from the copyright owner, and that permission must be made available to ISMA on request. Each production must include citations at the end, listing sources of outside material used (such as images, music, videos, websites, books, and so on), whether citing material used under Fair Use or with permission. ISMA reserves the right to post any submitted project on the ISMA public website, unless requested not to do so.

Credits and Student Identification Please follow digital safety guidelines. If student producers are credited within the production, list only first names of students under age 18 years in onscreen credits. Do not include the surnames unless the Sponsor has a release form signed by a legal guardian of the minor on file. However, Sponsors must provide the full names of all students and teachers who participated in creating the project to ISMA through the secure online entry system for administrative purposes.

Previous Submissions Entries submitted to this festival must not have been previously entered in ISMA. Entries must have been completed within the school year prior to the entry deadline, with an exception for first-time entrants who may submit work produced the preceding year. Projects are not required to place in regional or state media festivals to be entered in ISMA.

Language All entries should be in English or include English subtitles. If this is not possible, information in English about the production must accompany the entry. Sponsors of non-English projects should contact ISMA before entering the festival.

Online Availability Website entries must be **live, online, and viewable** on the Internet through November. Links to sites that were not created by the entrants should be identified and will not be considered in the judging.

Role of the Sponsor

Often, the teacher who facilitates a student media production serves as the ISMA Sponsor, but this is not necessarily so. Some Sponsors represent all media projects within their district. Others are parents who want ISMA to see their child(ren)'s projects. While the job of the Sponsor is not difficult, it is crucial to the success of ISMA. **The Sponsor serves as the main contact for ISMA.** Most communication with Sponsors is done by email. Below is a two-part checklist of information that is important for every Sponsor.

Part 1. Confirm eligibility of the production entry by answering these questions:

- Does the project meet the requirements set in the [Basic Entry Rules](#)?
- Does the project match an ISMA [Production Type and Project Objective](#)?
- Did the producer(s) follow [Fair Use Guidelines](#) or provide written permission from copyright holders?
- Does the project meet [Technical Specifications](#) for delivery to ISMA?
- Do you consider the project an excellent example of student media production?

Part 2. Serve as a liaison between ISMA coordinators and the individuals and groups involved in the production by doing the following:

- Create an account in the ISMA online entry system and provide contact details.
- Provide details about the project, including—
 - production category and purpose
 - division and grade level
 - production team details
 - student insight and reflection
 - certification
- Arrange for payment of entry fees.
- Document the project's Entry ID, the main identifier that ISMA coordinators use to distinguish among entries. (The Entry ID will be assigned when the project is submitted to ISMA.)
- Deliver the project to ISMA, preferably by file transfer/upload.
- Inform parents about their child(ren)'s participation in ISMA. Auto-generated parent letters are available through the Sponsor's account in the ISMA online entry system.
- Track projects through the judging process.
- Be available to troubleshoot if any problems arise during judging.
- Inform students of judging results
- **Print and distribute certificates and student feedback.**

Production Categories

Sponsors must categorize projects by selecting a **Production Type** and **Project Objective**. Sponsors who need help categorizing projects are encouraged to contact the ISMA coordinators. ISMA reserves the right to re-categorize entries if necessary. A link to specific judging criteria for each production type is provided following the description.

Animation A media production that rapidly displays multiple images to create the illusion of movement is an animation. It can be comprised of drawings, clay models, or real-life models. If a project integrates both live action and animation, submit it as an animation. Famous examples of integrated animation are the 1945 Gene Kelly-Frank Sinatra film, *Anchors Aweigh*, and the 1988 film *Who Framed Roger Rabbit*, with Bob Hoskins and Christopher Lloyd. [Criteria](#)

Interactive The audience or player takes an active role in an Interactive production. Navigation buttons, keystrokes, controllers, audience-response keypads, or menus enable the viewer to guide the action or content. Video games, choose-your-own-adventure stories, menu-based content, and activities designed for interactive white boards are examples. [Criteria](#)

Live Action A motion picture or film that uses live, on-screen talent, such as actors, instructors, hosts, or narrators falls under this production type. Often, a computer will be used for titles, credits, overlays, and editing. [Criteria](#)

Photo Essay A photo essay is a compilation of photographs that work together to convey a specific or general story. The story can be about places, events, or other topics. Photo Essays include a title page and a series of 2 to 10 photographs arranged one to a page and is saved as a PDF document. An optional narrative may be included on the title page. The judges concentrate on the photography and how the photographs relate to each other. If a production includes narration, music, or transitions between scenes, submit it as a Sequential Stills. [Criteria](#)

Podcast This production is a digital audio program that can be downloaded and played on a computer or digital audio player. An entry can be a stand-alone item or part of a series of podcasts, though only one episode in the series may be submitted. Files should be in mp3 or mp4 format. RSS files are not required. Podcasts enhanced with images are accepted but will be considered equally with audio-only podcasts. [Criteria](#)

Sequential Stills This production type is comprised of a series of slides with graphics, photos, on-screen text, narration, background music, video clips, animated transitions, or a combination of these features. They are also known as slideshows or presentations. The order the slides are presented is fixed by the producer. Software such as PowerPoint, Keynote, and Photo Story may be used to create a Sequential Stills. It is recommended that projects of this type be converted to video files before submission to ISMA [Criteria](#)

Website A website delivers content over the Internet that has been organized by the developer to communicate effectively to the viewer. The viewer navigates through the content, choosing his or her path and pace. Websites submitted for judging must be online and available to the public through November of the festival year. [Criteria](#)

Project Objectives

Sponsors must identify the objective of each project. Objectives are not mutually exclusive, however, Sponsors are asked to choose the most significant objective of the project by choosing one of the following:

Instruct An instructional project directly teaches a concept or skill. Examples include tutorials, teaching tools, and interactive assessment. Instructional projects go beyond presenting facts.

Inform An informational project presents a factual view of a topic, issue, or event without the bias of persuasion or opinions. Informational pieces may briefly cover multiple topics or address a single topic in depth. Examples include news programs, biographies, and documentaries.

Persuade A persuasive project presents an idea, product, concept, organization, or individual in a credible way, so as to change the audience's opinion or encourage audience approval, support, or participation. Examples include advertisements, commercials, book reviews, movie trailers, and public service announcements (PSAs).

Tell a Story Producers with this objective tell a story to evoke emotion. Stories can be serious or lighthearted, fictional or non-fictional. Examples include comedies, dramas, and student/family experiences.

Entertain When a project is meant specifically to amuse and does not tell a story, then the objective is entertainment. Examples include music videos, variety shows, interactive games, and game shows.

Frequently Asked Questions

Must projects be created by a team or are individual productions allowed?

Entries may be produced by an individual student, a group, a class, or a club. Each entry should include the names of all students and adults who participated in creating the project. This ensures that ISMA can generate certificates for all producers of award-winning projects.

Why are Insight and Reflection questions important?

ISMA judges feel that they can make a better evaluation of a media project if they have some background information. They strive to understand the project from students' points of view as well as teachers' perspectives. It is very important for students and teachers to answer the following Insight and Reflection questions during production for each project. Sponsors will input these answers during the online entry process.

Student Insight and Reflection

- What inspired you to create this project?
- Describe the steps you took to create your production.
- What would you like the judges to know about this project?
- What challenges to creating your project did you have, if any?
- What have you learned from producing this media project?

Teacher/Sponsor Insight and Reflection

- What did you want your students to learn in the process of producing this project?
- Were there any special circumstances or constraints of which you would like to make the judges aware?

How long should my project be?

Entries may be as long as producers deem fit. Judges will view as much of the entry as needed to ensure a fair appraisal of the work (typically 7-10 minutes).

Are projects from different age groups judged together?

Projects are judged in four divisions: a) kindergarten through third grade, b) fourth and fifth grade, c) sixth through eighth grade, and d) ninth through twelfth grade. Sponsors must indicate the grade level of the majority of the production team.

What are Sponsors required to certify?

The Sponsor must certify the following statements for each entry:

The entry is original student work.

- I have full power and authority to enter the production in the International Student Media Association and have obtained in writing the right to make the grants contained in this entry form, including but not limited to, the copyright and other intellectual property rights therein, from the student(s) who created the work.
- The visual and audio material in this production is student produced or adheres to the Fair Use Guidelines for Educational Multimedia unless otherwise specified. I understand that if unreleased copyrighted material is found in the media project by the judges, the project will not be exhibited.
- I grant ISMA permission to make copies of the entry to be used for viewings, fundraising, and promotion, as ISMA deems appropriate. This may include, but is not limited to, print, electronic, and broadcast distribution.
- Photographs taken of participants may be used for promotion, as ISMA deems appropriate. Usage may include, but is not limited to, brochures, promotional videos, and the ISMA website.
- In the event that ISMA is rendered liable for any damages that result from any breach of these representations and warranties, then I will hold ISMA harmless from and against such liability, including all reasonable attorneys' fees incurred at arbitration, or any trial or appeal.

Technical Specifications

Entry Media and Delivery

- Entries will be accepted if delivered in one of the following ways:
 - CD-ROM
 - DVD Standard 1 (US)
 - Active Internet Link to a Project Published on a Website (such as YouTube, SchoolTube, or your school's website)
 - E-mailed to ISMA (Only Photo Essays)
- ISMA is not responsible for lost, damaged, or non-functioning entries.
- Media mailed to ISMA will not be returned. Always send a copy of a production, never the master or only CD or DVD.
- ISMA judges will make a reasonable effort to view all submissions. However, in the event that the judges are unable to view an entry, no entry-fee refund will be given.

Testing

ISMA recommends that Sponsors test each project prior to submission, using a device other than the one used for production. Sponsors also are encouraged to view online projects through the Sponsor's Home Page to confirm that the judges will see what is expected.

Judging Information

Each year, students from around the world submit their projects to ISMA to be evaluated by educators who know and teach technology. ISMA judges use detailed rubrics to evaluate each project, taking into consideration the ages of the producers. Each project is judged on its own merit.

Criteria for Excellence Judges use criteria tailored for each Production Type to determine if a project earns an Excellence in Media Production award. The criteria checklists can be found on the Teacher Resources page on the International Student Media Association website.

Student Feedback ISMA is unique in its commitment to provide constructive feedback to student producers. We believe detailed responses help students hone their media production skills. Feedback will be available through the Sponsor's account after judging is complete.

Volunteer Judges ISMA is always looking for more judges. Please contact us at info@ISMAssn.net if you would like more information about judging.

Recognition and Awards

Excellence in Media Production awards highlight projects that exceed our minimum Criteria for Excellence. Because ISMA attracts highly talented student producers and many productions have been recognized in local or state media festivals, more than half of the entries each year earn this designation.

Judges' Favorite awards recognize projects that are unique and capture the judges' attention, regardless of the criteria met. A single production can earn both an Excellence in Media Production award and a Judges' Favorite award.