

# IMAGES OF YOUTH 2008 VIDEO FESTIVAL

6:30 pm, Friday, April 25

Langston Hughes Performing Arts Center



## FESTIVAL GUIDELINES

Young people are bombarded constantly with media messages—on television, radio, movies, billboards, magazines, even clothing—all telling them how they should look, what they should wear, who they should hang out with and what they should think. This is a chance to tell everyone what YOU think.

**Judging:** A select panel of judges will consider all submissions (See judging criteria) **Content** and the ability to convey the chosen topic will be considered more important than the technical aspects of the video.

**Recognition:** All winning entries will be featured during the festival. Student producers will receive a certificate of recognition. The top 6 productions will receive a cash prize. Festival Entries will be linked to the web and to the [Action for Media Education](#) website. Entries that DO NOT have copyright clearance will not be shown on the web.

**Special Recognition:** **\$300** will be presented during the festival to the school/organization *with the most entries selected for screening at the festival.*

**Deadline:** Entries must be postmarked by **March 14, 2008.** Work must have been completed between March 2007 and March 2008.

**Topics:**

|                   |                                  |                    |
|-------------------|----------------------------------|--------------------|
| Advertising       | Alcohol, tobacco and other drugs | Body Image         |
| Cultural Identity | Education                        | Environment        |
| Health            | Heroes                           | Love/Relationships |
| Media             | Politics                         | Racism             |
| Stereotyping      | World Issues/Social Issues       | Violence           |
| Other?            |                                  |                    |

**Length:** Your program may be up to 5 minutes long, including credits.

**Soundtrack:** ***Students who use original soundtracks will receive extra consideration from judges.***

**Copyright:** While it is ok to use copyrighted materials in your film, you MUST include evidence that you have permission to use the material or that you have requested permission to use the work from the holder of the copyright. This includes music, graphics, and video or film footage. **Research to find out who holds the copyright, and then please use the template (page 5) as a format for a copyright request letter.**

## FESTIVAL GUIDELINES, CONT'D.

- Appropriate:** Our intended audience is students and their families. Videos depicting and promoting gratuitous violence, sex, drug and alcohol use, questionable language, dangerous or illegal activities will not be included in the festival.
- By "gratuitous" the festival uses the dictionary definition of the word meaning "unwarranted, unnecessary, not needed by the circumstances or not needed to accomplish an end."
- Format:** Entries may be created in any video format but **MUST** be submitted on a standard playable -R format DVD. Playable DVD means it will play in a home DVD player. Many older DVD players will only play -R format DVDs. For additional technical assistance, contact Cheryll Hidalgo at [chidalgo@seattleacademy.org](mailto:chidalgo@seattleacademy.org).
- One entry/ DVD-R:** Entries must be submitted to one category only, one entry per disc, on a playable -R format DVD.
- DVD-R discs must be labeled with video title, student producer's name and contact phone number. Write this information in Sharpie on the topside of the disc itself.
- Entry Form:** A **COMPLETED** Entry Form **MUST** accompany your entry.
- Statement:** Include, on the back of the Entry Form, up to a 100-word statement about the video. **Describe your video and why you made it.**
- Permission/ Release Form:** **All** student producers need to submit signed Permission/Release forms with each entry.

### IMPORTANT !!!

Make sure your entry packet includes:

- 1) A playable DVD-R with identifying information in Sharpie on the topside of disc.
- 2) A completed entry form with statement on the back.
- 3) Permission release forms for all student producers.
- 4) Copyright release(s) or release request(s) if you use copyrighted material in your video.

**ENTRIES WILL BE DISQUALIFIED IF THE ENTRY PACKET IS INCOMPLETE.**

*\*Note: All entered DVDs become the property of Action for Media Education and may be used for educational or promotional purposes.*

**Mail entries to:** **JENNIFER SLACK,**  
**3723 19TH AVE SW, SEATTLE, WA 98106**

**Any Questions?** For more information call **JENNIFER SLACK AT: 206 935-4712.**  
Or,  
Email us at: [2008VideoFestival@gmail.com](mailto:2008VideoFestival@gmail.com)

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## **JUDGING CRITERIA**

To determine which entries will be included in the festival, the judges will use to the following criteria: Remember, while technique is important, **CONTENT** is most important!

### **MESSAGE/CONTENT:**

|                    |   |
|--------------------|---|
| Message Clarity    | Does the video leave the viewer with a clear understanding of its message and objectives? |
| Relevance to Topic | Is the topic (e.g. "Relationships") addressed and integrated into the script?             |
| Creativity         | Is the video creative and thought provoking to the viewer?                                |

### **TECHNICAL:**

|                  |          |       |
|------------------|----------|-------|
| Camera Operation | Audio    |       |
| Editing          | Lighting | Other |

### **DISQUALIFICATION:**

Entries will be disqualified if the Entry packet is incomplete.

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### EXAMPLES

Below are examples of some different ways you can present your topic on video.

You can also combine any of these examples e.g. create an animated documentary.

- Animation:** Animation created on computer using CGI Tools such as Flash, Maya, etc. or hand drawn or cell animation, cut-out animation, Claymation, or other 2d or 3d animation created using traditional stop motion techniques.
- Music Video:** A film intended to interpret a piece of music. The music is used in its entirety, and the images are edited to the music. Festival entries must include either original music or must be accompanied by written permission to use copyrighted music. **You can find royalty free music at several sites online including [Royalty-free.tv](http://Royalty-free.tv).**
- Art Film:** Like music video, this category is open ended, using many different shooting and editing techniques, special effects and sound to express its context. Unlike music video, its intention is not to interpret a piece of music. Rather, when music is used, it is used as one element among many to create a unified whole. Art films can explore and expand the current limits of film language. Many techniques commonly used by mainstream filmmakers began as experiments by artists. Written copyright permission guidelines apply.
- Documentary:** A production using techniques such as interviews, voice-over narration, and footage of actual events to explain or explore a real person, organization, program, event, or incident.
- News Feature:** Not an entire news program, but an individual story on a specific event
- Commercial:** A short commercial advertisement as on television or increasingly in movie theatres
- Anti-Ad:** Funny or serious, anti-ads explicitly or implicitly question or comment on the content and /or structure of commercial advertising.
- PSA:** Like an advertisement a Public Service Announcement has a message, but it is non-commercial.
- Dramatic Narrative:** Tells a dramatic, fictional story
- Comedic Narrative:** Tells a comedic, fictional story

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**SAMPLE REQUEST LETTER  
ASKING FOR  
COPYRIGHT CLEARANCE**

IF YOU ARE USING BORROWED MUSIC OR IMAGES WHICH ARE COPYRIGHTED MATERIAL

**PLEASE MODIFY THE AREAS IN (\_\_\_\_\_) TO FIT YOUR SPECIFIC REQUEST**

(Date)

(Name of person /group/ or company you are sending the letter to)

(Address of person /group/ or company you are sending the letter to OR  
Email address if requesting by email)

To whom it may concern,

I am a (xx) year old student taking a video production class at (name of your school) in  
(your city and state).

As part of my video project, I am required to write to anyone owning the copyright on any  
material I borrow from to complete my video.

I am writing to ask your permission to use the (song / picture / film clip) (name of "song",  
"picture", etc you are using, in quotes), (performed / created by (name of performer, author, etc)) which I  
would like to use to complete my film.

If my video turns out well, I may submit it to a local teen video festival.

If you agree to let me use this material or if you would like further information from me,  
could you reply to this request to: (Your name)

(Your address)

(City, state zip)

(Your email if you want to include it)

Thank you for your attention to this matter. My video is very important to me as is the  
(song, picture, etc) I am asking to use. If you wish, I would be more than willing to send a copy of  
my video to you.

Sincerely,

(Your name.)

(If sending by regular mail, sign above your typed name)