



**INTERNATIONAL  
STUDENT  
MEDIA  
FESTIVAL**

celebrating creative learning through technology

## **ENTRY GUIDE TO INTERNATIONAL STUDENT MEDIA FESTIVAL**

In classrooms across the globe, teachers, parents, and students are working together to infuse technology into today's learning landscape. Since 1974, the International Student Media Festival has supported and celebrated those efforts.

- For students of all ages, media projects such as live action video, website design, animation and photography foster learning across the curriculum.
- Reading comprehension, writing, research and math skills are developed and strengthened; students utilize technology tools to create their own media to communicate and to interpret their ideas.
- Students increase their abilities to plan, analyze, and interpret results.
- Cooperative learning and leadership flourish where student media is encouraged.
- State and national educational standards are met and surpassed in the exciting atmosphere of creativity cultivated through the use of student media projects.

In short – students who create their own media projects have fun while they are learning! They transform from passive recipients of information into active, engaged learners. What more could an educator want?

Whether you are new to the world of technology integration, or a master of infusing 21st century skills into your learning landscape, the International Student Media Festival has something to offer you.

**Welcome!**



## Entry Rules

- 1.) All entries must be original student work. Faculty or parent guidance and instruction are acceptable, but planning, production, and operation of equipment should be the work of the student..
- 2.) All entries must be sponsored by an adult (18 years or older). For example, teachers, parents, media specialists, PTA officers, and school administrators have all acted as sponsors for past ISMF submissions. The sponsor will be the main contact representing the entry and must be available via e-mail or phone, if needed, during judging in June.
- 3.) Any visual or audio material which is not student produced must adhere to the Fair Use Guidelines for Educational Multimedia. A quick reference chart for classroom copyright guidelines may be found at: <http://home.earthlink.net/~cnew/research.htm#Fair%20Use%20Matrix%20for%20Teachers>  
The student(s) must give credit in the concluding graphics to the producer of the work(s) used. Extended use of copyrighted material (**e.g., more than 30 seconds of a song**) requires written permission from the owner of the copyright. **If copyrighted media is used beyond fair use guidelines, copyright permission release forms must be included with the entry form and media.**
- 4.) Credits for sources of images, music, and information used in the production should be included at the end of the project. The complete names of all students and teachers who participated in creating the project should be included on the entry form. Follow Digital Safety Guidelines - your project may be selected as a sample for the web. **Do not include the last names of students unless there is a release form signed by an authorized parent or legal guardian of the minor student.**
- 5.) Entries submitted to this festival cannot have been entered in previous ISMF competitions. Entries must have been completed within the school year prior to the festival with the exception that first time entrants may submit work produced the preceding year. Each project may be entered only once.
- 6.) All entries should be in English, if possible. If not possible, information in English about the production must accompany the entry. Sponsors of non-English projects should contact ISMF before entering the festival.
- 7.) Website entries must be live, online, and viewable via the Internet through November of the festival year. Links to sites, which were not created by the entrants, should be identified and will not be considered in the judging.
- 8.) Entries will be accepted only on the following media: DVD, NTSC formatted VHS videotape recorded at standard speed (SP), CD-ROM, Standard 1 (US) MiniDV, or website URL.
- 9.) Entries will be accepted from May 1 to June 1 of each year. **Entry forms may be accessed online at [www.ismf.net](http://www.ismf.net).** Please use the instructions on our website to upload projects directly or you may mail entries using Priority or First Class status. Each entry must include a signed entry form, a copy of the media (or a URL for websites), copyright release forms, and payment (in U.S. dollars) in the form of a check or money order (made payable to "AECT-ISMF"), a purchase order, or credit card authorization. The fee for a single photograph is five dollars USD. The fee for all other entries is twenty dollars USD.◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

## Copyright

Please refer to the [Fair Use Guidelines](#) for Educational Multimedia for copyright guidelines. Under the Fair Use Guidelines, only a portion of copyrighted material is permissible. **Please Note: Under the portion limitations, only 30 seconds of a copyrighted piece of music is allowed in a media project.** If a media project contains a larger portion of copyrighted material than the portion limitation allows, signature of the copyright owner is required. If the signature is not obtained and given to ISMF, the media project can be deemed as a winner; however, the winning project will not be exhibited at the Festival or allowed on the Judges' Favorites DVD.

## Length of Production

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. Please review the [Judging Criteria](#) for more information.

## Production Teams

Entries may be produced by an individual student, a group, a class, or a club. The entry needs to include the names of all students and teachers who participated in creating the entry in end credits.

## Grade Levels

Sponsors will classify each entry by grade level. If a group of student producers spans different grade levels, select the majority grade level.

## Other Contests

Entries that have won in local or state competitions are welcome. However, entries submitted to ISMF need not have been entered nor deemed winners at other competitions. Schools considering multiple entries should evaluate their productions and send only those considered to be of excellent quality.

## Entry Media

It is highly recommended that you test your entry using a machine other than the one used for production before submission. ISMF is not responsible for lost, damaged or non-functioning entries. Your media will not be returned. Do not send masters or "only copies".

The ISMF judges will make a reasonable effort to view all media. However, in the event that the judges are unable to view an entry due to technical difficulties, no refunds will be given.

ISMF will no longer accept entries requiring Hyperstudio or Kidpix for viewing.



## Role of the Sponsor

The sponsor will be the main contact person for an entry. ISMF administrators will send information to and ask questions of the sponsor as needed. Most festival communication will be done via e-mail. It is very important that we have a valid e-mail address. Questions can arise around the time of judging and we request a phone number where the sponsor can be reached in July.

## Role of the Backup Contact

The Backup Contact Person is an adult who can get information to/from the sponsor in the sponsor's absence. This may be a co-teacher, a media specialist or a parent.

## Certifications

Sponsors will be required to sign each entry form certifying the following:

- The entry was produced by students.
- Sponsors have the full power to enter the above-noted piece in the International Student Media Festival 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 who created the work.
- The visual and/or audio material in this production is student produced and adheres to the Fair Use Guidelines for Educational Multimedia. If the material in this production does not adhere to the Fair Use Guidelines, sponsors will enclose written permission from the owner(s) of the copyright(s). Sponsors understand that if unreleased copyrighted material is found in the media project by the judges, the project will not be exhibited at the Festival or allowed to be part of the Judges' Favorites DVD.
- Sponsors grant AECT permission to make copies of the entry to be used for festival viewings, fundraising, and promotion, as AECT deems appropriate. This may include, but is not limited to, print, electronic, and broadcast distribution.
- Photographs taken of participants of the International Student Media Festival may be used for promotion, as AECT deems appropriate. Usage may include, but is not limited to brochures, promotional videos, and the ISMF website.
- In the event that AECT is rendered liable for any damages which result from any breach of the above representations and warranties, then sponsor will hold AECT harmless from and against such liability, including all reasonable attorneys' fees incurred at arbitration, or any trial or appeal.

## Mailing Address for Entries

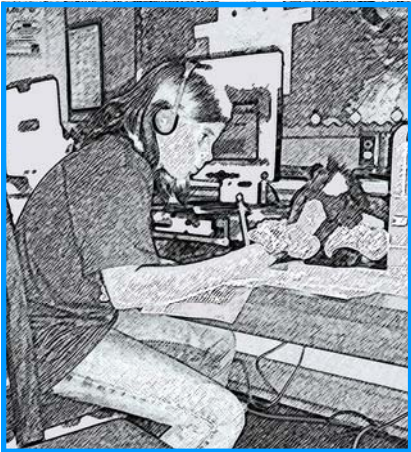
International Student Media Festival  
c/o AECT  
1800 North Stonelake Drive, Suite 2  
Bloomington, IN 47404

## Judging Feedback

The completed judging forms with comments about the productions will be available online to the sponsors.



## Categories



The sponsor will need to categorize the entry by selecting a **Production Type and Purpose**. Sponsors who need help categorizing an entry are encouraged to use our **Selection Wizard** : <http://www.ismf.net/wizard.asp?id=index> or to contact the ISMF administrators. We retain the right to re-categorize entries if needed, but projects will not be disqualified for incorrect categorization.

Definitions of the Production Types and Purposes follow:

### Purposes

**Instructional**—The purpose of an instructional piece is to teach. Excellent entries in this category go beyond simply presenting facts. Examples include: tutorials, teaching tools, and interactive games with assessment.

**Informational** – The purpose of an informational piece is to present a factual view of a topic or issue, without the bias of persuasion or opinions. Informational pieces may briefly cover multiple topics or choose to focus on one or two. Examples include: news programs, biographies, community calendars, and personal websites.

**Documentary** – The purpose of a documentary is to convey an actual event or topic beyond the scope of a typical news story. It should reflect serious research and present facts objectively without fictional matter.

**Persuasive/PSA** – The purpose of a persuasive piece is to present an idea, product, concept, organization or individual in a credible way, so as to change public opinion and/or encourage audience approval, support or participation. Examples include: Advertising, Public Service Announcements, and Movie Trailers. Public Service Announcements (PSAs) are 30 to 60 second messages designed to change public opinion, actions, or feelings.

**Story** – The purpose of a story piece is to tell a story, whether serious or lighthearted, fictional or non-fictional. Examples include: comedies, dramas, and student/family experiences.

**Entertainment** – The purpose of a piece in this category is to entertain and/or amuse the audience in a format other than telling a story. Examples include: music videos, variety shows, Interactive games, and game Shows.



# Production Types

- **Podcast** — A podcast is a digital audio program that can be downloaded and played on a computer or digital audio player. A podcast can be a stand-alone item or one of a series, though only one of the series should be submitted. Files should be in mp3 or mp4. RSS files are not required. Enhanced podcasts, with images, are accepted but will be considered equally with standard podcasts. Video podcast are not accepted. All podcast entries must be available for download from the Internet until the end of November of the festival year.
- **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. Media accepted are MiniDV, VHS, CD, or DVD.
- **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. Media accepted are MiniDV, VHS, CD, or DVD.
- **Sequential Stills** – A Sequential Stills production is a series of images with text, music, video clips and/or narration added. The order that the stills are viewed is fixed by the producer often, sequential stills pieces are created in software software like Microsoft PowerPoint. Media accepted are MiniDV.
- **Sequential Stills Class Project - K-5 Only** - This is a special form of Sequential Stills (see description above) where a teacher provides more guidance to the student(s). For example, entries are classified as Sequential Stills Class Projects when a teacher structures a template and the students produce the content. This production type is intended for younger students just learning how to create media projects.
- **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 accepted is CD.
- **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 website address URL must be provided.



- **Photographic Essay** - A photographic essay involves the organization of a number of original photographs on a single theme. It gives a deeper, fuller, more rounded, more intense view of the subject than any single photograph could. The photographic essays will be judged on the quality and appropriateness of all the photos submitted. See Photography Requirements. Media accepted is CD.
- **Single Photograph** - An outstanding image on any topic may be submitted for this new festival option. It will be judged on its artistic and technical merits. The entry fee for one image is \$5. Entrants wishing to submit more than one photograph in this production type should complete separate entry forms for each photograph. See Photography Requirements. Media accepted is CD.

## Photography Requirements

- All still photographs must be submitted as jpegs on a CD.
- Preferred Image Size is 1600x1200 pixels or 8"x10" at 150 dpi, (a Minimum 720x576 pixels or 4"x6" @ 72 dpi).
- Photo files must be named with the following convention: 2-digit sequence number, dash, a short description of the photo and the .jpg extension with no spaces in the file name. E.g., 01-BlueFlowers.jpg, 05-EmpireStateBldg.jpg, 15-FramedCow.jpg
- Photo files to be included in a photo essay must be stored together in a folder or directory.
- Do not submit prints. All photographs must be the original work of the student photographer(s).



## Criteria for Scoring

Judges use the following criteria for evaluating projects.

### A. Content and Organization (ALL PRODUCTION TYPES)

Creativity/Originality	Provides fresh, meaningful & interesting insights into the subject of the production.
Emotional Impact/Attitude	Heightens viewer attention and interest. Touches human emotions or feelings. Has a strong effect. Most Podcast should have a professional serious attitude throughout (Humor is great, but just being silly, isn't).
Organization	Shows a clear and obvious planning through all parts of the production.
Continuity/Structure	Shows that the information or story is paced and developed in a way that keeps viewers interested and helps them understand the meaning.
Purpose	Achieves its stated purpose.

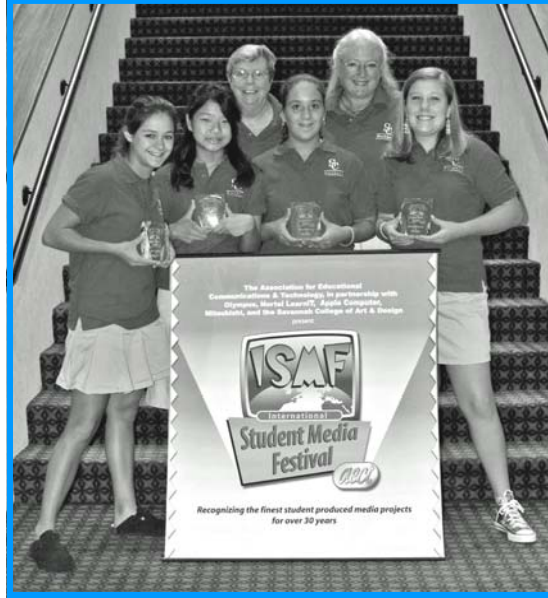
### B. Technical Quality

Audio (All with sound)	Background music and sound effects (if present) balance with speaking voices, and are appropriate to content. There is a minimum of hiss and extra noises. Speaking voices are clear and easy to understand.
Vocal Quality (All with narration)	The vocal performers speak clearly, and at an appropriate speed. They are lively and enthusiastic.
Editing/Transitions (Podcasts, Live-Action Video, Sequential Stills)	Scene changes are smooth and appropriately placed. Cuts/transitions used are appropriate and do not distract the audience. Images (if included) are appropriate, easily understood, and add useful information.
Timing/Flow/Synchronization (All) Fluid Movements (animation)	The narration and visuals move at a suitable pace. Length is right for the amount of information (not too short not too long). Animated objects move smoothly.
Visual/Emotional Impact (All productions except podcasts)	Heightens viewer attention and interest. Touches human emotions or feelings. Has a strong visual effect.
Grammar/Punctuation/Spelling (All with text or audio)	Onscreen text is correct (taking into account the grade of the producers).
Focus/Lighting (All productions except podcasts)	The image is clear, and the lighting is appropriate for the desired mood.
Camera Techniques (All productions using cameras)	The angle of the shot is effective in showing the subject and action appropriately. A tripod was used if it was needed.
Composition/Clarity/Colors (All productions except podcasts)	The elements within a scene (the main subject, supporting subjects, foreground and background) are arranged in a pleasing way. The images, graphics, and fonts are clear. The color palette and the contrasts between dark and light are appropriate for the desired mood.

### C. General Effectiveness

An overall evaluation of the production based on the above criteria combined with the considered judgment of the evaluator.

# The International Student Media Festival Awards Celebration



Teachers, student producers, and family members are invited to the International Student Media Festival celebration, which takes place each fall in one of various cities in the United States. There's something for everyone at this unique gathering.

You may elect to take part in a field experience at a pre-conference workshop where students and teachers have opportunities to network with others who are using technology to transform learning. The festival offers opportunities for attendees of all ages to participate in full and half day of workshops presented by top technology teachers from across the country.

Many of our workshops are held in hands-on computer labs and include topics such as digital photography, video, animation, web authoring, broadcasting, digital storytelling and game design

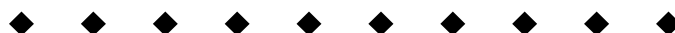
We host workshops for kindergarten through 12<sup>th</sup> grade students as well as professional development sessions for educators. The content and age range varies from class to class, which allows us to offer many options to attendees.

Another highlight of the festival are screenings. Students, proud family members, and teachers converge to view the winning projects, The creativity, expertise, and diligence of students from all over the United States and many other parts of the world is affirmed by these outstanding student productions.

The student producers in attendance are publicly acknowledged and invited to tell about the making of their project and to share their experiences. This is their time to shine and bask in the admiration of the ISMF audience.

Seeing all of this fabulous student work provides inspiration for both teachers and students to continue and expand the use of technology to enhance learning.

The festival concludes with a gala awards ceremony in which students, teachers, schools, and districts are formally acknowledged and celebrated.



## Designations

By June 1 of each year, K-12 students from around the world submit their learning projects to the festival to be judged by educators who know and teach technology. These judges use detailed rubrics for judging each type of media and consider the age levels of the students as they evaluate each project on its own merit. Those exceeding the minimum criteria earn an “Excellence in Media” designation. Because we have such talented entrants and many entries have been culled from state media festivals, about half of our entrants earn this designation.

Once an entry is selected as an “Excellence in Media” winner, it may earn a higher “Judges’ Favorite” designation. A Judges’ Favorite is awarded to a student media project that stands out among all the entries and that judges have agreed is one of their favorites. About 10% of the entries earn a Judges’ Favorite award.

A “Best of Festival” award is given to a Judges’ Favorite entry that has met the highest judging criteria and is considered to be the best of the best. Fewer than 1% of the entries are dubbed Best of Festival winners and this is a great honor indeed.

## Awards

Awards are presented at the annual ISMF Awards Ceremony held on the last day of the Festival. Participants with winning entries are invited to the stage to receive the recognition they deserve. All winning participants will receive a personalized certificate listing their designation and project information for all to see.

Students who submitted winning Single Photographs will also receive a photo medal to take home. The schools for all other winning entries will receive a beautiful trophy: either the “Excellence in Media” trophy or a special “Best of Festival” trophy. Students with an Excellence in Media designation who attend the festival will receive a festival medallion on stage.

## Inside Our Schools

AECT and ISMF are pleased to sponsor a new award for projects that document learning within a school setting. Inside Our Schools award will recognize outstanding media featuring students and teachers engaged in exciting educational initiatives. In addition to the ISMF trophy, a cash prize will be awarded to winning schools. Details and requirements of this award program can be found on the ISMF website.

## Absentee Honorees

If a representative of an award-winning project is not present at the festival to accept the award, the sponsor may contact the ISMF office to arrange for the trophy and certificate(s) to be mailed. The usual mailing fee is \$8.00, but arrangements can be made to combine trophies going to the same location to receive special rates.

### Contact:

ISMF c/o AECT  
1800 N. Stonelake Dr, Suite 2  
Bloomington, IN 47404  
[ismf@aect.org](mailto:ismf@aect.org)  
877-677-2328

**The information in this booklet is current as of February, 2009. Please check our website for updates at [www.ismf.net](http://www.ismf.net)**

