

2009–2010 National PTA Reflections Program

FILM/VIDEO PRODUCTION RULES

Theme: “Beauty is...!”

Students must adhere to the general rules as well as the following Film/Video Production Rules.

Description

Film/video production entries must be original works of fiction or nonfiction relating to the current Reflections Program theme. The entries may be with or without sound.

The student submitting the entry must be the director, screenwriter, and cameraperson. If using a computer, the student must do all of the work. If the student chooses to appear in the production, a camera on a tripod may be used. All storyboarding, editing, etc., must be done by the student.

Whether an entry uses a variety of techniques or a simple approach, it will be judged primarily on how well the student uses his or her artistic vision to portray the theme. A well-developed concept is more important than technique.

Categories

- **Animation:** Animation may be drawn; created from a collection of objects, clay, torn paper, etc.; or computer-generated.
- **Narrative:** A story told through the images created on film, video, or computer. (This is not the same as a storyteller narrating an original story.)
- **Documentary:** Nonfiction documentation using narration, facts, and images.
- **Experimental:** Video that explores movement, light, and montage.
- **Media presentations using computers:** Computer-generated media presentations must be completely original, and the student must do all the work. Cutting and pasting is not permitted. PowerPoint presentations will not be accepted. Students must adhere to copyright laws. Software should be used only to enhance and present the work of the student.

Originality

Each entry must be the original work of one student only. An adult may not alter the creative integrity of a student's work. Because the program is designed to encourage and recognize each student's individual creativity, help from an adult or collaboration with other students is not allowed. **Use of copyrighted material other than music is prohibited.**

Plagiarism is defined as taking and using another person's ideas or writings or inventions as one's own. Plagiarized entries will be disqualified and returned to the students.

Entry Form

All participants are required to fill out in its entirety and sign the **Official Entry Form**. Students who have not completely filled out the form will not be eligible to participate in the program. In situations where the child cannot fill out the entry form or write legibly, a parent may sign his or her child's name.

Students have the option of placing the titles of their works on the Official Entry Form and must answer a few questions about how they created their works (see Required Information in righthand column).

Return of Artwork

National PTA does not return film/video production entries.

Judging

All national entries are judged on artistic merit, creativity, and interpretation of the theme.

Music

The title, composer, and performer of any background music must be credited and documented on the Official Entry Form.

Presentation

- Entries may not exceed five minutes.
- The film should directly relate to the theme.
- The student submitting the entry is not required to appear in the video.
- Submissions should be in one of the following file formats:
 - .MPG / .MPEG
 - .MOV / .QT (Quicktime Video)
 - .WMV (Windows Media Video)
- Entries should be submitted on CD or DVD. The entry should be saved as a file on the CD/DVD, not as a CD/DVD movie.
- Submit the CD or DVD in a plastic or cardboard container; identify both the CD/DVD and the container with the student's name, grade division, state, and year.
- Pack the CD/DVD in a large envelope.
- Secure the Student Entry Form to the outside of the envelope with masking tape.

Recommendations for quality recordings

- If recording on videotape, use a *new* high-quality VHS videotape. Rewind to the beginning, record 10 seconds of black, and then begin recording.
- Use a tripod to hold the camera still.
- Make sure there is plenty of lighting, especially if shooting indoors
- Think about sound. Use an extra mike (boom mike) if needed. Turn off all noise-making devices in the room (air conditioners, fans, telephones, etc.).

Required Information

On the Official Entry Form, please answer the following:

- Who appears in your video?
- Was a computer used? If so, name the software and hardware.
- Was any background music used? If so, credit the music.

Required Artist Statement

On the Student Entry Form, describe what inspired you to create this work and how it relates to the theme. This is required for all grade divisions.