

Georgia Movie Academy Competition

2007-2008 Competition Policies

Columbus State University's Educational Technology Training Center
<http://www.etc.colstate.edu>

TEAMS WILL BE ELIMINATED FROM COMPETITION IF POLICIES ARE VIOLATED.

COACHES: A coach must be a teacher, librarian or other professional staff member providing instructional services to Georgia students. Coaches serve as guides instructing students in the use of movie development software and offering advice on content and design. Coaches are responsible for forming a team of 3-8 students, completing the team registration process and providing guidance and assistance during the movie development process. Coaches must have an active e-mail address for regular communication with the Movie Academy contact(s).

A coach may work with multiple teams during the movie development process. One coach may lead a team in several competitive divisions. Coaches must distribute the Parent and Guardian Permission Forms to team members. It is the responsibility of the coach to keep signed copies of the parent permission form on file in the school. Coaches working with multiple teams must name an Assistant Coach. Coaches sponsoring multiple teams at the final celebratory event are responsible for assigning an Assistant Coach to accompany and supervise each team throughout the event.

STUDENT TEAMS: A team will consist of 3–8 students and no more than two coaches. Individual students are not allowed to enter the competition as the Movie Academy emphasizes teamwork and project-based learning. If a team falls below 3 members, the team is subject to disqualification. A team that falls below 3 students should notify the Movie Academy staff via e-mail and file intent to withdraw from the Movie Academy competition. **No refunds will be given for teams that disqualify for lack of membership.**

Team members must be students enrolled in K-12 education. Team members are allowed to attend **different** schools. Teams may be students in public, private and home schools. Students may compete within one competitive division only.

PROFESSIONAL DEVELOPMENT OPTIONS:

Coaches' Clinic - Team Coaches may elect to attend a Georgia Movie Academy workshop offered by the CSU ETTC on October 16 or 18, 2007. This one-day, hands-on training is focused exclusively on preparation of educators to lead students in standards-based video production projects. The tuition per coach is \$75.00.

Optional Team Training – For an additional cost, coaches may elect an optional, customized team training that will empower student teams (3-8 members accompanied by their coach) with the techniques needed to create a quality video production. This hands-on training will demonstrate and model how teams can work collaboratively to create storyboards, write scripts, record video, import and edit in multimedia software, and produce a final production. Teams will leave this training feeling confident about their roles as videographers. Coach's attendance required. Charges are determined by the training requirements/plan of the coach.

SOFTWARE: The Movie Academy will accept movies developed by students using common software applications and hardware platforms. **All video projects MUST be able to be viewed in the most current version of QuickTime or Windows Media Player.** Teams and coaches that are **new** to movie making are welcome and encouraged to enter the Movie Academy competition. Coaches are invited to attend Movie Maker, i-Movie, and Georgia Movie Academy classes. No prior movie-making experience is necessary but coaches will benefit from confidence gained from basic computer skills competency. Enthusiastic teachers with willingness to learn will become successful coaches!

REGISTRATION: To enter the Movie Academy competition, registration is required. Coaches are responsible for the timely completion and submission of the Georgia Movie Academy registration form and related materials. A complete registration packet includes:

- Movie Academy Registration Form
- Registration fee of \$125.00 per team
- Policies and Procedures that must be read and signed by the coach
- **STANDARD PHOTOGRAPHIC /VIDEO RELEASE FORM** for each team member

The registration packet should be submitted to the CSU Center for Quality Teaching and Learning as soon as a team is formed. Registration packets postmarked after **February 4, 2008** will not be included in the competition.

COMPETITION DIVISIONS: There are four categories for Movie Academy competition:

Grades K-2: Movies will be still-picture projects, with audio. Projects will be 2 minutes 0 seconds maximum duration and will be submitted on CD or DVD.

Grades 3-5: Movies will be still-picture or video projects, both with audio. Submitted projects will be 2 minutes 0 seconds maximum duration. Stills projects will be submitted on CD. Video projects will be submitted on CD or DVD.

Grades 6-8: Movies will be video projects. Submitted projects will be 2 minutes 0 seconds maximum duration and will be submitted on CD or DVD.

Grades 9-12: Movies will be video projects. Submitted projects will be 2 minutes 0 seconds maximum duration and will be submitted on CD or DVD.

VIDEO PRODUCTION COMPONENTS:

Introduction to Academic Standards: All competitive divisions must identify the primary academic standards developed during the video production phase. Georgia Performance Standards (GPS), the Quality Core Curriculum (QCC) standards, DODEA Standards, or national standards in the content areas (NCTM, ISTE.NETS) must be incorporated into the introduction of the video project. These standards (limited to 2-3 per production) must be prominently displayed in the introduction of the video production. The introduction of standards must be displayed clearly in a time not to exceed 30 seconds according to the following protocols:

1. No more than three standards will be displayed.

2. Standards will be presented in clear, legible, readable font visible to video audiences.
3. Standards will be displayed on a static screen (no scrolling).
4. Standards will be presented on a dark screen in light lettering.
5. Standards may be paraphrased for general audiences but must communicate what students will know and be able to do.
6. Standards will be separated from the video by an "elegant transition" that clearly separates the standards statements from the video production.

Video Production: The video production for each competitive division will not exceed 2 minutes 0 seconds.

Credits: The movie credits may not exceed 30 seconds beyond the video production.

2008 COMPETITION THEME: Teams should base the content of their movie on the 2008 Movie Academy theme: *"Connecting to a Global Community."* The 2008 theme is chosen to promote 21st Century teaching and learning. Students will develop competencies in the following areas:

- To facilitate understanding of global issues
- To learn from working collaboratively with individuals representing diverse cultures, religions and lifestyles in a spirit of mutual respect and open dialogue in personal, work and community contexts
- To understand other nations and cultures, including the use of non-English languages

All content must be **appropriate** and suitable for publication on the Georgia CSU CQTL website as determined by sponsoring school system authorities and the Movie Academy staff. The movies may not contain defamatory materials or materials of a sexual or violent nature.

All intellectual property (images, music, content) that is not the original work of the team members must be properly cited and credited to the author by mention in the credits component of the video project. All credits must include the required content components as specified in MLA or APA citation styles. Because software conventions often interfere with the presentation of credits in strict MLA/APA formats, relaxed MLA/APA formatting conventions are acceptable. **Sponsoring school system authorities are required to ensure copyright and citation compliance.** Videos submitted by a school system are considered to be compliant with all copyright and citation regulations.

2008 COMPETITION TIMELINE: The Movie Academy competition involves two stages. The **preparation stage** spans one academic year (September 2007 – March 10, 2008) during which all team members must be actively involved in the design and development process and make a significant contribution to the final product.

The competitive phase begins **February 4, 2008** with acceptance of the Registration Packets. Registrations postmarked after **February 4, 2008** will not be included in the competition.

The deadline for video project submissions is **March 10, 2008**. All submissions should be delivered or mailed to:

Movie Academy Project – ATTN: Dr. Larry Moore
Center for Quality Teaching and Learning, ETTC
Cunningham Center
Columbus State University
4229 University Drive
Columbus, Georgia 31907

Submissions postmarked after **March 10, 2008** *will not be included* in the competition. All video projects submitted for competition will become the official property of the CSU ETTC.

A final celebratory event sponsored by the Center for Quality Teaching and Learning and the Educational Technology Training Center will be held at Columbus State University on **Friday, April 25, 2008**. The celebration is an invitation-only event held for registered team members, their coaches and parents. Formal invitations will be mailed to team members who qualify by presenting valid video project submissions that have been accepted for competition.

The CSU ETTC reserves the right to extend any program deadline. The CSU ETTC further reserves the right to cancel the competition if registrations fall below a reasonable number of entries in each competitive category. All registered participants will be notified by **March 17, 2008** in the event of cancellation.

DISQUALIFICATION: Video projects may be disqualified for the following the following reasons:

- The Movie Academy Registration is submitted after the submission deadline.
- The video project is submitted after the submission deadline.
- The video project lacks educational merit as determined by Movie Academy staff.
- Plagiarism or other copyright violations occur within the content of the video project.
- The video project contains materials of a sexual, defamatory, or violent nature.

JUDGES: Video projects presented for competition will be judged by education professionals with extensive background in standards-based teaching and video production. All judgments will be considered final. No forums for contesting judgments will be held and no petitions will be considered.

AWARDS: The following awards will be presented within each of four competitive divisions. All movies will be rated on the following criteria:

- Alignment to 2008 GMA Theme
- Alignment to Identified Academic Standards
- Alignment to ISTE.NETS: The Next Generation

AWARD CATEGORIES:

- **Best Picture by Division** (Four Awards) - All elements in the movie bring a powerful emotional impact that communicates the message of the movie and demonstrates student mastery of the academic standards. The movie leaves a lasting impression. The movie demonstrates thinking skills and content understanding. The movie can be used to inform others. This recognition acknowledges exemplary video production skills as evidenced in

cinematography (visual impact with regard to lighting, photography and framing) and sound (choice of music, sound effects and levels).

- **2008 Best Picture Overall** – (One Award) – This “best of competition” award will be awarded to the one video project that best demonstrates students’ mastery of academic standards; presents high-quality, theme-related content; communicates an appropriate message; and exemplifies high-quality video production as evidenced in the elements of cinematography.
- **2008 Best Picture – 2nd Place Award** – This award recognizes one video project recognized as the first “runner-up” to the “best of competition” award. Like the **Best Picture Overall**, this award is extended a video that best demonstrates students’ mastery of academic standards; presents high-quality, theme-related content; communicates an appropriate message; and exemplifies high-quality video production as evidenced in the elements of cinematography.
- **2008 Best Picture – 3rd Place Award** – This award recognizes one video project recognized as the second “runner-up” to the “best of competition” award. Like the **Best Picture Overall**, this award is extended a video that best demonstrates students’ mastery of academic standards; presents high-quality, theme-related content; communicates an appropriate message; and exemplifies high-quality video production as evidenced in the elements of cinematography.

HONORABLE MENTION CATEGORIES: The Honorable Mention categories recognize video productions that demonstrate student mastery of the National Educational Technology Standards (NETS) published by the International Society for Technology in Education (ISTE). These standards define “What students should know and be able to do to learn effectively and live productively in an increasingly digital world.”

The Honorable Mention categories include:

- **Best Video - Creativity and Innovation**
- **Best Video – Communication and Collaboration**
- **Best Video – Research and Information Fluency**
- **Best Video – Critical Thinking, Problem-Solving & Decision Making**
- **Best Video – Digital Citizenship**
- **Best Video – Technology Operations and Concepts** (Cinematography - visual impact with regard to lighting, photography and framing; and Sound - choice of music, sound effects and levels.)