



Student Media Festival Guidelines

Production Types/Purpose of Production

Production Types

Podcast

A podcast is a digital audio program that can be played on a computer or digital 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.

Live Action (includes Video Podcasts)

Full motion productions such as dramas, comedies, documentaries, commercials, news shows, talk shows, interviews, instructional presentations, etc. These productions generally will have on-screen talent in the form of actors, instructors, hosts, and/or narrators. A computer may be used for title, credits and overlays, and may be used in the editing process. Such projects are still "Live Action."

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 productions type. Famous examples of integrated animation are the 1988 who Framed Roger Rabbit or 1996 Space Jam.

Sequential Stills

"Sequential Stills" is defined as a series of still images from slides, photographs, still video or digital images rendered into a production using photographic, electronic or computer technology, including Quicktime, PowerPoint, or similar computer programs. Text, music, video clips and/or narration may be added. The order that the stills are viewed in is fixed by the producer. These are submitted on USB drive. *COMPLIANCE WITH SOFTWARE GUIDELINES IS EXPECTED.

- **Sequential Stills Regular** - A series of still images from slides, photographs, still video or digital images rendered into a production using photographic, electronic or computer technology, including Quicktime, PowerPoint, or similar computer programs.
- **Sequential Stills Class Project (K-5 Only)** - This is a special form of Sequential Stills-Regular (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.

Website

All URL addresses must be available for download from the Internet, but due to technology uncertainties on the day of judging, all website entries must include a link on a USB drive. To assure access to submitted material, please include all login/password information in a Word document, also saved on the USB drive.

Purpose of Production

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)

These 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.