



13TH ANNUAL TEEN DIGITAL REEL SHOWCASE & AWARDS

GUIDELINES 2009

Your Mini DV Entry and required Portfolio must comply with 13TDR Guidelines!



READ CAREFULLY

The 13th Annual Teen Digital Reel Showcase & Awards (13TDR) is an independent, teen produced, regional high school event organized to actively support and encourage artistic expression, workforce standardized skill building, industry partnerships and to grow the high school, digital media arts access and curriculum. Youth teams are invited to produce (up to 3 minutes long for all but the Short Story Live Action which can be from 3-5 minutes in length) computer-enhanced movies that address compelling topics within the 9 pre-selected categories. Entries must be submitted by February 27, 2009. The competition winners will be screened Friday, May 1, 2009 at our 13th Annual Teen Digital Reel Showcase & Awards event, open to the public, at the Crest Theatre in Sacramento. Tower of Youth lucite awards and valuable media tools and prizes are awarded at the 13TDR for the best creations and accompanying portfolios developed by Sacramento Valley and Sierra Foothill regional high school youth in school or community programs. All works submitted are judged by a panel of distinguished regional professional artists and communication media experts.

GENERAL GUIDELINES

• Who is eligible?

Eligibility for entry is only open to youth (13 – 18) enrolled as students in the 7 county, Sacramento Sierra region's high schools (Sacramento, Yolo, El Dorado, Placer, Nevada, San Joaquin, Sonoma) or community, media arts, programs all of whom must belong to the Sacramento Sierra Digital Arts Studio Partnership (SSDASP). Youth may enter and produce work from either a school or a community organization within the Sacramento

Sierra Digital Arts Studio Partnership. (Sponsorship may come from any public or private school, youth organization, community agency or business sponsorship that are formal members of the Partnership). To be eligible, all entries MUST be accompanied by a required "Production Portfolio" (documentation notebook) of the entry's preparation and production. (See deliverable's below). In addition, the responsible mentor SS DASP member must attend an initial orientation to insure compliance with the standards and requirements of this competition.

TO AWARD CATEGORIES

(Content & Portfolio)

Entries may be submitted in any of the 9 Content Categories described below. These shall include the digitally created work, on Mini DV Cassette format, in its precise permissible length including appropriate legible screen credits.

1. CONTENT CATEGORIES

1. Perspectives on the Environment (Save the Planet!) (up to 3 minutes in length)

Are you concerned about the health and sustainability of our planet?

Perspectives on the Environment will give you the opportunity to speak out on an issue that will affect humanity for generations to come. Topics may include, global warming, issues of sustainable energy, the air we breath, the water we drink, biodiversity, endangered species, the effects of commercial development on the natural landscape, overpopulation, as well as things we can do to

make the earth a better place to live, and protect our relationship with our natural environment.

2. Public Service Announcement Duet (Exactly 60 and 30 seconds in length plus credits)

Each entry shall require a set of 2 versions of the same psa. The first, 60 seconds and the second, 30 seconds presenting successively shorter versions of the subject followed by screen credits at the end of the duet to not exceed 3 minutes in total. This shall highlight a particular social issue, advocate an idea, promote a business, demonstrate a technology, or offer a service real or imagined. Demonstrate and market what you feel will bring value to people's lives.

3. Commercial Duet (Exactly 60 and 30 seconds in length plus ending credits)

Each Entry shall require two successive versions of the same commercial. The first limited to exactly 60 seconds, then a 30 second version followed by a single set of screen credits not to exceed 3 minutes in total. Its purpose is to advertise a product, service, technology, or commodity, real or imagined, aimed to promote market success.

4. The Art of Partnership (up to 3 minutes in length)

Express what cooperation looks like or means to you. What does it mean to work creatively with others? Show how partnerships can bring out the best among people, influence our lives and help us achieve our goals. Everywhere we look people combine their talents and abilities to improve our lives, society and the economy. Partnerships may include anything such as those in

school, in community, among family and friends, in business or studio relationships in media arts. Be insightful and imaginative!

5. Music Video or Creative Audio Design (up to 3 minutes in length)

This Category invites creating and handling audio tracks as the major artistic and technical challenge. This requires audio as the driving force, the special creative emphasis, the central intent to emphasize either sound design digital video, with or without music, or be submitted as a Music Video. Stop WATCHING MUSIC VIDEOS AND MAKE ONE!! This is your chance to imaginatively show what you've got!! Video hounds can hook up with bands and even performers to produce the next big original hit! Great sound and visual design are at the essence of our culture's entertainment breakthroughs. Are you up for it?

6. Experimental Beauty/Surrealism (up to 3 minutes in length)

This entry category invites a major emphasis on THE EXPRESSION OF VISUAL CREATIVITY. This may include experimental or surrealism content that aligns with the "art standard" in California Curriculum frameworks. These works look for "videos from the fringe", "out of the box", "at the edge" in visual content and form!

7. Documentary (up to 3 minutes in length)

We invite entries that focus on important factual journalism and poignant non-fiction narratives that PROVIDE AN EXPOSE OF ACTUAL EVENTS, SERIOUS ISSUES AND SITUATIONS, HUMAN INTEREST, that demonstrate reliable information gathering, and creative presentation. This quality news reporting format, or documentary movie making, has traditionally been used to raise society's awareness about important and dramatic realities in order to strengthen truthfulness, democracy, accountability and public decision-making in society.

8. Short Story – Live Action (entry length may be 3 to 5 minutes in this category)

CREATE AND TELL A COMPELLING, SHORT, DIGITAL MEDIA TALE! Story is the foundation of

successful media producing. Great media makers tell great stories, first and foremost. Any future in producing media requires skill in telling a story. Special attention will be paid to the script writing – and acting - in this category and may include "Adapted" short stories. Production Portfolio documentation of official/legal permission from the any copyrighted author source must be present if used. This Category serves as a model in University of California A-G approved course offerings

9. Short Story – Animation (entry length may be up to 3 minutes in this category)

These original entries will utilize ALL or MAJORITY 2D OR 3D ANIMATION OR CG IMAGERY, All considerations in Short Story Live Action apply here. This Category will materialize as a separate one provided the jury receives competitive quality animation entries for award recognition. Again, original or "Adapted" short stories" as in "Live Action will be accepted with documented essential copyright permission where applicable.

10. Best production portfolio award (1" binder)

This will be judged on "Guidelines" and Portfolio Checklist compliance and the artistic rendering of the pre-production, production and post-production aspects of each entry, A Jury selected, single best "Production Portfolio" will be awarded. The portfolio should STRIVE TO DEMONSTRATE COMMERCIAL QUALITY, AND PROFESSIONAL STANDARDS. (See Deliverables Checklist below)

• Production Portfolio Standards, Requirements and Criteria (Deliverables)

Standards for TDR entry production continue to be cooperatively developed and are used to sharply improve the quality of our region's youth productions, as well as to establish educational and professional level workforce standards for every entry. These requirements are referred to as Production Portfolio Standards, Requirements and Criteria" (Deliverables) Jury Form (see www.towerofyouth.org website) Comparative Production Rubrics can be downloaded from the "Teachers Notebook" link that list key Preproduction, Production, Post Production, Scripting elements.

Questions and problems may be addressed to Vern Bisho, Coordinator, SS DASP Program Committee at 916/339-4741

B. DISQUALIFICATIONS

• Disqualification for Gratuitous violence, substance abuse, smoking & Profanity

The use of any gratuitous violence, substance abuse or smoking, and profanity are strongly opposed. TDR challenges student artists to use their creativity to avoid such explicit content directly but to create the effect and impact with alternative script and cinematographic means to respect family sensitivities, young age group audience members, public school standards and to elevate original artistry in production.

• At Least Two (2) Youth Producer Entry Team Members are required for each entry award consideration.

Each production must be co-produced by at least two named youth partners with or without an adult mentor. This constitutes the minimum artistic production "Entry Team" eligible for award recognition. Other youth participating in production must be named and their roll identified in the entry documentation Portfolio and shown in the entry movie credits as part of the production "studio team". The judges will disqualify those entries beyond the first received where a youth is again designated as one of the 2 principal co-producers

• Entries may be up to, but not exceed, 3 Minutes exactly in Total Length, including full screen credits except for The Short Story Live Action Category that may be up to 5 minutes in total length.

In order to be considered, all entries must be no longer than exactly three minutes, including credits with the exception of the Short Story Live Action Category which may be up to 5 minutes in length. The PSA and Commercial Categories require a 60 second and 30 second duet of productions followed by compete screen credits not to exceed the 3 minute limit. Entries that do not fit within these time windows will be automatically disqualified.

C. TECHNICAL GUIDELINES

• Entry Limits

Each youth co-production team may only submit one entry to one of the 9 Content Categories. To insure the widest spread of awards and prizes across the Sacramento Sierra Partnership members, only one (1) Entry is allowed, by any co-producing individual youth producer, which must be submitted in one (1) of the 9 Categories. Any individual producer may participate in more than one entry as a screen credited production studio team member but will only be eligible to enter one award Category work in their name as a "co-producer". The judges will disqualify those entries beyond the first received where a youth is again designated as one of the 2 principal co-producers.

• Legal Intellectual Property Requirements

All entries will require "legal rights" releases/consents to anything included in the submitted work. Entries must document/credit all material sources including public domain material or submit evidence of possession of legal rights of intellectual property to be included in the Production Portfolio.

Why is ORIGINAL or LEGAL material required for everything?

Each completed digital movie must include only original produced graphics, images, animations, music and sound. Legal rights to the entry are an absolute requirement for submission from this year forward. Images may include any computer-generated imagery, original digital graphics, digitally produced or converted sounds or digitized video segments. There are two reasons for this. First, we are committed to encourage professional mastery and studio model cooperation among youth artists and production teams. Commercial producers find talent to create and market their shows. The talent is in your schools or our region to be tapped. Find each other! Secondly, the use of licensed material without proper clearance is a violation of applicable state and federal laws restricting unauthorized copy. The Tower of Youth Annual TDR Showcase & Awards is videotaped,

edited and provided for broadcast to cable public-access television and exhibited in venues that are non commercial and not-for-profit. The Tower of Youth reserves the right to market the Annual Showcase program, on cassette and DVD, at production cost, to provide the most widespread dissemination of the event. We are liable for violating piracy laws by copying and selling the broadcast version of the showcase if licensed material exists even though we do this for non profit, educational advocacy. We require a signed waiver that states that infringement on copyright material is the sole liability of the entry producers. We want to avoid this situation and model the highest ethical and artistic standards. Thus, any included material obtained by the producers from copyright sources that violates licensing and copyright standards will cause the work to be disqualified.

• Submit all entries on Mini Digital Video Cassettes only with completed Entry Form.

All completed entries must be submitted for judging on labelled Mini DV Cassettes ONLY. We will not accept VHS, DV8, CD or DVD entry formats.

• High Resolution Essential

We urge you to try and create your work in the highest possible resolution/full screen, uncompressed, full DV, given your equipment. In order to have a full theater, wide screen projected image at the Awards Showcase, the format for the final file entries should be rendered at 720x480 pixel size or higher.

D. PROGRAM DESIGN CONSIDERATIONS

• Jury Control Over Category Placement

Youth Producers are asked to carefully select which of the 9 Content Categories they enter and to make sure that their work accurately speaks to the form and content intention of the chosen category described above. Tower of Youth reserves the right to reassign any entry if it is more appropriate or may compete more successfully in a different category than was selected by the entry youth co producers.

• Tower of Youth Lucite Awards and Media Prizes

TOY signature Lucite Awards will be given to the 2 co-producers, and a school or community organization mentor, for the three best entries in each content category, A Best of Category and 2 Awards for Excellence will be presented for each. Two TDR Grand Prizes will be awarded for overall Best entry in the TDR Showcase as well as for the Best Production Portfolio. In addition, major state of the art software, hardware and media prizes will be awarded provided by Tower Of Youth industry sponsors to the winning teams and DASP Membership program at the Crest Theatre Award Ceremony May 1, 2009.

Any exception to the above guidelines must be requested prior to the entry deadline by contacting TOY at 916-922-0100.

• Judging Entries and Awards

• Entries will be judged (according to the Production Rubric Comparison Spread Sheet (see www.towerofyouth.org website) on the basis of overall content category message strength, visual and audio technical production qualities, creativity and originality and overall impact. Each Entry Production Portfolio will be evaluated for completeness and approximation to industry workforce standards. Check guidelines in teacher notebook for reference.

• A BEST ENTRY AND TWO EXCELLENCE

AWARDS will be given for each of the 9 Content Categories to the two co-producers and their adult mentor or Production Studio Team.

• A GRAND PRIZE AWARD will be given for overall best of show to the youth co-producers, or named Production Team and mentor.

• AN AWARD will be given for the best Production Portfolio.

• RECOGNITION CERTIFICATES will be given to each entry team co producer for 2008

The Tower of Youth reserves the right to add additional awards and recognitions at the time of the showcase event. The decision of the judges will be final. No mechanism exists for appeal of the

judge's decisions.

Winners will be exhibited and announced at the May 1, 2009 Showcase event at the Crest Theatre, where the Awards Showcase and Prize presentations will occur.

• **Support & Training Process** (see www.towerofyouth.org website for details)

The creative and technical skill challenges of digital graphic technology are very real. Most youth and teachers will be faced with a steep learning curve while mastering new software and hardware. Mentor and Educator monthly collaboration is encouraged and a variety of supports including teleconferencing and seminars will be urged to provide mutual assistance, organize customized, professional training sessions and assistance as the need is identified. TOY seeks to promote, monitor and support learning and the creative process through producing the 13th Annual Teen Digital Showcase event. We are very committed, through cooperation and collaboration, to achieve quality and excellence, and to push everyone higher in developing their artistry, technology and career path skills.

- Enclose Entry Fee \$15 with completed Entry Form in the Production Portfolio.

There will be a \$15 entry fee due with each Showcase Entry. Cash is acceptable. Checks to be made to "Tower of Youth". A fee waiver may be granted upon request to Tower of Youth 2 weeks prior to deadline. Contact William Bronston at 916/944-0110.

E. Entry Deadline

All entries for the 13th Annual Teen Digital Showcase Awards event must be received before 7:00 PM, February 27, 2009 - no exceptions. Entries received after this time and date, regardless of postmark will not be accepted. Deliver or mail to: TOY, 3711 Dell Road, Carmichael, CA 95608

• **13 TDR Entry production portfolio checklist**

Each of the following required items must be arranged in order in a 1" binder that will be juried and scored for award consideration.

Cover:

- Entry Movie Poster Design
- Name of Partnership School or Community Based Program
- Production Name (Title)
- Essential Cast and Crew Listing
- Copyright and Entry Date

Inside:

- Completed 13 TDR Showcase Entry Form (Download from www.towerofyouth.org).
- Membership In Sacramento Sierra Digital Arts Studio Partnership Affidavit
- TOY Media Rights by Entry Executive Producers (Signed Consent Form to provide Tower of Youth rights to publicly exhibit, disseminate & market the production on a non-profit educational basis)
- Treatment
- Script
- Shot List (text)
- Storyboard (visual)
- Executive Producer(s) Bios
- Cast/Crew lists of names and roles/job descriptions
- Teacher/Mentor and Sponsoring School or Community Organization Profile
 - digital production platform used
 - Software inventory used
 - Tool and technology description
- Legal Forms (Download from website)
 - Individual Talent Releases
 - Location Releases
 - Copy Right Clearances
- List of all licensed media material (audio/visual) sources that must be documented with signed Waiver Form of non-liability for

infringement of any visual, audio, and intellectual property copyright material.

OPTIONAL INCLUSIONS

(non score bearing)

- Production Work Log or Journal (what did each person do and when? What worked and what didn't, pearls of experience etc.)
- Sketches
 - Location
 - Wardrobe
 - Characters
- Evaluation and Critical Analysis of production
 - Solutions or alternatives to problems
 - Successes
- Self Assessments
 - (1 per crew member- Please give complete explanations)
 - How well did I perform my job according to my job description?
 - How did I meet the goals of the project?
 - How could I improve on the next project I work on?

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**SHOWCASE
FRIDAY MAY 1
2009**



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Digital Video Cassettes only
with completed Entry Form.**