

Multimedia

Student Multimedia Authoring Contest

"Multimedia allows the use of the computer to integrate text, graphics, audio, video; along with the ability for the user to navigate through the information and therefore interact with it." (Charp, T.H.E. Journal, 1995)

Eligibility

This contest is open to Nebraska K–12 public and private school students. All entries must include principal's consent for contest entry and principal's contact information. Individual and group categories are available (a group is defined as more than one student).

Contest Categories

User Interactive—Branching (information presented in a dynamic format)

Examples include interactive tutorial, video game, menu driven, 3D modeling, web pages and virtual reality.

Presentation—Linear (information presented in a linear format)

Examples include slide show presentations, linear stories and linear tutorials.

Judging and Awards

Three places will be awarded in each division of the contest. Each winner will be invited to the NETA Spring Conference on Thursday, April 24, 2008, to be recognized at the opening general session and to receive his or her prize. Winners will be asked to present their projects in a gallery setting following the opening general session. Individual winners will be awarded a trophy for first place and medals for second and third places. Group entries receive one group trophy and individual medals for first, second, and third places. When a group is comprised of a large number (e.g. whole class), the class would receive a trophy and students in the class would receive certificates.

A panel of educators will conduct judging based on:

Content 40%

- *Evidence of educational value*—The purpose should be clear and its content should reflect its purpose, be it to entertain, persuade, educate, or sell. A good project should enrich the user's experience and expand the imagination. Promoting social biases (gender, racial, religious, or other types) rather than enlarging the views of the student should not be considered worthwhile.
- *Information is clear, appropriate, and correct*—The information presented in the project clearly supports the purpose. The information is related to the topic and does not contain offensive material. The viewpoint presented should be comprehensible to the intended audience. The information is factual where applicable.
- *Use of at least three of the four following elements*—The student used 1) audio (sounds/music), 2) animation (animated gifs/pictures), 3) graphics (icons, pictures), and/or 4) video (movie clips).
- *Original sounds or graphics were used*—The music/sounds were not copied or recorded from a previous source. The more work that is originally created by the student/group, the more points awarded. Written permission must be secured for music and must be cited in proper MLA format in the works cited.
- *Audio or video or animation is functional*—The audio/video functions within the slideshow. Sound/video should be correct in their timing, sound level, placement, and selection. Sound/video should be crisp and clear.
- *Mechanics (spelling, grammar, etc.)*—This includes spelling, grammar, punctuation, sentence structure, etc. In consideration of the ratio of errors to content, the ratings would be as follows:
 - Below Average**—work has several major mechanical errors.
 - Average**—work has few mechanical errors.
 - Good**—work has minimal mechanical errors.
 - Excellent**—work has no mechanical errors.
- *Subject knowledge is evident*—The student demonstrates mastery of educational concepts through research and/or prior knowledge.

(Continued on the next page)

(Multimedia contest judging, continued)

Creativity 10%

- *Good use of color*—Content should be pleasing to the eye, have a complementary color scheme, and not detract from the main focus of the project. An appropriate use of contrast within the color scheme should be evident. The color of the background should not be too bright or too much like the color of the text. If a light color is used for text, the background should be a dark color. If a dark color is used for text, the background should be a light color.
- *Consistent formats and design*—Layout throughout the project should be uniform and should have balance. Balance is achieved through symmetry by utilizing halves or using the rule of thirds.

Design/Layout 30%

- *Easy to read*—Text needs to convey information, not complicate it. Text should be legible and not too small or too large. Fonts that are difficult to read should not be used. Use contrasting text and backgrounds. In Multimedia, inappropriately flashing fonts, constantly moving backgrounds, and dizzy color patterns all detract from the project.
- *Logical sequence of information*
- *Successful navigation*
- *Effective use of white space*

Originality 10%

- *Creative/artistic use of elements*
- *Evidence of new thought*

Credits/Works Cited 10%

- *All works properly credited*
- *All sources properly cited*
- Original work must be acknowledged in the Read Me. Non-original sources such as graphics, sounds, and video clips must be cited in the Read Me. A guide for properly citing Internet Resources can be found at: <http://www.classroom.com/community/connection/howto/citeresources.jhtml>.
- All entries to the contest must be *completely created by the student*.

Divisions of Contest

The Multimedia Authoring Contest has divisions. Places and grade divisions may be adjusted based upon the number and quality of entries received. Decisions are made at the discretion of the judges.

Individual Divisions

Individual Project Grades K-2
Individual Project Grades 3-5
Individual Project Grades 6-12

Group Divisions

Group Project Grades K-2
Group Project Grades 3-5
Group Project Grades 6-12

Each contest entry must be sponsored by the entering student's or group's current classroom teacher, and each teacher may sponsor a maximum of three entries (a combination of either group or individual entries for a total of three entries). The sponsoring teacher is encouraged to attend the NETA award presentation if the student/s or group/s they sponsor are selected as contest winners. The sponsoring teacher listed on the entry form of a winning entry will receive a nontransferable complimentary conference registration, and the teacher's school district will be reimbursed up to \$100 to pay for that teacher's substitute on Thursday.

All place-winning teachers and students will receive notification of contest results via e-mail by March 1, 2008, at the email address provided on the entry form. Letters will be sent via US mail to winning teachers and students with Conference information at a later date. **We request that sponsoring teachers do not register for the conference until winners are announced.** All products submitted become property of NETA and may be distributed freely. The entry form on the next page must accompany the project.

(Guidelines and entry form on next page)

(Multimedia contest, continued from previous page)

Multimedia Contest Guidelines

1. A classroom teacher must sponsor each student or group entering the contest, and each teacher may sponsor a maximum of three entries (a combination of either group or individuals for a total of three entries).
2. Entries may be submitted in any multimedia program (e.g. eZedia, Flash, Shockwave, Media Blender, MovieWorks, etc.) but must include a player for that program.
3. Entries must be accompanied by a plain text Read Me file (300 words or less) noting software used, details on development that entrants think would be helpful for judges, and a complete list of all multimedia resources used in the development of the multimedia project.
4. Entries limited to one zip, CD-ROM, or DVD.
5. Entries must not control peripheral devices or applications.
6. Entries that use fonts not commonly available must be included with the submission.
7. Entrants using copyright material must follow copyright and fair use guides available on a handy PDF chart available at http://www.techlearning.com/db_area/archives/TL/2002/10/copyright.html.
8. Entries must be accompanied by the form below.

Submission deadline—Must be postmarked on or before **February 1, 2008**.

Submit to: Katie Morrow
1501 Putter St.
O'Neill, NE 68763

Direct contest questions to Katie Morrow at kwillis@esu8.org

NETA Student Multimedia Authoring Contest—Entry Form

Multimedia

Please Print

Entry Category (check one): User Interactive Presentation

Division (check one): Individual Group

Student Name(s) _____

School _____ Grade _____

School Street Address _____

School City, State, Zip _____

Teacher e-mail _____

Principal e-mail _____

School phone _____ Project name _____

Software Used (include version) _____ Computer used _____

The signatures below verify agreement that the entry was completely produced by the submitting student. In the case of a group project, one student will sign for the group.

Student signature _____ Date _____

Teacher's printed name _____

Teacher's signature _____ Date _____

Principal's printed name _____

Principal's signature _____ Date _____

*Include this form with student project entry. Deadline—Postmark on or before **February 1, 2008**.*